

651



**AMBASSADORS
OF
GOOD WILL**

GOOD WILL ADVERTISING KNIVES OF QUALITY

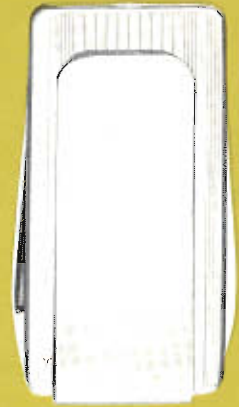
Your "Ambassador of Good Will" must reflect the standard your company has set. These business gifts will do so. These knives are made by skilled craftsmen in the U. S. A. Despite the low unit cost, each bears the mark of quality workmanship. Each is *attractive* and *useful*.

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

STAINLESS MONEY CLIP



AL-24



ABOVE ILLUSTRATIONS ARE ACTUAL SIZE

NEW



AL-26 Six Piece Tool Kit

Sturdy single-blade knife with five tools which lock firmly into the knife and are instantly removable. Includes screwdriver, chisel, combination can opener/cap lifter, file and awl. Packed in a fitted Cordovan-colored plastic case. Weight per 100 pieces 32 lbs.

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

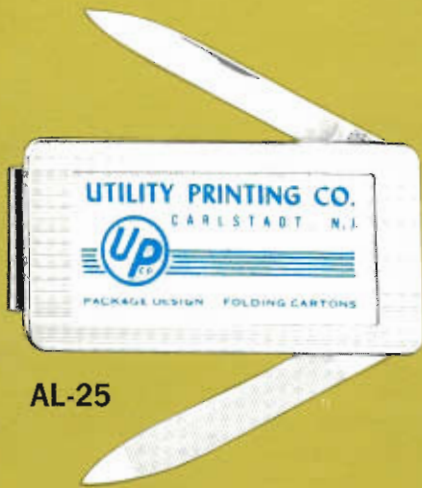
Prices are the same for either method.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
2.30	2.16	2.06	1.98	1.92	1.88	1.86

Standard gift boxes available at 15¢ each.

ILLUSTRATION IS 1/2 SIZE

KNIVES



AL-25

AL-24 With Solid Stainless 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 your advertising message. 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* initials engraved — \$1.50 each in any quantity.

Note: Write for lower prices on *stamping* handles in quantities over 3,000 pieces.

Deluxe Plastic Gift Boxes Available at 10¢ each

AL-25 With Pearl Paneled Stainless Handles

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

Deluxe Plastic Gift Boxes Available at 10¢ each

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.70	1.56	1.46	1.38	1.32	1.28	1.26

REVOLUTIONARY NEW RAZOR BLADE STAINLESS^{T.M.} POCKET KNIVES

WITH THE SHARPEST EDGES EVER!

*Cut Keener!
Last Longer!*



AL-52RB



AL-49RB

ALL ILLUSTRATIONS ARE ACTUAL SIZE

AL-52RB Slim Line Jackknife

Designed to fit any pocket or purse with ease. Features RAZOR BLADE STAINLESS clip and pen blades. Simulated mother-of-pearl handle. Weight per 100 pieces 5 1/2 lbs.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
2.20	2.06	1.96	1.88	1.82	1.78	1.76

DeLuxe plastic gift boxes available at 10¢ each

AL-49RB Handsome Vest Pocket Knife

Thin as a wafer. Smooth stainless handle takes up to three lines of engraved copy. Complete with silver-finished snake chain and key ring. Features RAZOR BLADE STAINLESS cutting blade. Weight per 100 pieces 7 lbs.

Quantity	ENGRAVING		
	1 Line	2 Lines	3 Lines
50 - 99	2.10	2.30	2.40
100 - 249	2.00	2.20	2.30
250 - 499	1.95	2.10	2.20
500 - 999	1.92	2.05	2.15
1,000 - 2,999	1.90	2.00	2.10

18 letters is the maximum per line

Knives with *individual* names engraved — \$2.20 each in any quantity.

Knives with *individual* initials engraved — \$2.00 each in any quantity.

DeLuxe Plastic gift boxes available at 10¢ each

AL-3 Shorty Knife

A miniature masterpiece. Short in size but "tall" in quality and thoroughly 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
1.00	.86	.76	.68	.62	.58	.56

Standard gift boxes available at 6¢ each.
DeLuxe Plastic gift boxes available at 10¢ each.

AL-46 Barlow Knife

A ragged, heavy duty 2-blader designed for the he-man. Clip and pen blades; unbreakable simulated bone handle. Weight per 100 pieces 16 lbs. (See price schedule below. Same as for AL-17.)

