



AMBASSADORS OF GOOD WILL

1963



GOOD WILL ADVERTISING KNIVES OF QUALITY

Your "Ambassador of Good Will" must reflect the standard your company has set. These business gifts will do so. They are pocket, desk and sporting knives made by skilled craftsmen in the U.S.A. Despite the low unit cost, each knife bears the mark of quality workmanship. Each one is *attractive and useful.*

These knives are ready to work for you—every day—as reminders of your service, your products and your company.

All of these knives are made to high quality standards and are warranted to give excellent service. Blades and springs are of fine quality high carbon cutlery steel, properly hardened and tempered and hand-edged for lasting sharpness. The metal handles are of stainless steel and lend themselves to engraving or stamping. Most of the other knives, except where otherwise indicated, have handles which are a durable simulation of beautiful mother-of-pearl. A heavy lacquer coating is applied over all surface-imprinted copy to protect it against wear.



MONEY CLIP



AL-24



AL-8 Mystery Knife

It's Magic! Use no fingernail; press no button! To open this mysterious single-bladed knife, simply press on the blade with the tip pointed upward. To close, press on the blade with the tip pointing down. Weight per 100 pieces 8 lbs.

50-	100-	150-	300-	500-	1000-	3000-
99	149	299	499	999	2999	over
1.08	.97	.87	.76	.74	.71	.69

Standard gift boxes available at 6c each.

ALL ILLUSTRATIONS ARE ACTUAL SIZE

KNIVES



AL-25

AL-24 With Stainless Steel Handles

Wafer-thin, this Money Clip with knife and nail file efficiently reduces pocket clutter. "Engine turned" design frames a good-sized panel for engraving or stamping your advertising message. In quantities over 3,000 we recommend stamping; for quantities under 3,000 we recommend engraving. Weight per 100 pieces 9 lbs.

Quantity	ENGRAVING		
	1 Line	2 Lines	3 Lines
50 to 99	1.60	1.80	1.90
100 to 249	1.50	1.70	1.80
250 to 499	1.45	1.60	1.70
500 to 999	1.42	1.55	1.65
1,000 to 2,999	1.40	1.50	1.60

18 letters is the maximum per line.
Knives with individual names engraved—
\$1.70 each in any quantity
Knives with individual monograms engraved
—\$1.50 each in any quantity

Quantity	STAMPING	
	Any Number of Lines Up to 4 (One Side)	(Both Sides)
3,000 to 4,999	1.40	1.50
5,000 to 9,999	1.35	1.40
10,000 to 24,999	1.30	1.35
25,000 and more	1.28	1.31

For copy stamped into the handles, a hardened and tempered steel die is required, which will be charged at cost.

Deluxe Plastic Gift Boxes
Available at 10c each

AL-25 With Pearl Paneled Handles

The panel of simulated mother-of-pearl on which your message can be printed is framed by a stainless steel border having "engine turned" design. Weight per 100 pieces 9 lbs.

Deluxe Plastic Gift Boxes
Available at 10c each

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.67	1.56	1.46	1.35	1.33	1.30	1.28



AL-41 Waldemar Pen Knife

The Goldline metal handles feature "Engine turned" design. Matching snake chain and key ring makes this knife a most useful and attractive gift to a good customer or good prospect. Weight per 100 pieces 10½ lbs.



AL-42 DeLuxe Vest Pocket Knife

Has nail file and cutting blades. Handles are Goldline metal featuring modern "Engine turned" design. Has matching snake chain and key ring. Makes an ideal gift for your better customers and prospects. Weight per 100 pieces 10½ lbs.

Both AL-41 and AL-42 are packaged in deluxe plastic gift boxes with your advertising messages imprinted on the transparent covers.

Price schedule for items AL-41 and AL-42 (includes imprinted deluxe plastic gift boxes)

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.47	1.36	1.26	1.15	1.13	1.10	1.08

ALL ILLUSTRATIONS ARE ACTUAL SIZE

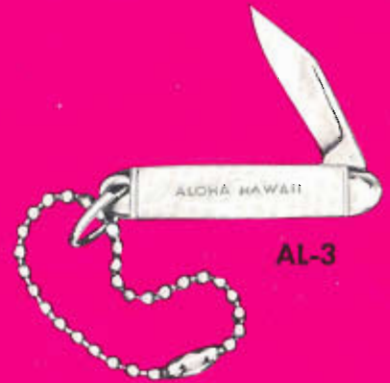
AL-3

Shorty Knife

A miniature masterpiece. Small in size but fine in quality and thoroughly practical and useful. One blade, with shackle and bead key chain. Weight per 100 pieces 3 lbs.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
.95	.84	.74	.63	.61	.58	.56

Standard gift boxes available at 6c each.
Deluxe Plastic gift boxes available at 10c each



AL-3

AL-35

Slim Line Stainless Penknife

One of the two brand new "Slim Line" knives with the sleek, modern shape that takes little room in a man's pocket. Two blades of stainless steel; handles of simulated mother-of-pearl. Weight per 100 pieces 3¾ lbs. (See pricing schedule at bottom of this page.)



