

No more breaking of Finger Nails! Easily Opened, even with gloves on!



**THE
Automatic Knife
COMPANY,
Middletown, Conn.**

The Automatic Knife
opens by simply
pushing a knob.

 **REFERENCE: FIRST NATIONAL BANK.**

Sent postpaid on receipt of Price.

Gorham Sterling Silver Handle,	\$3.00
Pearl Handle,	1.50
Ivory Handle,	1.25
Silverine Handle,	1.00
Stag Handle,75

Aluminum Handle does not
tarnish, light and stylish,
Palm Leaf, Flower, or He-
raldic design, with pen or
file blade, 1.00

A Perfect Ladies' Knife.

Money refunded if not satisfactory.

Kept by Jewelers

Our Experience Is Your Profit



No. 54, Medium



No. 63, Extra Heavy

Clark's Casters are no experiment—they are the result of many years of specialization and manufacturing experience in making casters.

Furthermore we understand trade requirements and make 85 different styles and sizes to meet every need.

Here's our No. 54 and No. 63 Swivel Stem Casters with iron wheels. Very strong, durable casters made for general use in mounting boxes, baskets, platform and box trucks, etc.

Tie up with a well-known and established line. Sell Clark's Casters.

The George P. Clark Company

Windsor Locks, Conn.

Manufacturers of all kinds of Trucks and Casters



Rubber Headed Nails

are used as bumpers on pinos, closet seats and to receive the thrusts of drawers, also to prevent noise and marring to such as they are attached.

Stem Tips made in thirteen sizes, especially designed for chair legs and prevent the scratching of floors. Absolutely noiseless.

We make a large variety of rubber specialties. Send for catalog and prices.

ELASTIC TIP CO.

370 Atlantic Avenue

Boston, Mass.

SCHRADE SAFETY

Push Button Knife
No Breaking of finger nails



Sure to sell on sight.
Absolutely safe in pocket and in use.
For convenience you can't beat it.
Easily operated with one hand.
The safety slide locks the button.
You can't afford to be without it.

TRADE **EVERLASTINGLY SHARP** MARK

Schrade Cutlery Co.

Manufacturers of Superior Pocket Knives
Factories: Warden, N. Y., Middletown, N. Y.
Main Office: Warden, N. Y.
ORDER THROUGH YOUR JOBBER OR DIRECT

ESTABLISHED 1863

OLIVER

IRON & STEEL CO.

MANUFACTURERS

BOLTS, NUTS, WASHERS, RIVETS,
PICKS, MATTOCKS, GRUB HOES,
CROW BARS, WAGON FORGINGS, TELEPHONE AND TELEGRAPH POLE LINE MATERIAL, ETC. SCREW RAILROAD SPIKES, TRACK BOLTS, BOAT SPIKES, STEEL BARS, CONCRETE REINFORCEMENT BARS.

GENERAL OFFICE AND WORKS
PITTSBURGH, PA.

EASTERN OFFICE: 50 LUDLOW ST. NEW YORK CITY
PACIFIC COAST OFFICE: MONADNOCK BLDG. SAN FRANCISCO CAL.



Get ALL the
PROFIT the
Kester Line
Holds for You

If you are not handling the entire Kester line—five solders; one for every need—you are not collecting all of the profit that is being earned for you.

A solder for every need. The flux is right in the core of the solder. Only heat is needed.

KESTER SOLDER COMPANY
4233 Wrightwood Ave., Chicago, Ill.
Formerly Chicago Solder Company Est. 1899

Order today from
your jobber

KESTER SOLDER

FLUX-CORE



EASY TO SELL

CARPENTERS, mechanics and users of good tools know that they get the most hammer for their money in a Maydole.

Your jobber can supply you with the styles and weights you need. Write for free supply of Pocket Handbooks 23 "O."

