

SCHRADE CUTLERY CORPORATION

Division of IMPERIAL KNIFE ASSOCIATED COMPANIES, INC.

ELLENVILLE, N. Y. 12428

(914) 647-7600



ANNOUNCES THE TRADESMAN SERIES

A Limited Edition Collection
Of 5 Museum Quality
Knives Honouring American Trademen

In the world of classic heirloom quality collectibles, few are as valued as knives with genuine bonestag handles.

Such knives are valued by collectors and knife enthusiasts the world over because of its natural beauty when polished to a subtle but radiant finish. In the hands of a Master Cutler, such handles when combined with Schrade + Steel, solid brass and nickel silver can be shaped into exquisite works of three dimension art. The total effect is breathtaking and it is for this reason that many knife lovers prize these works over all others.

Because of the difficult production process and the limited availability of bone this is the first series of knives with genuine bonestag handles produced by Schrade. Production time and material availability has in itself necessitated that these knives will be rare collector pieces.

In the many years Schrade has been offering knife collectibles, we have never before been able to put together such a prized collection, each a variation of a single theme, created by Schrade's Master Cutlers.

The collection will consist of five genuine bonestag handled knives each with an etched blade honouring one of the five trades which enabled our Country to grow strong and true.

Each knife will be handcrafted from the finest materials - solid brass and nickel silver - fabulous Schrade + Steel that is renowned for its sharpness and edge holding ability and will not tarnish or rust plus genuine bonestag handle hand fitted to each knife.

Each blade is etched with an original work of art, commissioned exclusively for this collection.

Issued in a strictly limited edition, the collection is available exclusively through authorized Schrade Distributors and Dealers.

Strictly Limited Edition

Because of the unprecedented nature of this collection and its unsurpassed quality, the Trademen Collection will have enduring collection importance. Only 1,400 sets in Matched Green Bone Serial #G001 To G1400 will be produced.

Convenient Acquisition

The Farmer and The Miner will be the first knives produced and will be shipped in September, 1981 with a free solid Cherry presentation display plaque. The balance of the knives will be shipped at one month intervals until all five knives are shipped.

PLEASE ACT PROMPTLY

We must urge you to act promptly. The extremely limited quantity of these sets that are available will mean that they will be sold out within a matter of days. Don't let these high profit plus sales escape you - Order Today.

The first two knives - The Farmer and The Miner - will be shipped with free hand-rubbed Solid Cherry presentation display plaque which holds all 5 knives. The Lumberman - Fisherman - and Rancher will be shipped and invoiced in approximately monthly intervals.

Return this portion
Reservation Application

SCHRADE CUTLERY CLASSICS

Please accept my reservation to the Schrade Cutlery Classics, an all-new serialized collection of fine genuine bone knives featuring five great Frank Giorgianni etches never before available on collector knives. The collection will be issued at the rate of one knife every month at the cost of \$20 per knife.

I need send no money now. I will pay for each knife as billed at one month intervals. The display plaque is free of charge with the first knife.

Account Name _____
Address _____
City _____ State _____ Zip _____
Signature _____

Keep this portion for your records.



Knives shown smaller than actual size.

SCHRADE CUTLERY CLASSICS

I reserve _____ knife collection(s). Date _____

Announcing the

SCHRADE CUTLERY CLASSICS

An all-new serialized collection in fine Genuine Bone Stag featuring five great Frank Giorgianni etches never before available on collector knives.



The Farmer

SCHRADE CUTLERY CLASSICS

*An all-new serialized collection in fine Genuine Bone Stag honouring the
Farmer-Miner-Fisherman-Lumberman-Rancher.*

Frank Giorgianni has looked deep within America and with a passion for authenticity . . . a loving attention to detail . . . a keen eye for characteristics and a sense of drama and emotion in the common place has created five simple but dramatic etchings.

Each etching is meant to honour those Americans who supplied the muscle and determination that made America great . . . The Farmer, Rancher and Fisherman who fed a growing and hungry nation—the Lumberman who cut wood that built our homes and towns and the Miner who supplied the raw materials that fed our factories.

Now, these fine etchings, a part of our American Heritage can be displayed, enjoyed and preserved for future generations.

