

VR FEATURE RELEASE

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Modern Appeal of Ancient Weapon Sends Archery Business Soaring

In this age of the rocket-powered missile one of man's earliest implements for sport and hunting is gaining increased popularity among America's rapidly expanding leisure class.

There are now seven and a half million devotees of archery. Every year of the past five has shown an average 13 per cent growth for the bow and arrow business.

According to Robert E. Griffin, president of Indian Archery Corporation of Evansville, Indiana, one of the largest manufacturers of archery equipment, there are several reasons for the rising tide of interest in a weapon that dates back to the Stone Age.

"First, archery is a sport that can be enjoyed by men, women and children of practically all ages," Griffin says. "It is a sport that can be as rugged or mildly paced as the individual wants to make it. Also, increasing numbers of indoor archery ranges are making it a year-'round activity."

Impact of Fiber Glass

Another important factor in the growth of archery has been the introduction of bows made of fiber glass, Griffin points out.

"Just as fiber glass revolutionized fishing when it began to be used for fishing rods (the majority of rods are now produced with this material), it has made a major contribution to archery.

"Fiber glass has made it possible to manufacture high quality bows at prices most anyone can afford. Quality wood bows range in price from \$19, for a beginner's model, up to \$150 for a beautiful hand-crafted model used primarily for professional competition. This last is made with multiple triple-tapered northern hard Maple laminations that are bonded together with epoxy fiber glass. The handle is hand-tooled with woods impregnated with tough phenolic resin and laminated to rich Rosewoods. The fiber glass creates striking patterns in the bows as well as 'souping' them up with greater power."

Lower Cost

"On the other hand," Griffin says, "colorful fiber glass bows can be mass produced bringing them down to a price range of from \$4 to \$15. These are excellent for target practice and some can be used for hunting small game."

Griffin says that many of these bows are molded from hundreds of continuous glass strands produced by Gustin-Bacon Manufacturing Company of Kansas City, Missouri. These glass fibers called Ultrastrand, have 10 times the tensile strength of steel and still give the bows the high flexibility required for shooting power.

Other Advantages

"Previously, economy bows were produced from solid Hickory," Griffin says. "Fiber glass bows, however, offer a number of advantages beyond being more powerful than Hickory and contributing greatly to the sport."

"Bows made of fiber glass are impervious to weather. Being moisture resistant, they will not warp or change color as will inexpensive wood bows. Also, they maintain their original shape better when subjected to the constant strain of tightly strung bow strings. Of equal importance, because they are molded from parallel strands of glass, they are virtually unbreakable."

Ancient Design

It is interesting to note that all bows manufactured by Indian Archery feature a reverse bend design that dates back to the Crusades when the Turks produced similar bows that were made from horn.

The reverse bend is well named the working re-curve. By having a curve at each end of the bow, the initial pull merely straightens out the curve. Rather than the string becoming increasingly harder to pull, pressure remains the same from the beginning to when the arrow is released. Nevertheless, the same amount of energy is transferred to the arrow as would be provided by a conventional bow.

Contributes to Sports

In addition to providing an exciting competitive sport, archery is offering many hunters a thrilling variation. Facing a cornered mountain lion with slender, but lethal, bow and arrow takes a lot of raw courage and unlimited confidence. Less intrepid hunters keep to smaller game.

Archery is even offering something new to the fisherman. Lightning reflexes are required to spot a fish beneath the water and shoot him with an arrow before he darts away. Special arrowheads with flexible removable barbs are available for this sport. A reel and line are attached to the bow for pulling in the fish. Fiber glass bows are well suited to this activity because of exposure to water. Even repeated contact with salt water leaves the bow unimpaired.

Sure of Continued Growth

Officials of Indian Archery are confident that archery as a participant sport will continue its spectacular growth.

"Increasing numbers of persons are attending tournaments and are thereby encouraged to take up the sport themselves," Griffin says. "Also, numerous children are exposed to archery at summer camps and in physical education classes. Past experience indicates that many of these children will continue the sport when they reach adulthood."

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CAPTIONS

- Fig. 1 -- Mrs. Beverly Mangold, Indiana women's archery champion, is shown with a professional quality bow, fabricated with rare woods and fiber glass laminates. Bows such as this range in price up to \$150.
- Fig. 2 -- This photograph shows how wood and fiber glass strips are laminated giving today's modern bow its outstanding shooting power. The reverse curve design on the left dates back to the Crusades when Turkish bows were made from horn.
- Fig. 3 -- Processes such as this have brought the cost of bows down to where everyone can enjoy archery. Fiber glass bows are made from hundreds of glass fibers that have 10 times the strength of steel.