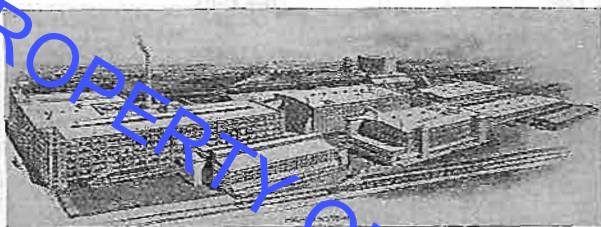
YOUR HAMMER SINCE 1843

Maydole

Hammers

The David Maydole Hammer Co. Norwich, N.Y.

2591



USE THIS \$15,000,000 PLANT TO MAKE PROFIT FOR YOUR STORE



"PYRAMID" BRAND
The "Cushion Seal"
Cap

item that brings steady, profitable sales.

Before buying elsewhere, be sure and write or wire for our latest quotations. You can't afford to overlook the Crown Cork & Seal proposition on Bottle Caps.

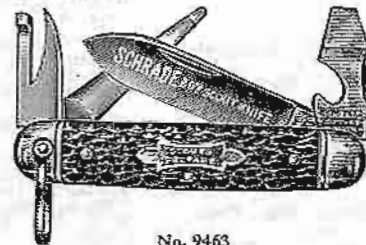
CROWN CORK & SEAL CO., Baltimore, Md.
The World's Largest Bottle Cap Makers

In a plant covering more than seventeen acres, the originator and world's largest manufacturers of Bottle Caps are turning out millions of gross of Caps in sealed, sanitary packages especially for your trade. Stores everywhere are finding C. G. & S. Bottle Caps an easily handled, quick-moving



"HOME USE" BRAND
The Standard Quality
Cap

SCHRADE POCKET KNIVES



No. 9463

THE BEST protection against loss of business is to give your customers the greatest value possible for their money. Schrade Pocket Knives are known for the high ratio of value to price. A comparison with other pocket knives will reveal this fact in a convincing way. Every Schrade Pocket Knife is constructed of the finest materials by highly skilled mechanics to produce an article of fine quality, is constantly tested to maintain this quality, and sold on a quality rather than a price basis. Your cutlery sales are due for an increase when you sell

SCHRADE
TRADE MARK
EVERLASTINGLY SHARP
POCKET KNIVES

Catalog "B," showing complete line, mailed upon request.

SCHRADE CUTLERY COMPANY

Executive Office, Walden, N. Y.

QUICK SALES—QUALITY GOODS

LUFKIN Tapes and Rules



May We Send
You Catalog

Steel Tapes for every purpose and purse. Woven Tapes in all the popular patterns. Folding Wood, Steel, and Aluminum Rules.

Your Jobber Stocks Them to Insure Quick Delivery

THE LUFKIN RULE CO.

SAGINAW, MICH.

WINDSOR, CAN.

NEW YORK

"I Saw It in Hardware Retailer"

A FEW CHOICE PATTERNS

The following knives are not Safety Push Button Knives. They were selected to show a few choice patterns of our regular line.

3-1/16 inches long.
Stainless Steel
blades, spring and
hunger. Engine
turned.
(Illustration 1/2 size)



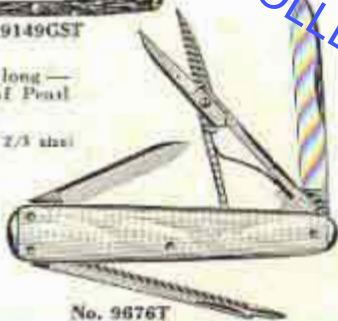
No. SS7099 I SHAC



No. 9149GST

3 inches long—
Mother of Pearl
handle.

(Illustration 2/3 size)



No. 9676T

SCHRADE SAFETY PUSH-BUTTON KNIFE



Push the Button
Blade Opens
No Breaking of
Finger Nails

Ulster

Official Boy Scout Knife



Make "Whittle Kinks"

One dozen "Whittle Kinks," that any boy can make with an ULSTER Knife, are illustrated and described in our new "Whittle Kinks" Bulletin. It's packed in the box with every Ulster Knife sold in boys' camps. Your camp store or carrier carries Ulster Knives or can get one for you. If you bought your Ulster Knife before going to camp write us for a "Whittle Kinks" bulletin.

