

Voss Litho
April 1954



POCKET

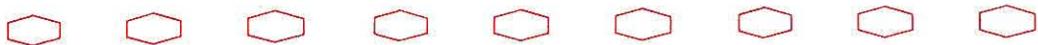
KNIVES

MADE IN U. S. A. BY
CAMILLUS
CUTLERY
COMPANY
CAMILLUS, N. Y.



CAMILLUS

POCKET KNIVES



MANUFACTURED BY

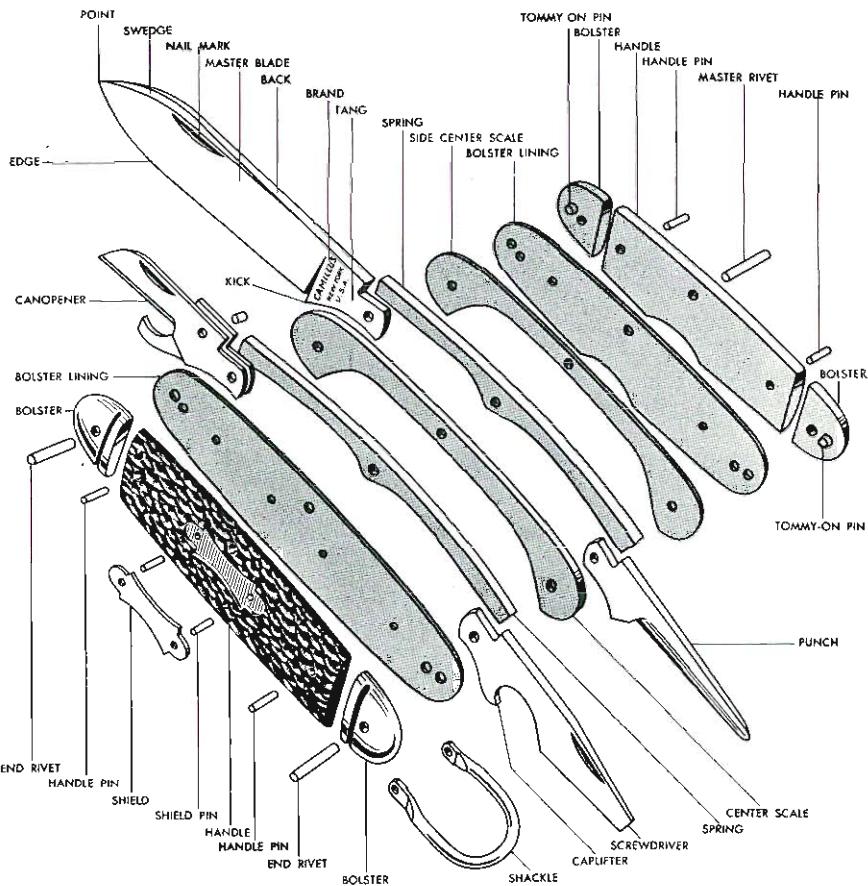
CAMILLUS CUTLERY COMPANY

CAMILLUS, NEW YORK

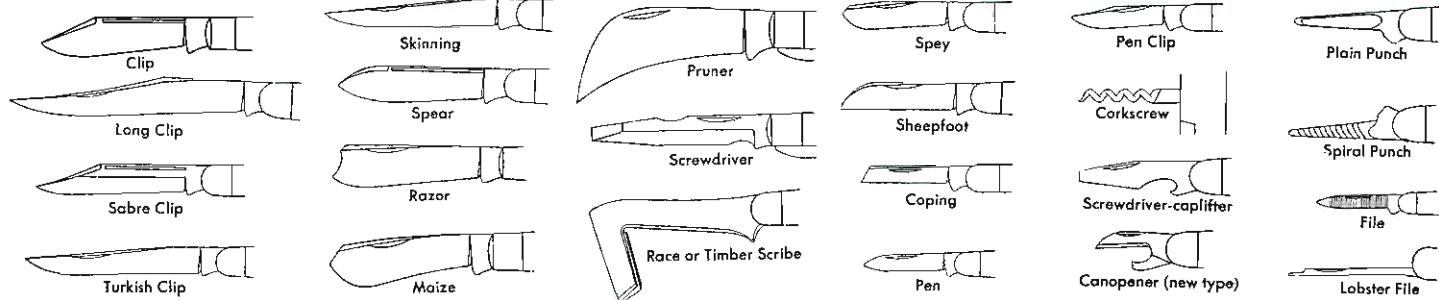
THE PARTS OF A

POCKET KNIFE

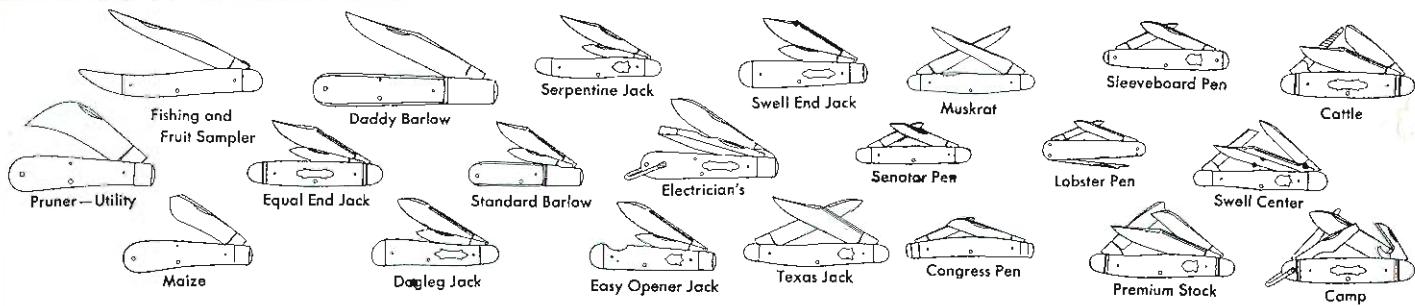
CAMILLUS
has the edge!



KNIFE BLADES

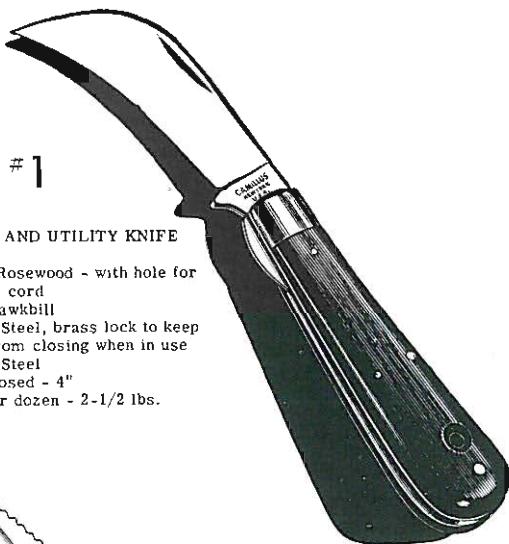


KNIFE PATTERNS



CAMILLUS POCKET KNIVES

100% 11/55
CAMILLUS
has the edge!



PRUNING AND UTILITY KNIFE

Handle - Rosewood - with hole for cord
 Blade - Hawkbill
 Linings - Steel, brass lock to keep blade from closing when in use
 Bolster - Steel
 Length Closed - 4"