Standard gift boxes available at 6¢ each.

Note- No. AL46 can only be printed in white, silver or gold. Please specify choice.

AL-17 Desk-Master Combination

Indispensable desk accessory — decorative mail opener and a one-blade knife, all-in-one. A "natural" for any businessman. Weight per 100 pieces 13¼ lbs.

Price Schedule for Items		AL-43	AL-46	and	AL-17
90-99	100-149	150-299	300-499	500-999	1000-2999 3000-over
1.40	1.26	1.16	1.08	1.02	.98 .96

Standard gift boxes for AL-17 available at 15¢ each.

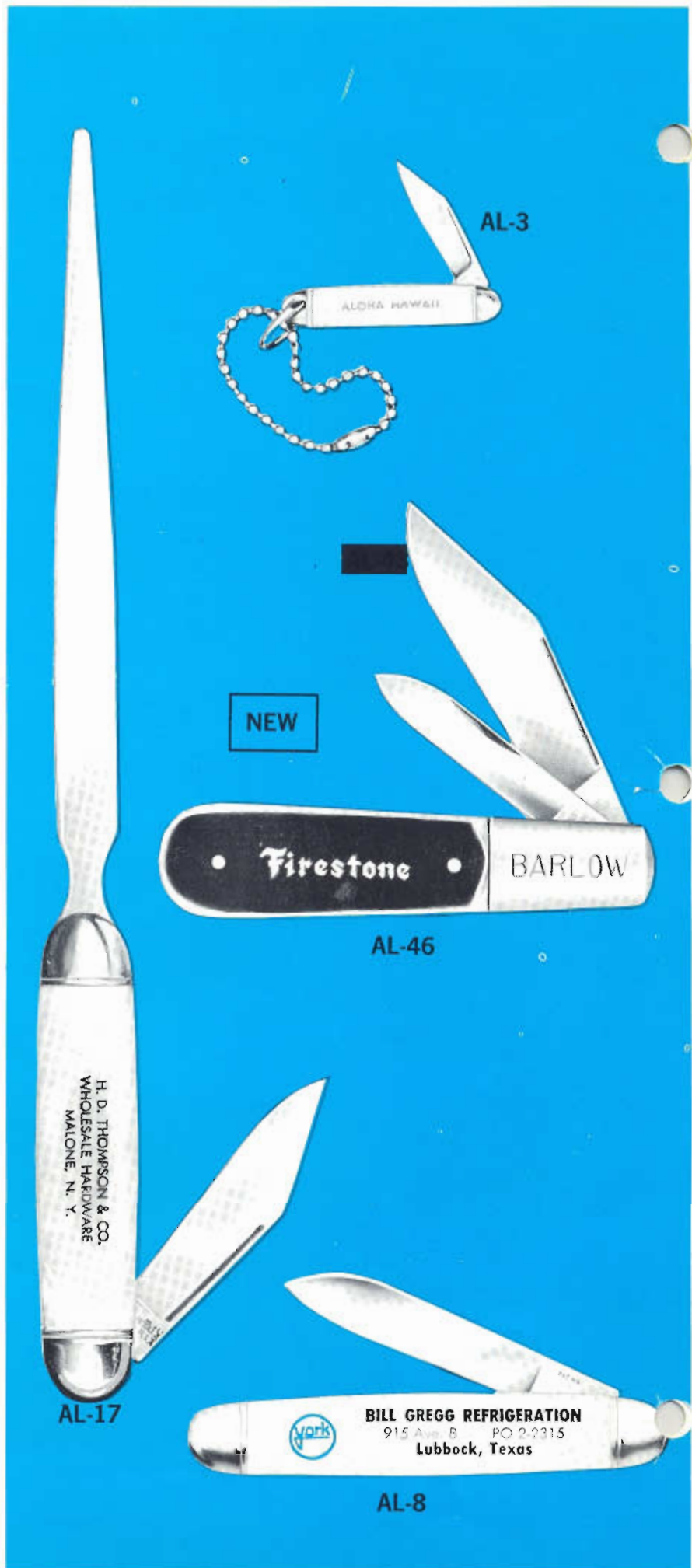
AL-8 Mystery Knife

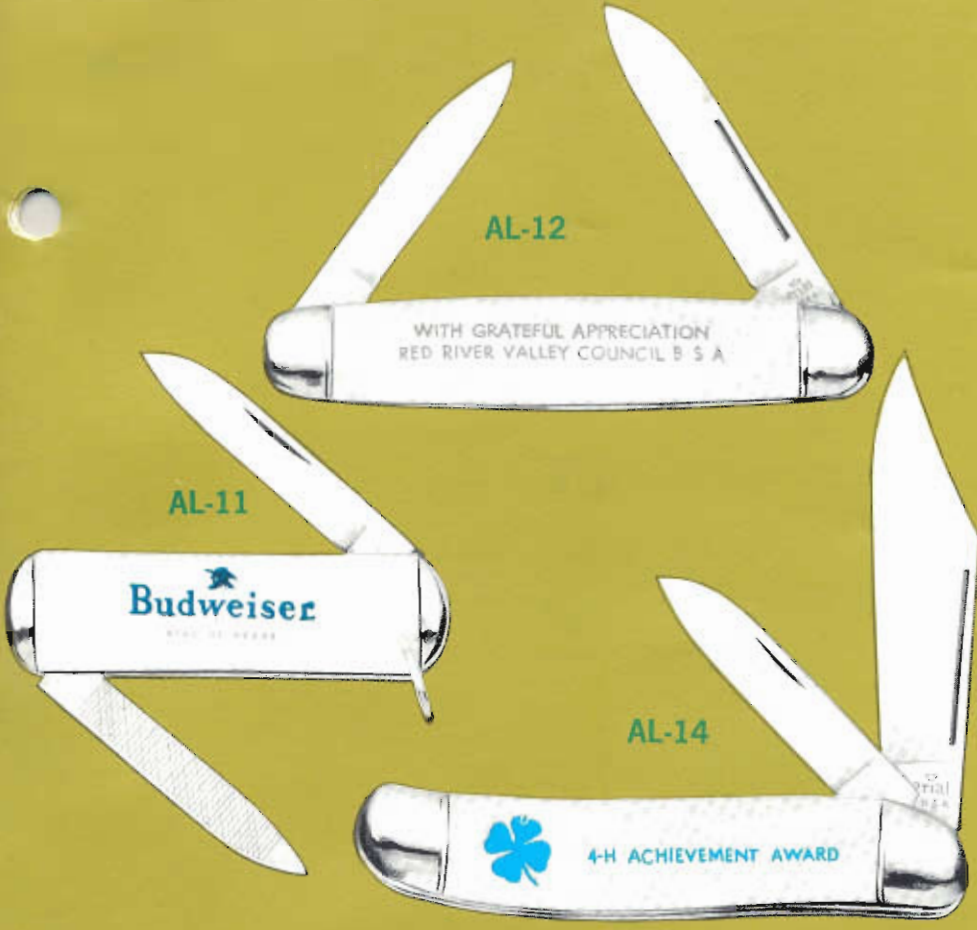
It's Magic! Use no fingernail; press no button! To open this mysterious single-bladed knife, simply press on the blade with the tip pointed upward. To close, press on the blade with the tip pointing down. Weight per 100 pieces 8 lbs.

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.16	1.02	.92	.84	.78	.74	.72

Standard gift boxes available at 6¢ each.

ALL ILLUSTRATIONS ARE ACTUAL SIZE





**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.)

**AL-11
Vest Pocket Knife**

Compact, thin knife of smart design, allowing lots of room for your advertising message. Has cutting blade and nail file. Weight per 100 pieces 6 lbs. (See pricing schedule below.)

**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	
1.30	1.16	1.06	.98	.92	.88	.86	

Standard gift boxes available at 6¢ each.
DeLuxe plastic gift boxes available for AL-11 at 10¢ each.

NEW

AL-45 Pearl Paneled Letter Opener Combo

A rich-looking and practical mate for any desk, this beauty includes a fine cutting blade and useful nail file. Simulated pearl panel allows plenty of room for your advertising message. Weight per 100 pieces 10 lbs.