**The ULSTER KNIFE WORKS
DWIGHT DIVINE & SONS, Inc.
ELLENVILLE, NEW YORK**



Just what I wanted

—an original Ulster Official Boy Scout Knife, in a nice little green box. I'm sure glad that I remembered to include that gift. It may not be an expensive present but it's a welcome one. Now I can open cans, lift bottle caps, tighten screws and do dozens of other useful things. And the big sharp cutting blade is almost as sharp as a razor. Every boy is glad to get an Ulster Official Knife for Christmas. Many, who do not, will buy them with their Christmas money. Insist on ULSTER at your hardware or sporting goods store.

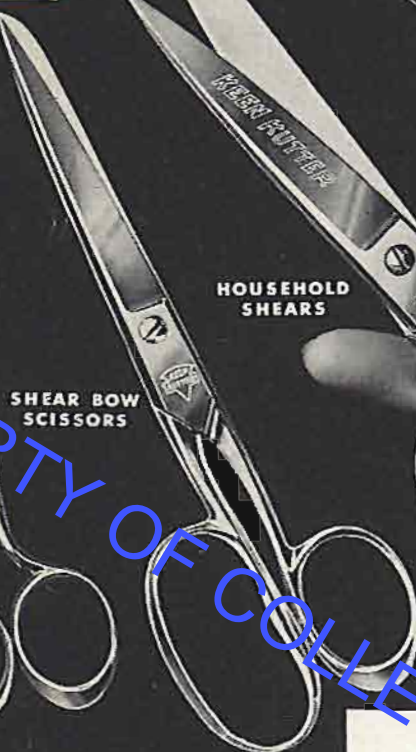
Dwight Divine & Sons, Inc.
ELLENVILLE, NEW YORK