 Weight per dozen - 2-1/2 lbs.



SHERMAN'S LUCK KNIFE

Handle - Maize Pyroxylin
 Jade - Chrome plated...sabre clip with scaler and caplifter
 Linings - Brass, with lock to keep blade from closing when in use
 Olsters - Nickel silver with disgorger
 Length Closed - 5"
 Weight per dozen - 2-1/4 lbs.

5

SERPENTINE JACK KNIFE

Handle - Stagged
 Blades - Clip, Pen
 Length Closed - 3-3/8"
 Weight per dozen - 1-1/2 lbs.

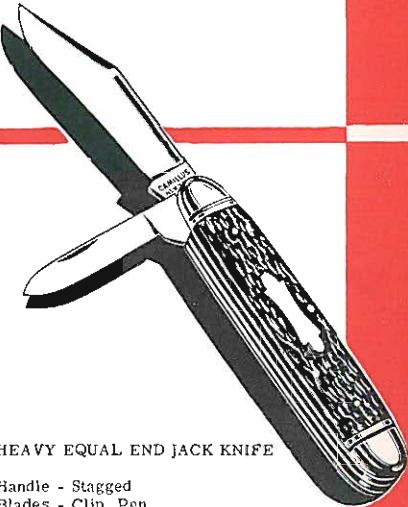
14

15



SLENDER SERPENTINE JACK
 Handle - Maize Pyroxylin
 Blades - Clip and pen
 Length closed - 3-1/2"
 Weight per dozen - 1-1/2 lbs.

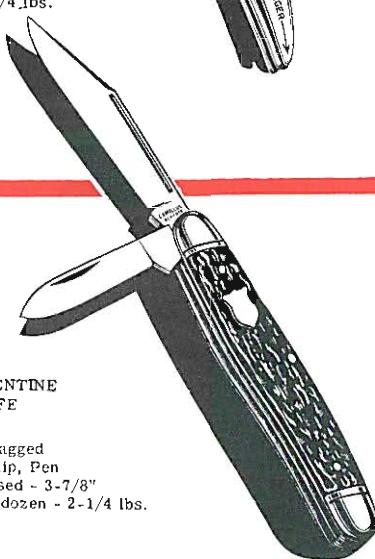
16



HEAVY EQUAL END JACK KNIFE

Handle - Stagged
 Blades - Clip, Pen
 Length Closed - 3-5/8"
 Weight per dozen - 2-1/2 lbs.