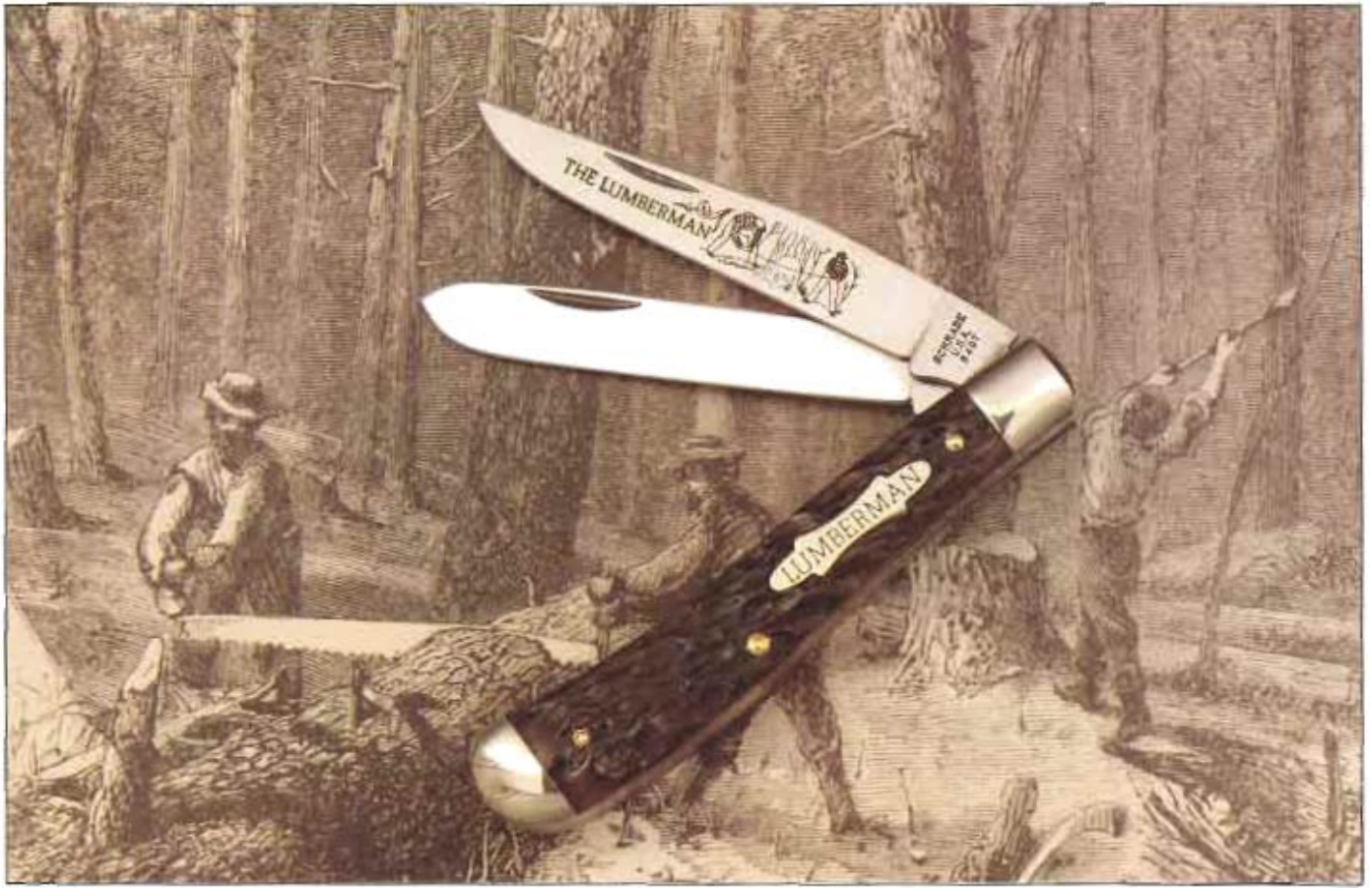
**Fine Genuine Bone Hand Fitted -
Hand Polished on Solid Brass Liners**

The men that these knives honour would have applauded Schrade's insistence on perfection, the lavish attention to craftsmanship and detail. Schrade has been creating family heirlooms since 1904 and is one of the leading makers of quality collector knives in the United States. Each serialized knife is handcrafted using only the finest materials including stain resistant Schrade⁺ Steel[®], solid brass and nickle silver and featuring genuine hand cut jugged bone handles hand fitted and buffed to a lustrous finish.