The **Ulster** *Official
Boy Scout
Knife*



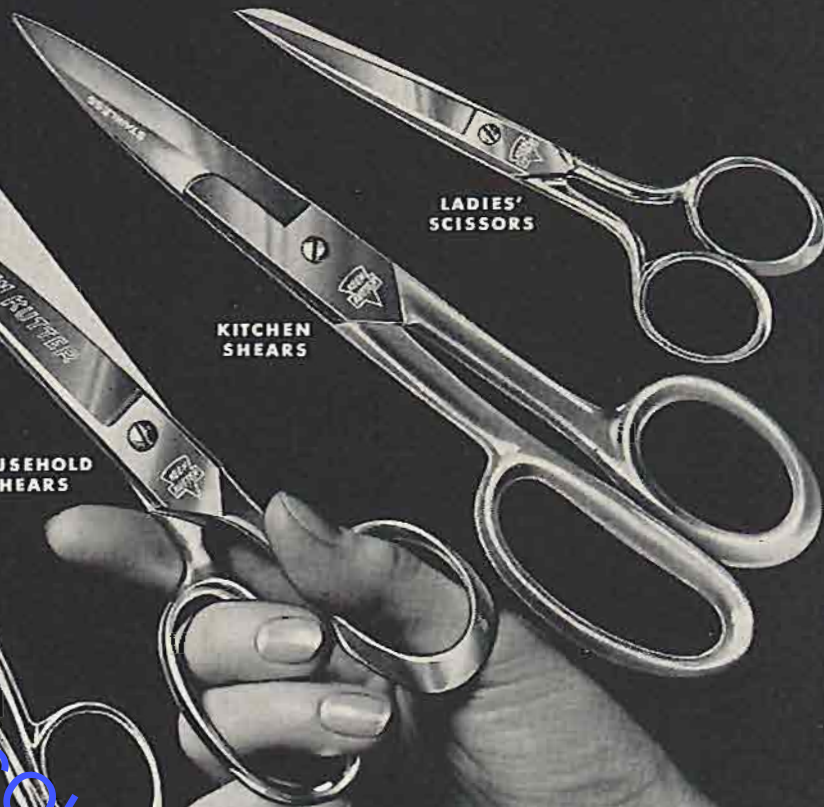


EMBROIDERY
SCISSORS



SHEAR BOW
SCISSORS

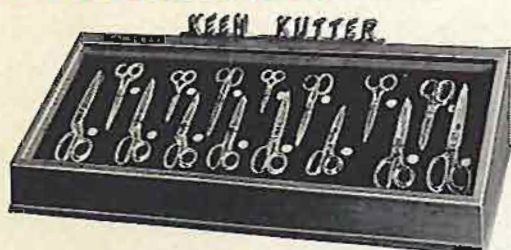
HOUSEHOLD
SHEARS



KITCHEN
SHEARS

LADIES'
SCISSORS

COUNTER MERCHANDISER
FREE WITH THE NEW **KEEN KUTTER**
SCISSOR-SHEAR ASSORTMENT



Natural finish genuine walnut with sloping glass front displaying the fifteen pattern assortment or any other numbers you choose. Size of case, 29 $\frac{3}{4}$ inches long by 11 $\frac{1}{2}$ inches wide. Ample space under display tray for reserve stock.

SEND COUPON FOR FULL DETAILS

SIMMONS HARDWARE CO.,
St. Louis, Mo.

We are interested in the new merchandising plans on Keen Kutter Scissors and Shears. Give us complete information.

Store Name.....

Address.....

Signature.....

IF IT'S A **KEEN KUTTER**
SHE KNOWS
IT'S A GOOD PAIR OF SHEARS

— but that's just one of the reasons your best profits on scissors and shears come from selling **KEEN KUTTER**.

Made so that they always come up to every expectation of the American woman who has learned to buy this famous make of shears. And today she can buy **KEEN KUTTER** at a price no higher than for shears that are less well known.

For three generations **KEEN KUTTER** has been known for longer life and lasting sharpness.

Every pair carries the unrestricted **KEEN KUTTER** guarantee.

Included in the **KEEN KUTTER** line is every desired style of scissors and shears—household, dress-makers', barbers', kitchen and utility, lace or embroidery, ladies', manicure and nail, etc. Yet a small assortment of fifteen numbers covers your full requirements.

SIMMONS HARDWARE CO., ST. LOUIS, MO.

"THE RECOLLECTION OF QUALITY REMAINS LONG AFTER THE PRICE IS FORGOTTEN" — E. C. SIMMONS



**GUARANTEED
THE
CUTTINGEST
KNIFE EVER
IS THIS
HAND
CRAFTED
OLD
TIMER®**

Precision made by
Schrade Walden

THE NAME

for quality
cutlery!

- ◀ Hand honed cutlery steel blades.
- ◀ Brass linings.
- ◀ Double strength spring.
- ◀ Hand adjusted to insure proper tension; opens and closes easily.

**ACTUAL
SIZE**

OLD TIMER® — The perfect all-purpose, all-around three-bladed pocket knife. Blades are $2\frac{1}{2}$ ", $1\frac{1}{4}$ " and $2\frac{1}{4}$ " long. Closed it is $3\frac{1}{2}$ " long. Weighs $1\frac{1}{4}$ ozs. It is ideal for a "first knife" for your son or grandson. Holds a sharp edge, \$5.00 postpaid. Two for \$9.00.

WILL LAST A LIFETIME

ESCAPE from the Ordinary

THE buying guide used by sportsmen the world over.
• sportswear • boots • outdoor equipment



Hundreds of quality items, new items, for outdoorsmen and women—all FIELD TESTED. Imports and exclusive items available to you only thru this catalog.

Norm Thompson



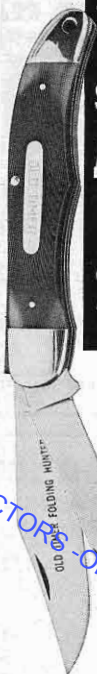
Dept. A1, 1805 N.W. Thurman
Portland, Oregon 97209

- ☐ Please send catalog.
☐ Enclosed is my check for \$_____
Please ship _____ OLD TIMER®
knives @ \$5.00 each, 2 for \$9 postpaid.

NAME _____

ADDRESS _____

ZIP _____



**TOUGHER 'N
A OLE
SOURDOUGH
is this
ALASKAN
HUNTER
another
OLD TIMER®
Hand Crafted
KNIFE**

Precision made by
Schrade Walden

THE NAME

for quality cutlery!