18



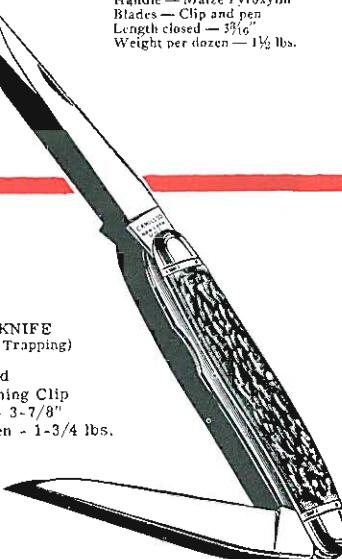
LARGE SERPENTINE JACK KNIFE

Handle - Stagged
 Blades - Clip, Pen
 Length Closed - 3-7/8"
 Weight per dozen - 2-1/4 lbs.

20

SPORTSMAN'S KNIFE
 (Skinning, Hunting, Trapping)

Handle - Stagged
 Blades - 2 Skinning Clip
 Length Closed - 3-7/8"
 Weight per dozen - 1-3/4 lbs.



21

PONY JACK KNIFE

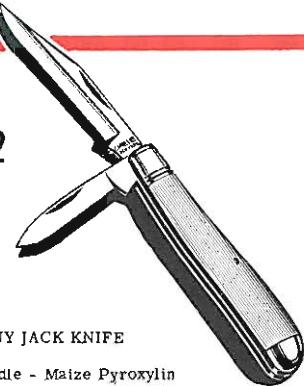
Handle - Stagged
 Blades - Sabre Clip, Pen
 Length Closed - 2-13/16"
 Weight per dozen - 1-1/4 lbs.

MADE IN USA BY
CAMILLUS
CUTLERY
COMPANY
 CAMILLUS, N. Y.

GENERAL DESCRIPTION OF KNIVES - Linings - brass except where specified. Bolsters, Tips - Nickel silver except where specified. Packed - 1/2 dozen in a box. Illustration Size - 1/2 actual size.

CAMILLUS POCKET KNIVES

22



PONY JACK KNIFE

Handle - Maize Pyroxylin
Blades - Sabre Clip, Pen
Length Closed - 2-13/16"
Weight per dozen - 1 lb.

23



LARGE EQUAL END JACK KNIFE

Handle - Grain White Pyroxylin
Blades - Large Spear, Pen
Length Closed - 4-3/16"
Weight per dozen - 3-1/4 lbs.

24



SMALL JACK KNIFE

Handle - Nu-Pearl
Blades - Clip, Pen
Length closed - 3"
Weight per dozen - 1-1/4 lbs.

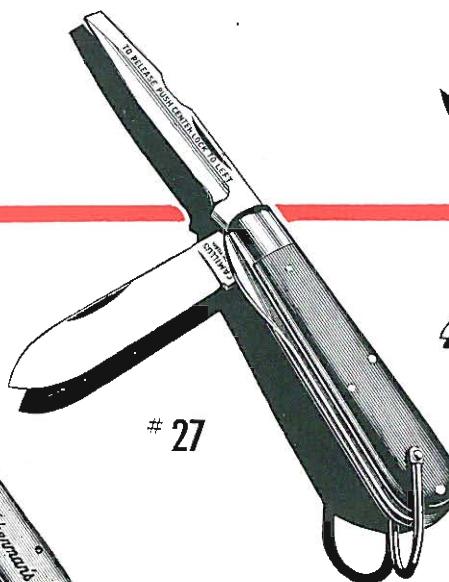
25



FISHERMAN'S LUCK KNIFE

Handle---Luminous plastic which glows in the dark for several hours after exposure to light.
Blades---Stainless steel saber clip and stainless scalpel and cap lifter.
Length Closed---5"
Weight per dozen---2 1/2 lbs.

27



ELECTRICIAN'S KNIFE

Handle - Rosewood
Blades - Spear, screwdriver with sharp edge for scraping insulation
Linings - Brass - with lock to keep screwdriver from closing when in use
Shackle - Nickel Silver
Length Closed - 3-3/4"
Weight per dozen - 3 lbs.

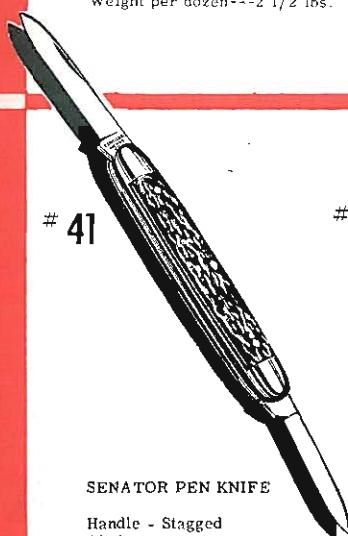
40



PONY JACK KNIFE

Handle - Agate Pyroxylin
Blades - Sabre clip and pen
Length closed - 2 5/8"
Weight per dozen - 1 1/4 lbs.