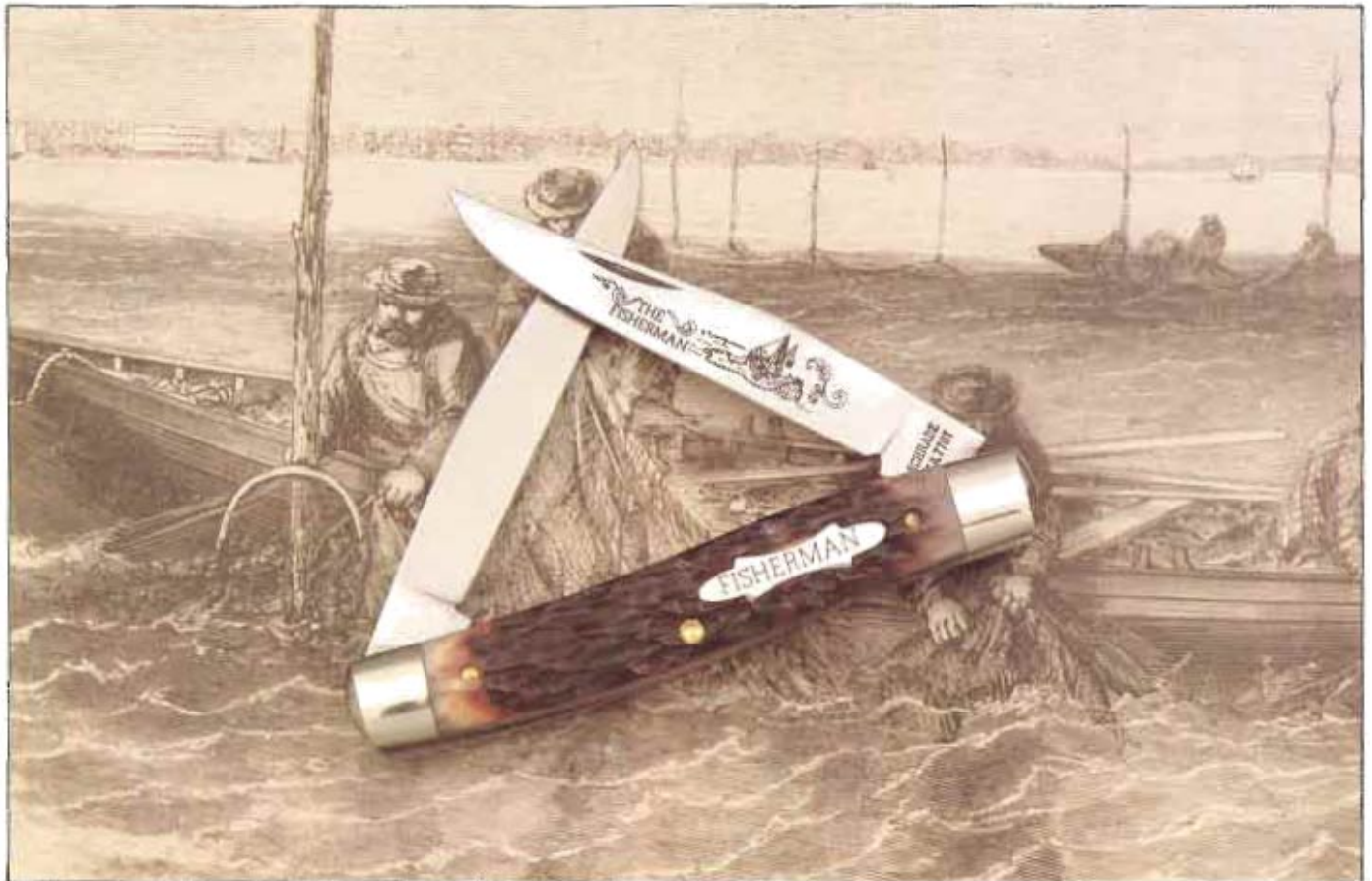
The crowning touch will be a luxurious Cattleman's shield of nickle silver, individually inlaid into each handle highlighting the perfect composition of each knife.



The Miner



The Lumberman



The Fisherman



The Rancher

Strictly Limited Edition

The Schrade Cutlery Classics will be issued in a strictly limited edition available only from Schrade Distributors and Dealers by advanced reservation. They will not be offered individually.

A solid cherry wood plaque with hand rubbed finish to display the Schrade Cutlery Classics series will be shipped with the first knife. An interlocking plexiglass front protects the knives from dust. The additional four knives in this series will be shipped at the convenient rate of one every month. You will be billed for each of your series at convenient monthly intervals.

Your Satisfaction Assured

Each Schrade Cutlery Classic knife will be subjected to a number of rigorous inspections to insure that only flawless specimens are issued.



Shown above is the knives and display as you may show them in your home.