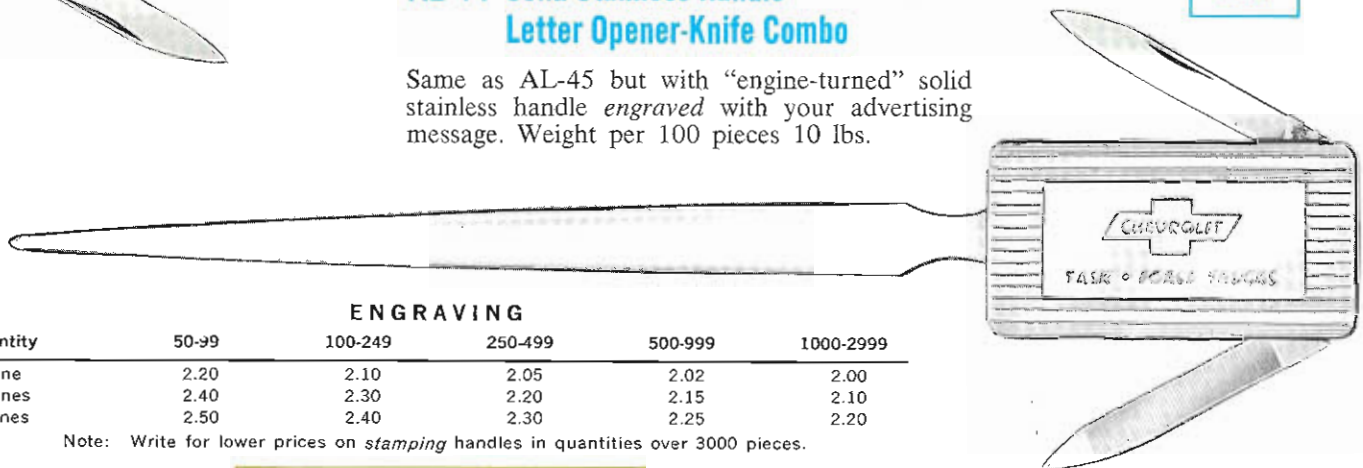
50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
2.30	2.16	2.06	1.98	1.92	1.88	1.86

Standard Gift Boxes Available at 15¢ each.

AL-44 Solid Stainless Handle Letter Opener-Knife Combo

Same as AL-45 but with "engine-turned" solid stainless handle engraved with your advertising message. Weight per 100 pieces 10 lbs.