41



SENATOR PEN KNIFE

Handle - Staged
Blades - Spear, Pen
Length Closed - 3-1/8"
Weight per dozen - 1 lb.

42



SENATOR PEN KNIFE

Handle - Nu-Pearl
Blades - Spear, Pen
Length Closed - 3-1/8"
Weight per dozen - 1 lb.

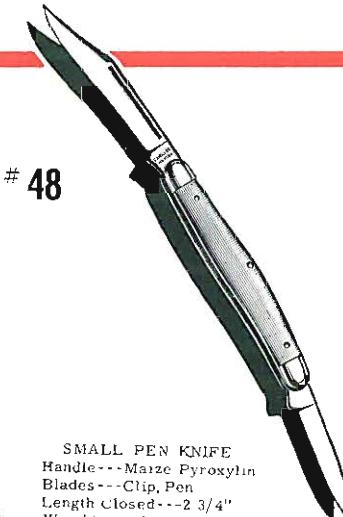
43



SLIM SENATOR PEN KNIFE

Handle - Nu-Pearl
Blades - Spear, File
Shackle - Nickel Silver
Length Closed - 2-13/16"
Weight per dozen - 3/4 lb.

48



SMALL PEN KNIFE

Handle---Maize Pyroxylin
Blades---Clip, Pen
Length Closed---2 3/4"
Weight per dozen---3/4 lb.

1000 11/55

CAMILLUS DeLuxe
GENUINE BONE STAG HANDLED KNIVES

CAMILLUS
has the edge!

The truly DeLuxe line, combining the high standards of workmanship always found in famed Camillus knives, with the improved styling of genuine bone handles.

- **BLADES:** High carbon custom made steel that provides razor sharpness, rugged toughness. Edges hand honed and hand stropped.
- **CONSTRUCTION AND APPEARANCE:** Precision made of finest materials to exacting tolerances. High polish of all metal components; nickel silver bolsters and shields; genuine bone handles; fancy milled nickel silver linings and center scale.
- **PACKING:** Each knife individually wrapped, $\frac{1}{2}$ dozen to a box. Identifying number on back of master blade for easy identification.

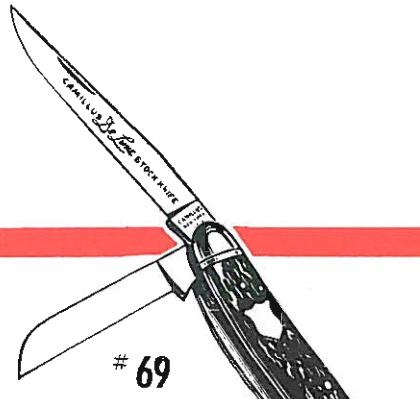
Pre-sold by extensive trade and consumer advertising and sales promotion material. Backed by the famous name of **CAMILLUS**, over-77-year-old leader in the cutlery industry. Made in Camillus, N. Y. —"Knifetown, U.S.A."

All illustrations
are $\frac{1}{2}$ actual
size.



**DELUXE SERPENTINE
PONY JACK KNIFE**

Handle—Genuine bone stag
Blades—Clip, Pen
Length Closed—3"
Weight per dozen—1 $\frac{1}{4}$ lbs.



**DELUXE PREMIUM
STOCK KNIFE**

Handle—Genuine bone stag
Blades—Turkish clip, Sheepfoot, Spey
Length Closed—4"
Weight per dozen—2 $\frac{1}{4}$ lbs.

28



DELUXE SERPENTINE

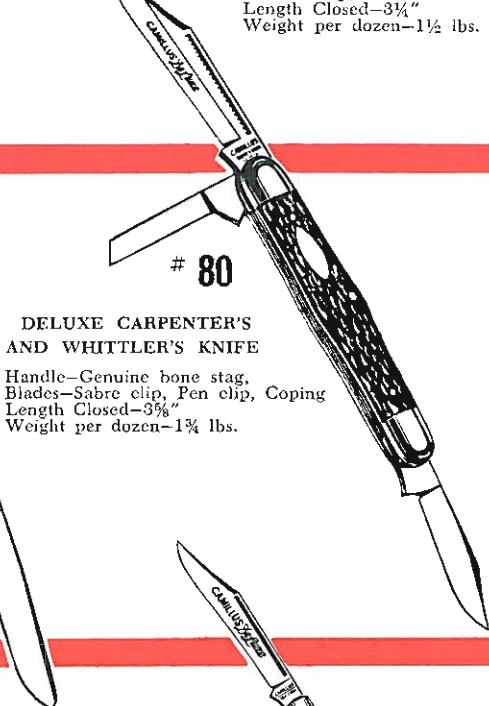
JACK KNIFE

Handle—Genuine bone stag
Blades—Clip, Pen
Length Closed—3 $\frac{1}{4}$ "
Weight per dozen—1 $\frac{1}{2}$ lbs.