AL-35

AL-36

Slim Line Stainless Jackknife

Companion to the Slim Line Stainless Penknife described above, for those who prefer a jackknife. Two stainless steel blades; simulated mother-of-pearl handles. Weight per 100 pieces 5½ lbs. (See pricing schedule at bottom of this page.)



AL-36

AL-17

Desk-Master Combination

Indispensable desk accessory—decorative mail opener and a one-blade knife, all-in-one. A "natural" for any businessman or woman. Weight per 100 pieces 13¼ lbs. (See pricing schedule at bottom of this page.)

Price Schedule for Items AL-35, AL-36 & AL-17

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.37 *	1.26	1.16	1.05	1.03	1.00	.98

Standard gift boxes available for AL-35 & AL-36 at 6c ea.
Deluxe plastic gift boxes available at 10c each.
Standard gift boxes available for AL-17 at 15c ea.



AL-17

ALL ILLUSTRATIONS ARE ACTUAL SIZE

An equal end penknife with two blades extended. The handle is engraved with the text "WITH GRATEFUL APPRECIATION RED RIVER VALLEY COUNCIL B. S. A."

AL-12

AL-12 Penknife

Equal End penknife with two blades. Convenient in size—easy to use. Weight per 100 pieces 7¾ lbs. (See pricing schedule below.)

A compact vest pocket knife with two blades extended. The handle features the Budweiser logo and the text "Budweiser BEST OF BREW".

AL-11

AL-11 Vest Pocket Knife

Compact, thin knife of smart design, allowing lots of room for your advertising message. A sharp blade on each side. Weight per 100 pieces 6 lbs. (See pricing schedule below.)

A symmetrical medium jackknife with two blades extended. The handle features a blue four-leaf clover logo and the text "4-H ACHIEVEMENT AWARD".

AL-14

AL-14 Medium Jackknife

Symmetrical lines for beauty's sake; practical for all-around use. Two sharp blades. Weight per 100 pieces 10¾ lbs.

Price Schedule for Items AL-12, AL-11 & AL-14

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.17	1.06	.96	.85	.83	.80	.78

Standard gift boxes available at 6c each. Deluxe plastic gift boxes available for AL-11 at 10c each.

A four-piece junior tool kit in a black plastic case. The case is open, showing a single blade knife, a screwdriver, a chisel, and a combination can opener/cap lifter. The handle of the knife is engraved with "STAR TOOL & SUPPLY CO. San Diego, Calif.".

AL-20

AL-20 Four Piece Jr. Tool Kit

Sturdy single bladed knife with three tools which lock firmly into the knife and are instantly removable: screwdriver, chisel and combination can opener/cap lifter. All packed in a fitted Cordovan-colored plastic case. Weight per 100 pieces 13 lbs.

Note: Copy can be hot stamped on the vinylite cases or printed on the knife handle.

Prices are the same for either method.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.47	1.36	1.26	1.15	1.13	1.10	1.08