NEW

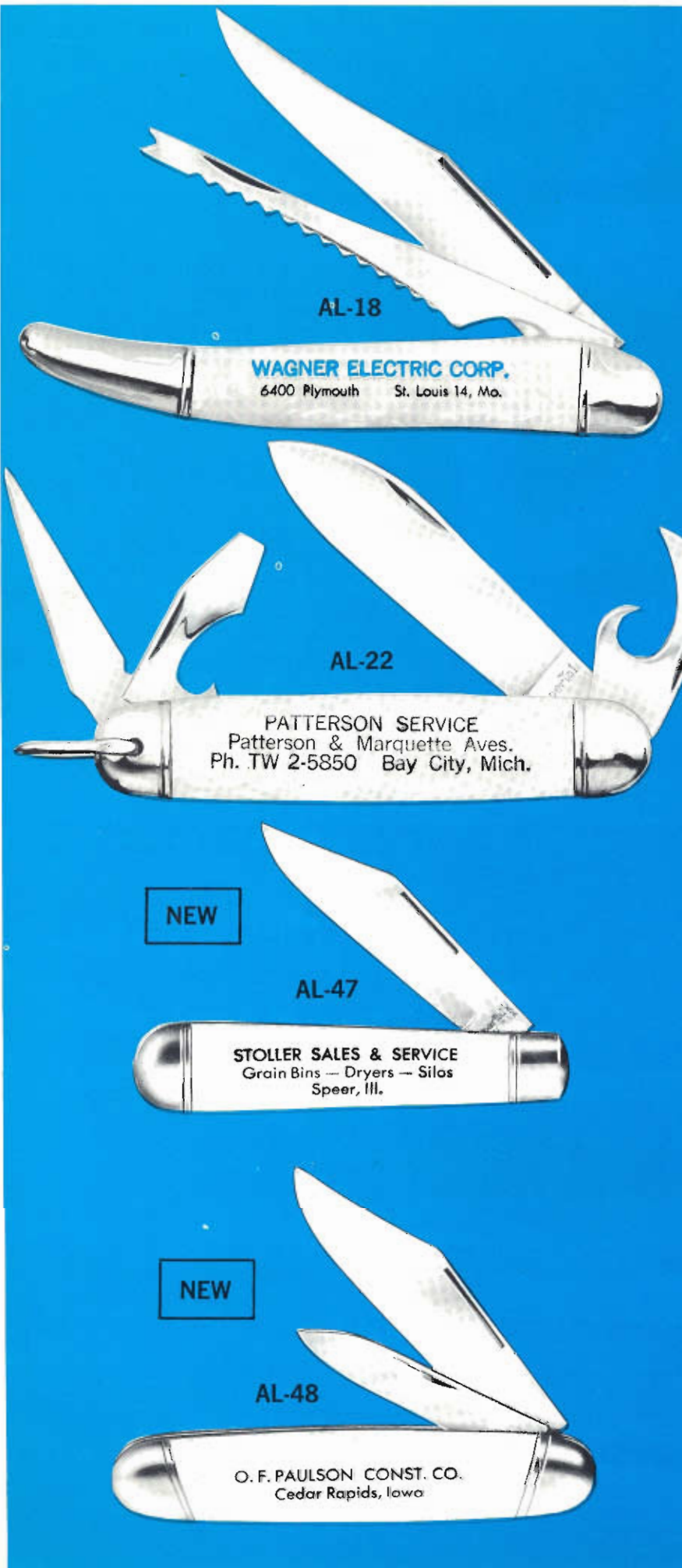


ENGRAVING

Quantity	50-99	100-249	250-499	500-999	1000-2999
1 Line	2.20	2.10	2.05	2.02	2.00
2 Lines	2.40	2.30	2.20	2.15	2.10
3 Lines	2.50	2.40	2.30	2.25	2.20

Note: Write for lower prices on stamping handles in quantities over 3000 pieces.

Standard Gift Boxes Available at 15¢ each



AL-18

WAGNER ELECTRIC CORP.
6400 Plymouth St. Louis 14, Mo.

AL-22

PATTERSON SERVICE
Patterson & Marquette Aves.
Ph. TW 2-5850 Bay City, Mich.

NEW

AL-47

STOLLER SALES & SERVICE
Grain Bins — Dryers — Silos
Speer, Ill.

NEW

AL-48

O. F. PAULSON CONST. CO.
Cedar Rapids, Iowa

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 beauty. Carbon steel blade and 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
1.40	1.26	1.16	1.08	1.02	.98	.96

Standard gift boxes available at 15¢ each.

AL-22

Kamp-King

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

50-99	100-149	150-299	300-499	500-999	1000-2999	3000-over
1.50	1.36	1.26	1.18	1.12	1.08	1.06

Standard gift boxes available for AL-22 at 10¢ each.

AL-47

One-blade Pocket Knife

Ideal for every cutting use. Single clip blade, simulated mother-of-pearl handle. Weight per 100 pieces 7½ lbs.

100-499	500-999	1000-over
.62	.58	.56

Standard gift boxes available at 6¢ each.

AL-48

Slant Bolster Jackknife

Features unique bolster design, rugged clip and pen blades and simulated pearl handle. Weight per 100 pieces 14½ lbs.

100-499	500-999	1000-over
.76	.72	.70

Standard gift boxes available at 6¢ each.

ALL ILLUSTRATIONS ARE ACTUAL SIZE

STAINLESS SAMPLING KNIVES

NEW



AL-51 Inspector's Sampler

4-11/16" Stainless Steel Blade with fine glazed hand-honed edge. Unbreakable white "IVOROID" plastic handle. Brass linings. Maximum *deep hot stamped* imprint is 40 letters per line — 2 lines per side. Weight per 100 pieces 14 lbs.

50-99	100-299	300-499	500-999	1000-over
2.00	1.90	1.80	1.75	1.70

Standard Gift Boxes Available at 15¢ each.

NEW



AL-50 Commercial Sampler

5-3/4" High Carbon stainless steel blade hand edged and mirror polished. White "IVOROID" plastic handles are durable, clean and sanitary. Solid brass linings. Maximum *deep hot stamped* imprint 40 letters per line — 2 lines per side. Weight per 100 pieces 9 1/4 lbs.

50-99	100-299	300-499	500-999	1000-over
2.20	2.10	2.00	1.95	1.90

Standard gift boxes available at 15¢ each.

ABOVE ILLUSTRATIONS ARE ACTUAL SIZE.

YOUR CHOICE OF HANDSOME GIFT BOXES...

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 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 size of knife.

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 minimum quantities shown for each pattern.

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.

	AL-3	AL-52RB	AL-8	AL-17
			AL-11	AL-18
			AL-12	AL-22
			AL-14	AL-26
			AL-24	AL-44
			AL-25	AL-45
			AL-49RB	AL-46
	AL-3	AL-50	AL-47	
	AL-52RB	AL-51	AL-48	
	No. of Lines	No. of Lines	No. of Lines	No. of Lines
SMALL BLOCK TYPE—CONDENSED — 20 letters per inch	2	4	5	
SMALL BLOCK TYPE — 16 letters per inch	2	4	5	
MEDIUM BLOCK TYPE — 13 letters per inch	2	3	4	
LARGE BLOCK TYPE — 11 letters per inch	1	2	3	
MEDIUM ITALIC TYPE — 12 LETTERS PER INCH	1	3	3	

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



All Items Made in U.S.A.



Printed in U.S.A.

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(Effective 3/1/65)

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