80

**DELUXE CARPENTER'S
AND WHITTLE'S KNIFE**

Handle—Genuine bone stag,
Blades—Sabre clip, Pen clip, Coping
Length Closed—3 $\frac{1}{2}$ "
Weight per dozen—1 $\frac{1}{4}$ lbs.



81

**DELUXE PREMIUM
STOCK KNIFE**

Handle—Genuine bone stag
Blades—Clip, Sheepfoot, Spey
Length Closed—3 $\frac{1}{2}$ "
Weight per dozen—2 $\frac{1}{4}$ lbs.

82

**DELUXE BABY PREMIUM
STOCK KNIFE**

Handle—Genuine bone stag
Blades—Clip, Spey, Pen
Length Closed—3"
Weight per dozen—1 $\frac{1}{4}$ lbs.

83

**DELUXE PONY
STOCK KNIFE**

Handle—Genuine bone stag
Blades—Clip, Coping, Pen
Length Closed—2 $\frac{1}{2}$ "
Weight per dozen—1 lb.

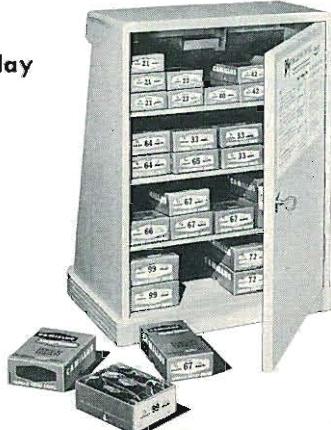
These are the **CAMILLUS** point-of-sale displays



46-24
24 Piece
Counter Display

Description of 46-24 Display Case

Wood — Bleached oak.
Width — 13 $\frac{3}{4}$ ".
Height — 18 $\frac{3}{4}$ ".
Depth at base — 10".
Bright red knife panel, curved glass front.
Modern and attractive. Displays 24 knives. White strips for numbers and prices. Large storage space holds 24 dozen knives. Door locks.
Each securely packed in corrugated container.
Weight — 18 lbs. each.



55
12 Piece
Display Panel Case

Description of #55 Display Case

Base — 12 $\frac{1}{2}$ " x 12 $\frac{1}{2}$ ".
Height — 16".
Twelve knives mounted on a bleached oak veneer Masonite panel. Each knife identified by number and selling price. Storage compartment in base. Can be locked.
Weight — 8 $\frac{3}{4}$ lbs.

New approach to pocket knife display. Knives displayed with all blades open. Panel can easily be used as a wall or window display.

Free SALES HELPS

- 1 National Consumer Advertising**
- 2 Newspaper Mats for your Local Advertising**
- 3 Window and Counter Display Cards**
- 4 Catalog of the Complete Line**
- 5 Facts for Sales People**

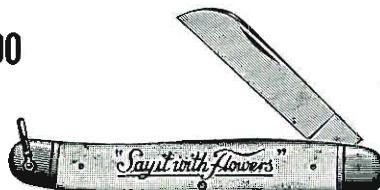
To instruct your store personnel on Sales Points and help them do a better selling job.

Write us about these

CAMILLUS
has the edge!

FAST SELLING TOP QUALITY knives

100



FLORISTS' KNIFE

Handle — Grain White Pyroxylin. Stamped in green "Say it with Flowers"
Blade — Straight edge stem cutter
Length Closed — 3-7/8"
Weight per dozen — 1-1/2 lbs.

295



OFFICE KNIFE

Handle — Grain white pyroxylin
Blades — Spear, spey
Length closed — 3-5/16"
Weight per dozen — 7/8 lb.

5 New Members of the Family

June 1954

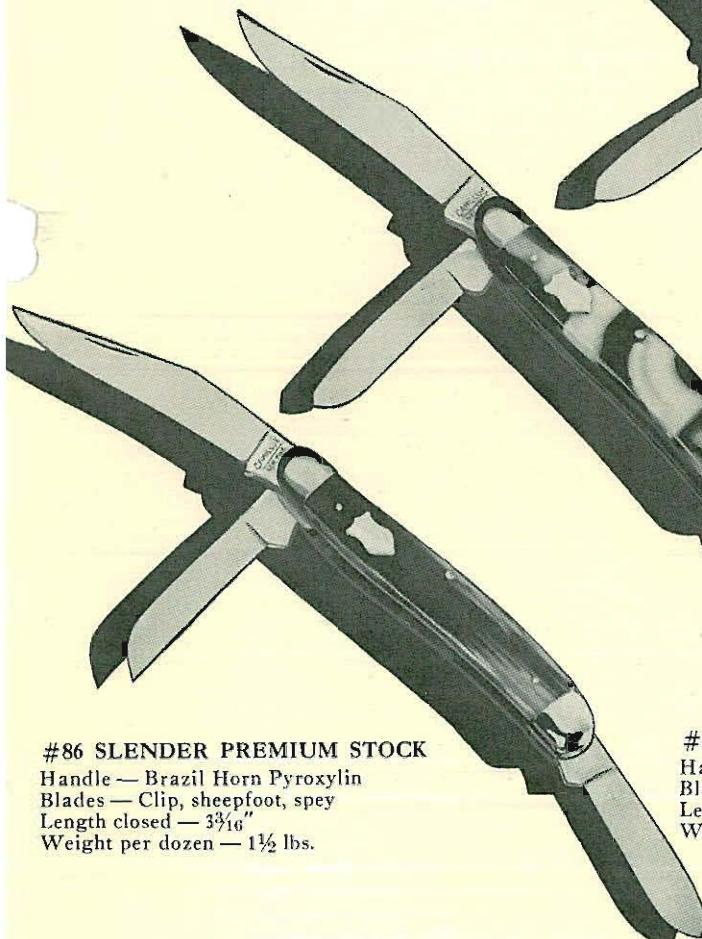
CAMILLUS
has the edge!