- ◀ Hand honed cutlery steel blades.
- ◀ Brass linings.
- ◀ Double strength spring.
- ◀ Hand adjusted to insure proper tension; opens easily, stays open and closes easily. No more broken fingernails with this Schrade Walden knife.
- ◀ "Stagolon" handle guaranteed unbreakable.

ALASKAN HUNTER The favorite knife of Alaskan guides. Blades are $4\frac{1}{4}$ " long. Closed, it is $5\frac{1}{2}$ " long and weighs 6 ozs. Comes in a hand-laced leather sheath. Handles any field cutting job, big or little with ease! \$7.50 postpaid. Two for \$14.

ESCAPE from the Ordinary

THE buying guide used by discerning sportsmen everywhere.

- sportswear • boots
- outdoor equipment



Hundreds of quality items, new items, for outdoorsmen and women—all FIELD TESTED. Imports and exclusive items available to you only thru this catalog.

Norm Thompson



Dept. A5, 1805 N.W. Thurman
Portland, Oregon 97209

- ☐ Please send catalog.
☐ Enclosed is my check for \$_____
Please ship _____ ALASKAN HUNTER
knives @ \$7.50 each, 2 for \$14 ppd.

NAME _____

ADDRESS _____

CITY _____

ZIP _____

HUNTING KNIVES SCHRADER WALDEN-OLD TIMER



Blade handcrafted from one solid $1\frac{1}{4}$ -inch thick piece of the finest high carbon cutlery steel. Heat treated, tempered, and ground into shape, then hand polished and hand honed.

The solid blade perfectly formed and ground to perfection, continues through the entire length of the handle for the greatest possible strength.

Unbreakable Moerschaum bone handles with distinctive Old Timer shields. Solid nickel silver rivets. Solid brass guard. Genuine oiled leather sheath.

Length blade $5\frac{3}{4}$ inches; length over-all $9\frac{3}{4}$ inches.

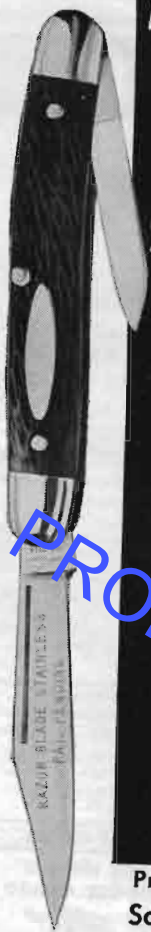
Wood grained gift box with sharpening stone. Each individually gift boxed.

67-1650T

Each \$22.00

One in box; wt box $1\frac{1}{16}$ lbs.





RAZOR-BLADE STAINLESS

The
Sharpest
Knife
You've
Ever
Used
or
your
money
back!

Precision made by
Schrade Walden

ACTUAL SIZE

THE NAME

for quality cutlery!

- Hand honed cutlery
- Double strength steel blades
- Brass linings
- "Stagalon" handle guaranteed unbreakable. You can pound nails with it.
- Hand adjusted to insure proper tension; opens easily; closes easily.

MIGHTY MITE Just 2 3/4" long, it's mighty rugged. You'll be amazed at how these razor blade stainless steel blades cut. Blades are 2" and 1 1/2" long. Weighs just 3/4 ozs. Practically weightless, you can carry it with you at all times. \$5.00 ppd. Two for \$9.00.

ESCAPE from the Ordinary

THE buying guide used by discerning sportsmen everywhere.

- sportswear • boots
- outdoor equipment

Hundreds of quality items, new items, for outdoorsmen and women—all FIELD TESTED. Imports and exclusive items available to you only thru this catalog.



Norm Thompson

Dept. A4, 1805 N. W. Thurman
Portland, Oregon 97209

- ☐ Please send catalog.
- ☐ Enclosed is my check for \$.
- Please ship **MIGHTY MITE** knives @ \$5 each, 2 for \$9 postpaid.