Standard gift boxes available at 10c each

ALL ILLUSTRATIONS ARE ACTUAL SIZE

AL-18



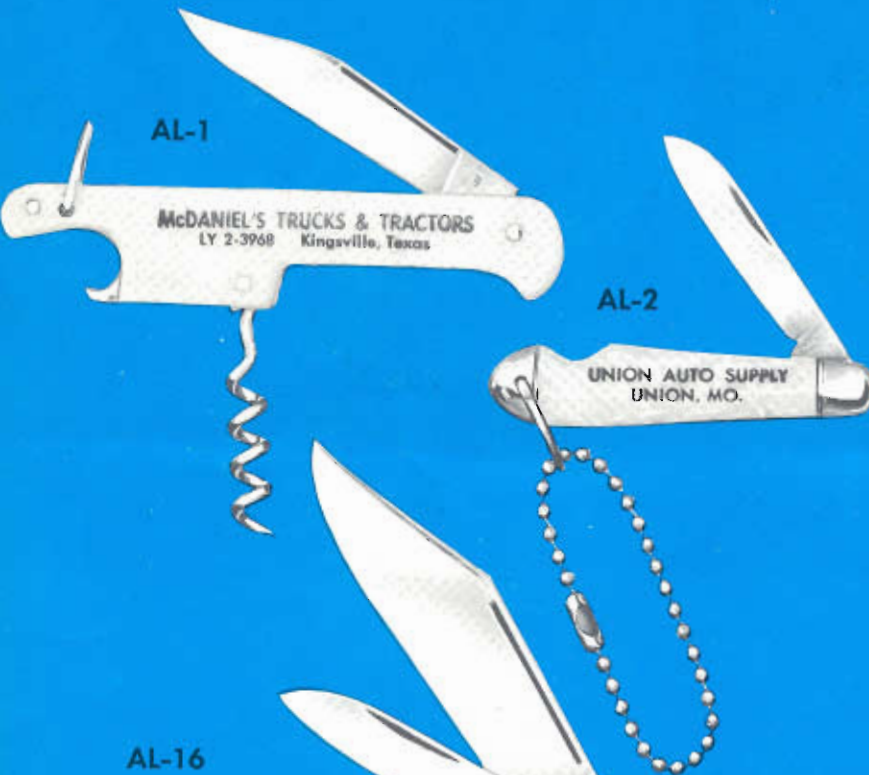
AL-18 "Sportsmaster" Fishing Knife

No fisherman will be "at sea" about whose product or service to buy when he sees your ad on this beautiful fishing knife. Two carbon steel blades—one a sharp cutting blade; the other a combination hook disgorger, fish scaler and caplifter. Weight per 100 pieces 15¼ lbs.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.37	1.26	1.16	1.05	1.03	1.00	.98

Standard gift boxes available at 10c each.

AL-1



AL-1 Country Clubber Knife

With cutting blade, corkscrew, bottle opener and shackle. This novel and useful pocket knife will expose your advertising message many times each day. Weight per 100 pieces 6½ lbs.

50-99	100-149	150-199	300-499	500-999	1000-2999	3000-over
1.08	.97	.87	.76	.74	.71	.69

Standard gift boxes available at 6c each.

Deluxe plastic gift boxes available at 10c each.

AL-2



AL-2 Midget Knife

Perfect for pocket or purse. One sharp cutting blade—with shackle and key chain. Weight per 100 pieces 3 lbs.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
.99	.88	.78	.67	.65	.62	.60

Standard gift boxes available at 6c each.

Deluxe gift boxes available at 10c each.

AL-16



AL-16 Heavy Duty Jackknife

Here's a rugged, big fellow, a real fistful of value with plenty of room, for your advertising message. Weight per 100 pieces 14½ lbs.

Price Schedule for Items AL-15 & AL-16

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.21	1.10	1.00	.89	.87	.84	.82

Standard gift boxes available for AL-16 at 8c each.

AL-22



AL-22 Kamp-King

A "must" for any camper or outdoorsman! One razor steel cutting blade, can opener, reamer, screwdriver with caplifter — and shackle. Weight per 100 pieces 19 lbs.

Price Schedule for Items AL-21, AL-39, AL-19 & AL-22.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.47	1.36	1.26	1.15	1.13	1.10	1.08

Standard gift boxes available for AL-22 at 8c each.

ALL ILLUSTRATIONS ARE ACTUAL SIZE

Deluxe Plastic Gift Boxes



3" x 2 1/4" x 7/16". Fully transparent hinged lid shows knife to best advantage. Knife rests on foam rubber cushion. Adds a real "PLUS" to your ad.

Standard Gift Boxes



Two piece cardboard box with attractive imprinted design. Box sizes are appropriate for each sized knife.

PRESENT YOUR ART WORK IN
LASTING COLOR WITH THE NEW

"PERMA-PRINT" PROCESS

"Perma-Print" your message, company trademarks, logos, products, etc. These can be permanently reproduced by this new exclusive "Perma-Print" process.

Your advertising message is permanently protected and will last for the life of the knife. Printing can be done in two or three colors plus an additional "silver" metallic color which can be used most effectively.

Any of the knives illustrated and described in this circular (except AL-1, AL-24, AL-41, AL-42) can be supplied with "Perma-Print" handles—priced in accordance with the schedule below. These prices include the cost of printing plates, but art work must be furnished by the customer. Due to the handling and specialized skill required for this new process no orders for less than 500 knives with "Perma-Print" handles can be accepted.