dditions to the distinguished Camillus Line.

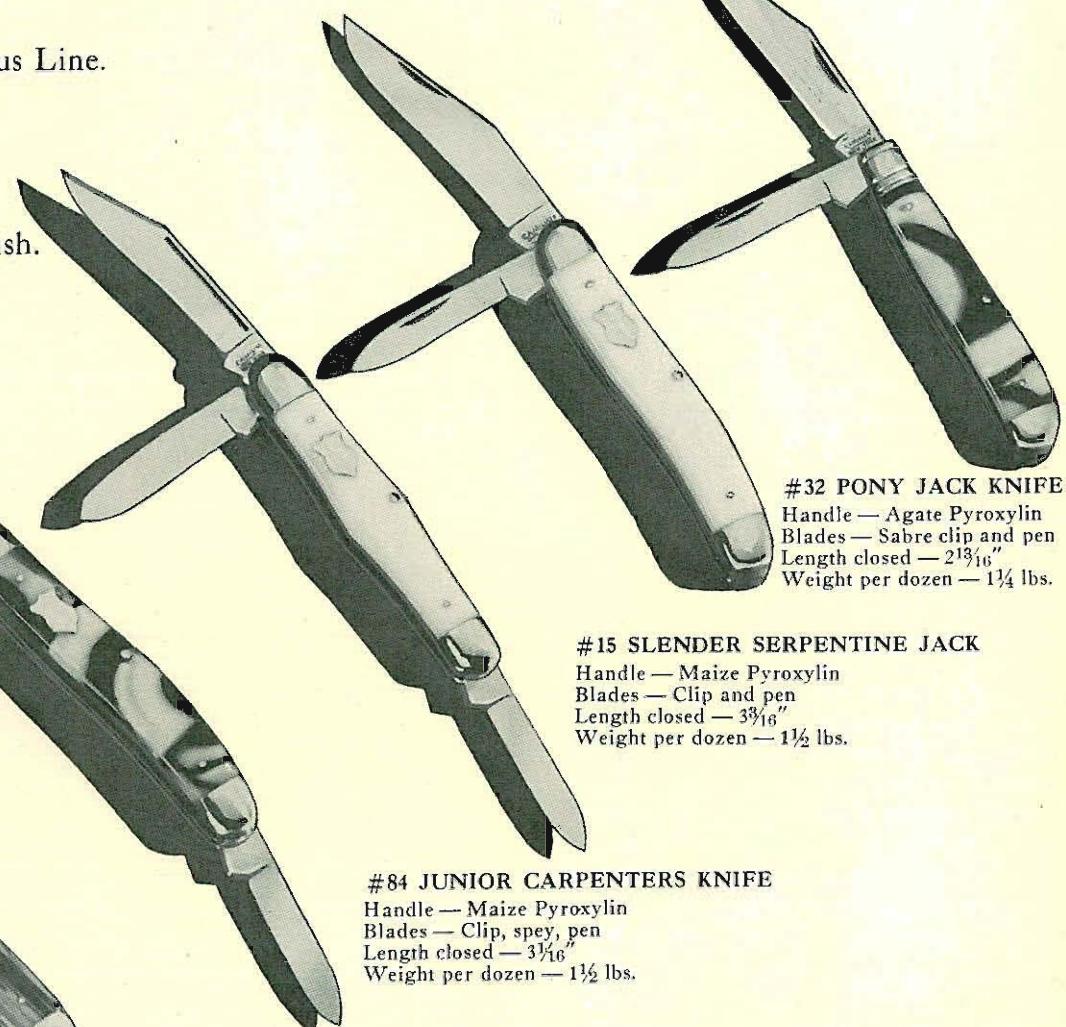
New slender styles

New colorful unbreakable Handles

Established Camillus Quality of
standing edges and unsurpassed finish.