NAME _____

ADDRESS _____

ZIP _____

ORIGINAL OLD-TIMERS



Pick any hunting knife, or two or three-blade pocket knife, Mister, and you've got one like Grandad had—but better. The original rugged looks, comfortable, sturdy feel and precision sharpness. Every blade of the finest, high carbon, edge-holding steel. Prices range from \$6.45 to \$20. Anyone you choose, you'll feel proud to hone.

OLD-TIMER®



1650T
\$20.00
9 1/2" overall

410T
\$10.00
8 3/4" overall

150T
\$15.00
10 1/2" overall

Hand-made in USA. Available at fine stores everywhere.
Schrade Walden Cutlery Corp., New York, N. Y. 10019

Guaranteed against loss
for one full year!

"UNCLE HENRY"

WORLD'S FINEST
POCKET KNIFE

\$1000

Hand-made in U.S. by
SCHRADE WALDEN
DIV., IMPERIAL KNIFE ASSOC. CO'S.

3 9/16" closed
At fine stores or send check with order to Orvis Co., Manchester, Vt.

Ads

1974-ADS

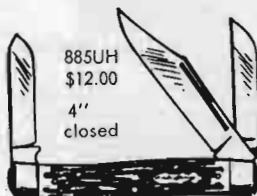
Guaranteed against loss.

"UNCLE HENRY" by SCHRADE WALDEN

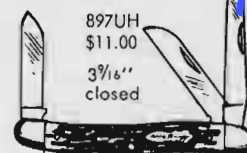
Every one a cutler's masterpiece. Unbreakable handle fits snugly in your grasp. Highest quality, razor sharp steel blades. Hand-finished, hand-honed, hand-edged. Closes with solid click. Beauties like these, you're not going to lose. If you do, tell us—we'll send you another.*



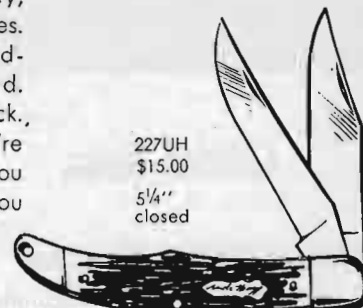
285UH
\$10.00
3 3/8" closed



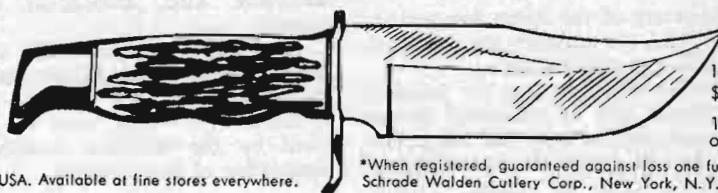
885UH
\$12.00
4" closed



897UH
\$11.00
3 1/4" closed



227UH
\$15.00
5 1/4" closed



171UH
\$25.00
10 3/8" overall

Hand-made in USA. Available at fine stores everywhere.

*When registered, guaranteed against loss one full year.
Schrade Walden Cutlery Corp., New York, N. Y. 10019

In thirty years, you can give it to your grandson.

That's because Schrade Old Timer Knives are hand-crafted to last from generation to generation. Each knife goes through more than 100 hand operations. Over 100 careful inspections. We've been working this tried-and-true way for more than 70 years. There's just no other way to make a great knife. Ask your grandfather. Schrade Cutlery Corporation, New York 12428.

Sharp Finger (Above)
Drop Point Hunter (Below)



**Old Timer®
by Schrade**

Meet the New Sharp Finger[®]

for small elephants
and large squirrels.

An outdoor knife that works like it's an extension of your hand. Serves just about every need a Camper, Hunter or Fisherman has. Especially handy as a Skinner. Made to the quality standards of The Old Timer.