FIG. 1

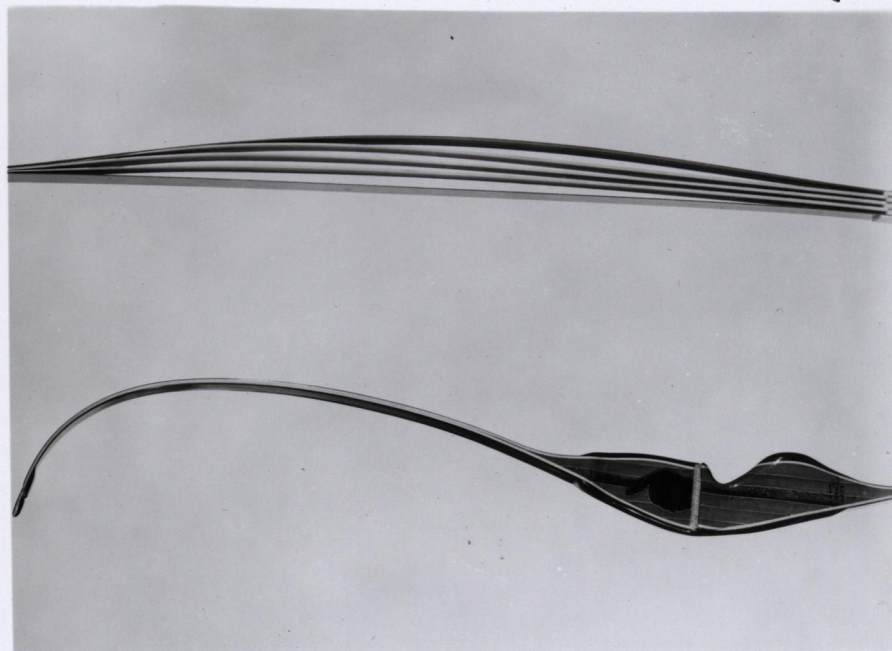


FIG. 2

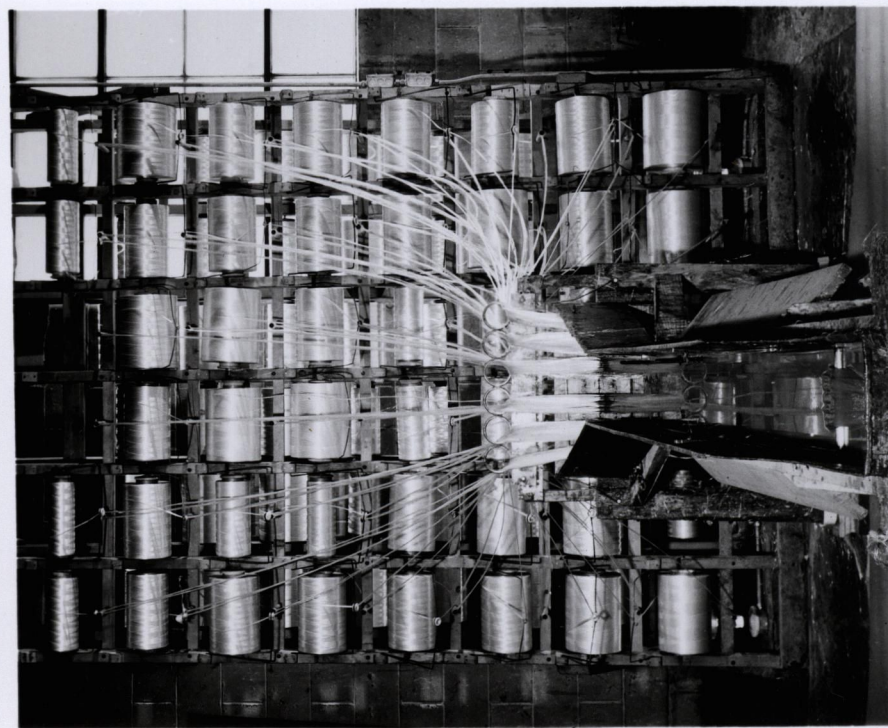


FIG. 3