#86 SLENDER PREMIUM STOCK
Handle — Brazil Horn Pyroxylin
Blades — Clip, sheepfoot, spey
Length closed — $3\frac{3}{16}$ "
Weight per dozen — $1\frac{1}{2}$ lbs.



#85 SLENDER PREMIUM STOCK
Handle — Agate Pyroxylin
Blades — Clip, spey, pen
Length closed — $3\frac{3}{16}$ "
Weight per dozen — $1\frac{1}{2}$ lbs.

N-6 SELF-MERCHANDISER
Gift Packed in easel counter display
Each knife in transparent
sleeved box
1 each #15, #32, #84, #85 and
2 each #86



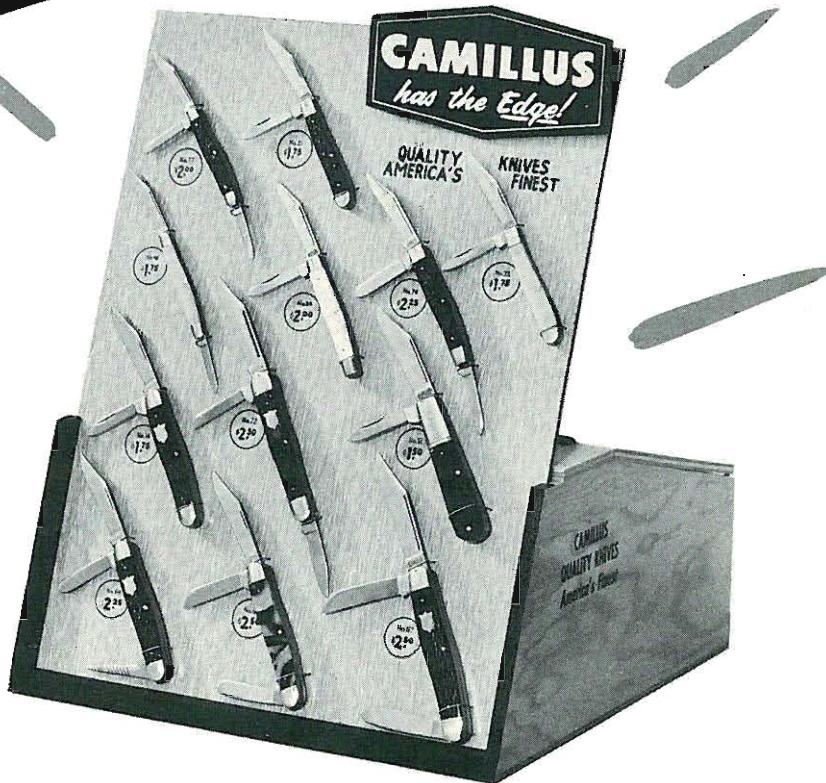
55-W PANEL DISPLAYS:
NOS.: 14, 21, 22, 24, 41, 48,
64, 65, 67, 72, 76 & 77

55-W PANEL DISPLAYS:
NOS.: 14, 21, 22, 24, 41, 48,
64, 65, 67, 72, 76 & 77

Jan 19th 1954

Sells Knives
2 to 1
~~*OVER CONVENTIONAL*~~ *CASES!*

- ★ New approach to pocket knife display.
- ★ Customers can feel goods necessary to self selling in this day of "Quick Service."
- ★ Knives wired to panel and protected with lacquer.
- ★ Blades displayed fully opened. We "SELL THE CUT" and here we show it.



55-A PANEL DISPLAYS:
NOS.: 14, 21, 22, 24, 48, 51, 63, 66
67, 72, 76, & 77.

55-B PANEL DISPLAYS:
NOS.: 15, 18, 20, 32, 40, 41, 42,
69, 84, 85, 86 & 99.

CONVENIENCE: Designed for modern "island" position. Easy to reach storage case, provision for locking.

SPACE SAVER: Occupies only 1 sq. ft. OR - hang panel on peg board.

Proven in retail research project as having TWICE THE DRAWING POWER of other displays.

CAMILLUS
has the edge!

55-P PANEL DISPLAYS: NOS.: 14, 21, 22, 41, 48, 64,
65, 67, 72, 76, 77 & 99

CAMILLUS CUTLERY COMPANY, Camillus, N. Y.

