

YOUR COOPERATION IS NEEDED

The Manufacturers who have signed this circular are asking your cooperation in an effort to reduce the unjustified replacements of pocket knives. This will result in better cutlery business for you and will reduce the loss which improper replacements are causing.

Yours very truly,

CAMILLUS CUTLERY CO.
W. R. CASE & SONS CO.
CATTARAUGUS CUTLERY CO.
COLONIAL KNIFE CO.
DWIGHT DIVINE & SONS, INC.
IMPERIAL KNIFE CO.
LANDERS, FRARY & CLARK
QUEEN CITY CUTLERY CO.
REMINGTON ARMS CO.
RUSSELL HARRINGTON CUTLERY CO.
ROBESON ROCHESTER CORP.
SCHRADE CUTLERY CO.
GEORGE SCHRADE
UNION CUTLERY CO.
UTICA CUTLERY CO.
THE VOOS CO.
WESTERN STATES CUTLERY & MFG. CO.
WINCHESTER REPEATING ARMS CO.

TO ALL DEALERS AND
DISTRIBUTORS *of* CUTLERY

Let's

STOP

LOSSES DUE TO
ABUSE OF THE

*Cutlery
Guarantee*

A TIME *for* ACTION!

The replacement of worn out and abused cutlery under the misrepresentation that it is defective, is costing every dealer who indulges in the practice his legitimate profit on a new sale and the manufacturer a total loss for the article. This loss is cumulative — both to dealer and manufacturer — and over a period of time represents a substantial sum.

THE SOLUTION

To reduce these mutual losses the members of the American Cutlery Manufacturers Association adopted a standard guarantee in the form of a "Statement of Quality" which is again being brought to your attention and is as follows:

"Statement of Quality"

"This knife has been carefully inspected and is guaranteed against any defects in workmanship or material. If found unsatisfactory, it should be returned direct to us, or through the dealer to us, for inspection and adjustment of complaint. Dealers or distributors are not authorized by manufacturers to adjust complaints or make replacements."

DEALER NOT AUTHORIZED TO MAKE REPLACEMENTS

This statement provides, you will note, that any merchandise which may appear to be defective is

to be returned, preferably by the owner, to the manufacturer for examination and adjustment. If the article is truly defective, either in materials or workmanship it will be promptly replaced. If, however, the unsatisfactory service of the article is due to faulty sharpening, lack of care, or improper usage, and it is in such shape that it can be repaired, notice will be sent to the person returning the article stating how much it will cost to put it in usable condition and upon notification that this is satisfactory, the repairs will be promptly made.

SELL A NEW KNIFE

One of the most glaring abuses in replacements is that of accepting an article which is worn out after having given its owner all the service that can legitimately be expected. Reasonable salesmanship can effect a new sale with its resultant profit.

Improper sharpening by the consumer is undoubtedly the cause of most of the dissatisfaction in an article of cutlery. It is not a difficult art if a few fundamental principles are known. Every sales person of cutlery should know the fundamentals of how to sharpen, hone and care for a piece of cutlery and advise the purchaser regarding it. A customer appreciates this service and will get the greatest satisfaction from his cutlery if he has been told how to keep it in proper condition.