Overall size 7 1/4 inches.
About \$16,
including contoured leather sheath.
Item # 1520 Y

OLD-TIMER[®]

A Man's Best Friend

**Schrade Cutlery Corp.
New York 12428**

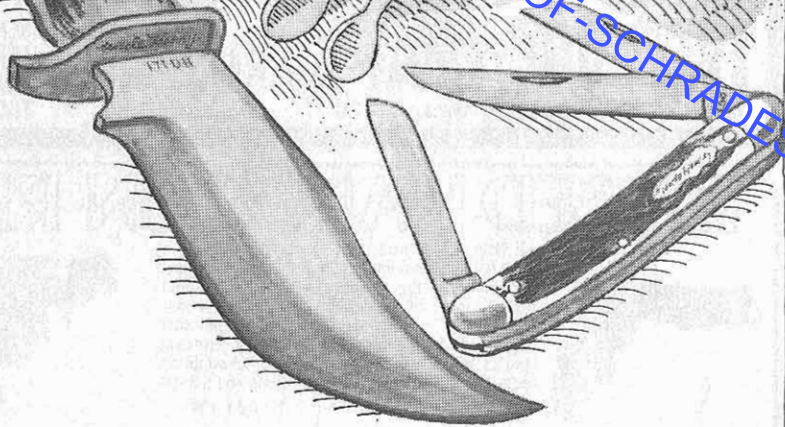
1975

These are masterpiece knives. So well made, you couldn't stand to lose one. That's why we'll replace any Uncle Henry you lose within one year of its warranty registration.

We show only two. But there are five more rugged beauties to choose from. All with highest quality, razor-sharp steel blades. All hand-finished, hand-honed, hand-edged. All with unbreakable handles that fit snugly in your grasp. All guaranteed against loss.

Schrade Cutlery

Ellenville, N.Y. 12428



Uncle Henry®

Anyone can lose a knife.

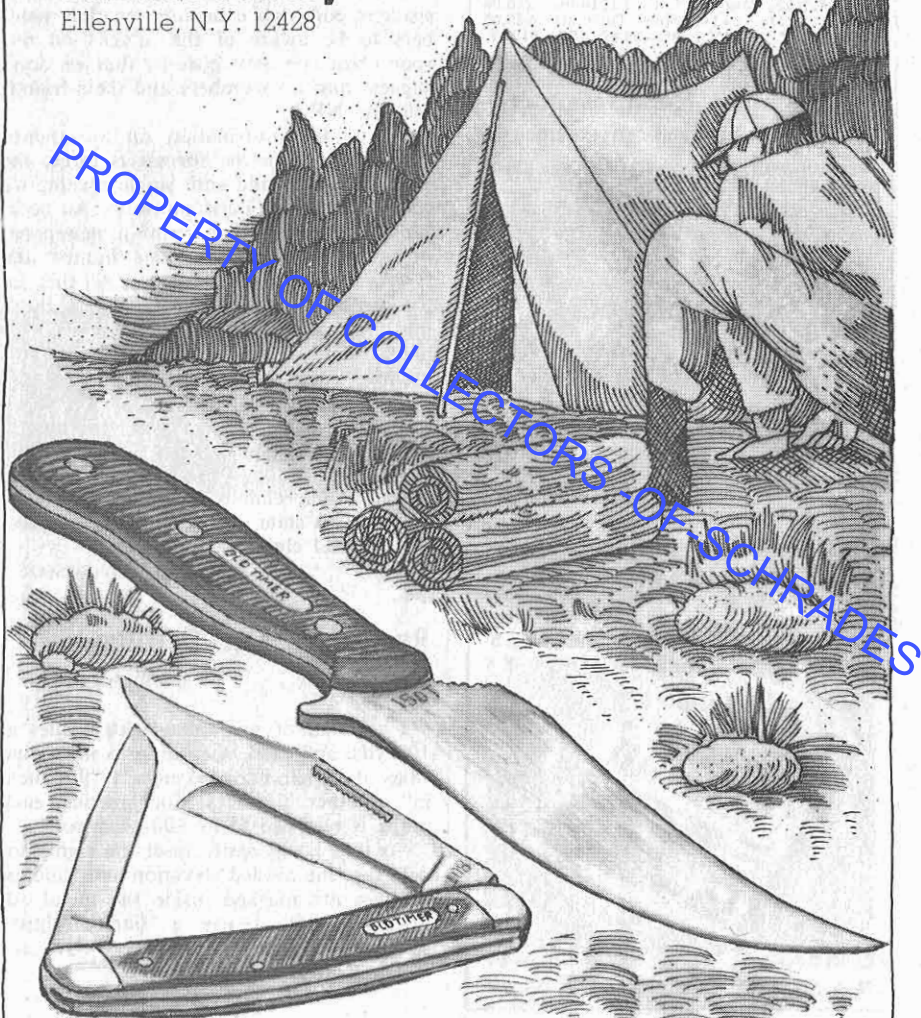
But only Uncle Henry will replace it.