Knife shown is AL-25 with Perma-Print handle.

MAKE YOUR SELECTION AND ORDER YOUR KNIVES TODAY THEY ARE PROVEN SALESMAKERS

PERMA-PRINT PRICING SCHEDULE

QUANTITY	AL-3	AL-2	AL-8	AL-11 AL-12 AL-14	AL-16	AL-17 AL-18 AL-35 AL-36	AL-20 AL-22	AL-25
500 to 999	\$1.30	\$1.34	\$1.43	\$1.52	\$1.56	\$1.70	\$1.80	\$2.00
1,000 to 1,999	.90	.94	1.03	1.12	1.16	1.30	1.40	1.60
2,000 to 2,999	.78	.82	.91	1.00	1.04	1.18	1.28	1.48
3,000 to 4,999	.66	.70	.79	.88	.92	1.06	1.16	1.36
5,000 to 9,999	.60	.64	.73	.82	.86	1.00	1.10	1.30
10,000 to 24,999	.55	.59	.68	.77	.81	.95	1.05	1.25
25,000 to 49,999	.53	.57	.66	.75	.79	.93	1.03	1.23
50,000 and more	.52	.56	.65	.74	.78	.92	1.02	1.22

BRIGHTEN UP YOUR GIFT KNIVES WITH ARTWORK IN COLOR! IT LASTS . . . AND LASTS . . . AND LASTS!

Quality you can be proud of

The knives in this catalog are made in the U.S.A. by American Craftsmen. Only fine workmanship, coupled with fine materials can produce these quality knives, which make distinctive, useful gifts, yet are more "gift per dollar." Successful businessmen have found these Ambassadors of Good Will to be **HARD-WORKING SUCCESSES**. Let them go to work for you, and reap your reward in better business.

INK COLORS—Knives can be imprinted with red, blue, black or green inks. Black will be used unless another color is specified.

TRADEMARKS—These can be duplicated. Quotations covering special dies will be given upon submission of art work.

CHANGE OF COPY—A net charge of \$2.50 will be made for each change of copy on any order.

LESS THAN MINIMUM—A net charge of \$2.50 will be made on any orders calling for less than 50 knives.

OVERRUNS AND UNDERRUNS—We will make every effort to fill orders for the exact quantity specified, but must reserve the right to ship and bill under-runs or overruns not exceeding 5% of the quantity ordered.

PACKING—Unless orders specify packing in individual gift boxes at extra cost, all knives are packed in individual protective envelopes.

DELIVERY—Allow two to three weeks from the date your order is placed.

PROOFS—Paper proofs can be furnished upon request at no charge. Allow about one week more for delivery when proof is requested, provided proof is okayed and returned promptly.

SPECIAL PRICING INFORMATION

All shipments are F.O.B. Factory, Rhode Island. All prices are subject to revision without notice.

Pricing on each page for all items shown is per knife, including your advertisement printed on one side of the handle in one color.

Following is the schedule of additional charges for printing both sides and for printing more than one color.

	For Printing One Color on BOTH sides	For Printing Each Additional Color on ONE side
50 to 499 knives	add 10¢ per knife	add 15¢ per knife
500 to 2999 knives	add 5¢ per knife	add 8¢ per knife
3000 and over	add 3¢ per knife	add 5¢ per knife

GUIDE FOR FITTING YOUR MESSAGE TO THE KNIFE

These are the standard type faces readily available. From this chart you can determine how many lines can be printed on any knife shown in this circular. You can also determine approximately the number of words which can be printed in any one line. Please specify the type face to be used on your order. If you do not do this, the factory reserves the right to use its best judgment.

SMALL BLOCK TYPE—CONDENSED	— 20 letters per inch
SMALL BLOCK TYPE	— 16 letters per inch
MEDIUM BLOCK TYPE	— 13 letters per inch
LARGE BLOCK TYPE	— 11 letters per inch
MEDIUM ITALIC TYPE — 12 LETTERS PER INCH	

	AL-1	
	AL-8	
	AL-11	AL-16
	AL-12	AL-17
AL-2	AL-14*	AL-18
AL-3	AL-20	AL-22
AL-35	AL-24	AL-41
AL-36	AL-25	AL-42
No. of Lines	No. of Lines	No. of Lines
2	4	5
2	4	5
2	3	4
1	2	3
1	3	3

NOTE: On your order, be sure to type or print copy to be imprinted on knives.



Catalog AL-162
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Made in U.S.A.

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