Old Timer knives from Schrade are built to last and last. And, like all good friends, they're dependable. They won't let you down. Every blade is of the finest, high-carbon edge-holding cutlery steel.

The Old Timers have the rugged good looks, comfortable, sturdy feel and sharpness that you expect in a great knife, but hardly ever find.

Schrade Cutlery

Ellenville, N.Y. 12428



Old Timer®
A Man's Best Friend

1976

If one of them says "no,"
it doesn't leave
the factory.



Buffer Cover Pinner Front Edge Buffer Blanker Blade Piercer Plant Supt Cover Inspector



Inspector Inspector Back Grinder Inspector Spring Dresser Mobile Inspector Sample Maker



Bolster Glazer Driller Quality Control Mgr Blade Etcher Back Finisher Knife Edger Tang Miller



Spring-end Glazer Engraver Bolster Former Factory Engineer Mobile Inspector Temperer Assembler



Blade Grinder Rockwell Tester Head Honer Prod Control Mgr Inspector Sample Maker Bolster Riveter

Each person who has a hand in making a Schrade knife also has a hand in rejecting it. Each knife is subject to more than 100 hand operations. More than 100 inspections. If there's a flaw of any kind, the knife doesn't get out the door. That's why you can put your confidence in the ones that do.
Schrade Cutlery Corporation, New York 12428.

**Old Timer®
by Schrade**

In thirty years, you can give it to your grandson.

That's because Schrade Old Timer Knives are hand-crafted to last from generation to generation. Each knife goes through more than 100 hand operations. Over 100 careful inspections. We've been working this tried-and-true way for more than 70 years. There's just no other way to make a great knife. Ask your grandfather. Schrade Cutlery Corporation, New York 12428.

Sharp Finger (Above)
Drop Point Hunter (Below)



**Old Timer®
by Schrade**

In thirty years, you can give it to your grandson.

That's because Schrade Old Timer Knives are hand-crafted to last from generation to generation. Each knife goes through more than 100 hand operations. Over 100 careful inspections. We've been working this tried-and-true way for more than 70 years. There's just no other way to make a great knife. Ask your grandfather. Schrade Cutlery Corporation, New York 12428.

Sharp Finger #5267



1977

**Old Timer
by Schrade**





You can't trust a machine to make a great knife.

People make great knives. Machines can't. Each Schrade Old Timer is made with over 100 hand operations. And each hand operation is carefully inspected. For a great knife you can trust, Schrade Cutlery Corp., New York 12428.



**Old Timer®
by Schrade**

1977



1540T
Drop Point

Anyone can lose a knife.

PROPERTY OF COLLECTORS - OF-SCHRADES

But only Uncle Henry will replace it.

There are many cheap knives, but not many that you couldn't stand to lose one. That's why we'll replace any Uncle Henry you lose within one year of its warranty registration. ☐ We allow only two. But there are five more rugged handles to choose from. All with highest quality, never sharp steel blades. ☐ All hand-finished, hand-honed, hand-edged. All with unbreakable handles that fit snugly in your grasp. All guaranteed against loss. Schrade Cutlery Corp., New York 13428

Uncle Henry by Schrade



The Ultimate Lockback

The Uncle Henry Bear Toy
by Schrader

OF-SCH



The handles are WoodWard® and the borders and linings are solid brass. It comes with a new set of 100-point sheets.

Each knife is smaller, and guaranteed safe for use for a new form of self-defense registration.

WADES The Ultimate Guarantee

If you lose it, Uncle Henry
will replace it for you.

Schwartz, C. (1990). *Journal of Management Education*, 14(1), 1-10.