55-E PANEL DISPLAYS:
NOS.: 14, 16, 21, 22, 41, 42,
48, 51, 67, 72, 76 & 99

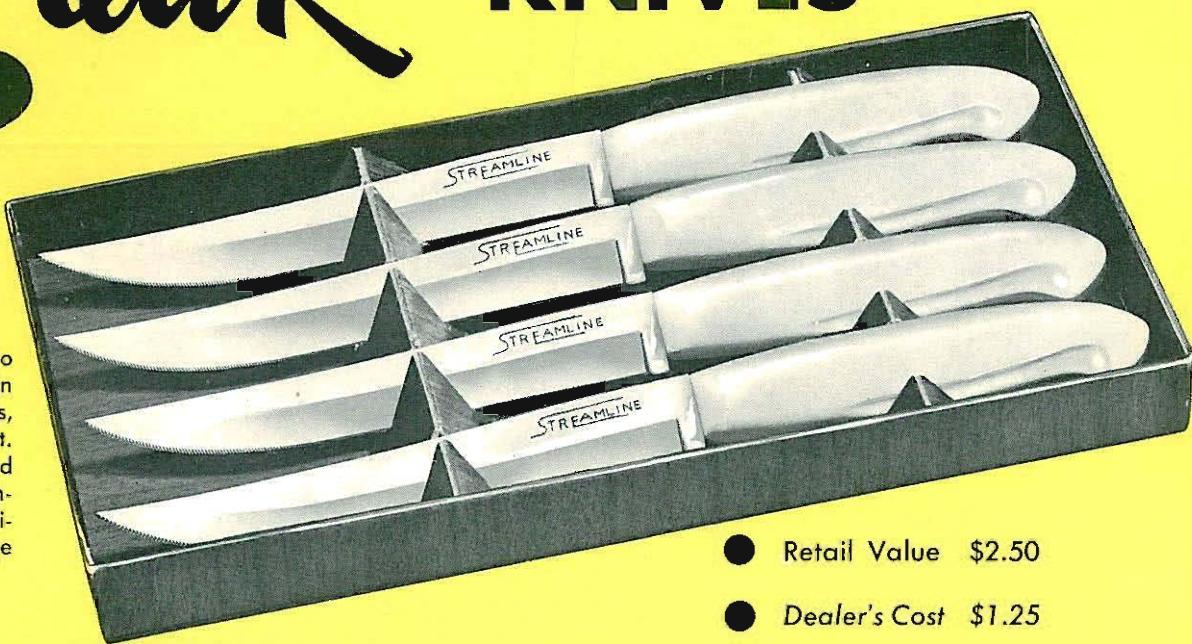
55-D PANEL DISPLAYS:
NOS.: 15, 28, 30, 32, 69, 80,
81, 82, 83, 84, 85 & 86

Steak

KNIVES

Vons Litho
May 1954

What better way to appeal to both the lady and the gentleman of your prospective customers, than with this fine steak set. Serrated edges (never need sharpening) and attractive handles make this a welcome addition to any table. Blades are stain resistant.



WK 100

- Retail Value \$2.50
- Dealer's Cost \$1.25
- F.O.B. Camillus, N. Y.
- Minimum Order: 48 Sets

Made in U.S.A. by Camillus Cutlery Co., Camillus, N. Y.

Handsome CARVING SET

(Matches above steak knife set)



WK 101

- Retail Value \$2.95
- Dealer's Cost \$1.35
- F.O.B. Camillus, N. Y.
- Minimum Order: 48 Sets

Watch their faces glow when you hand them this beautiful carving set. Designed to add charm and grace at all dinner settings, yet is sturdily constructed to give rough, tough service. Blades are stain resistant.

CAPPEL-MAC DONALD & CO.

PREMIUM DIV.

737 No. Michigan Av. Chicago 11, Ill.

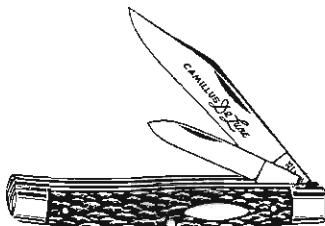
CAMILLUS
has the edge!

Genuine Bone Handle

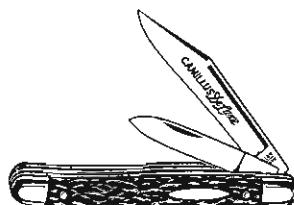
Deluxe
POCKET KNIFE ASSORTMENT

THE MOST WANTED* KNIVES

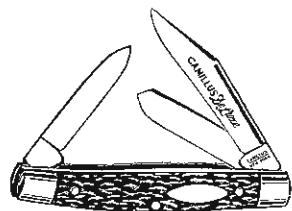
Individually boxed in attractive counter display



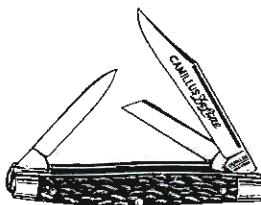
1 each
No. 28B
Length Closed—3½"



2 each
No. 30B
Length Closed—3"



2 each
No. 82B
Length Closed—3"



1 each
No. 83B
Length Closed—2½"



ALL KNIVES:

- Genuine bone stag handles
- Nickel silver linings—milled fronts
- Nickel silver bolsters
- Blades hand-honed to permanized edge
- Top-quality product in every respect.

B-6 ASSORTMENT

Each knife in gift box
with transparent acetate sleeve

*Popular Mechanics continuing survey.

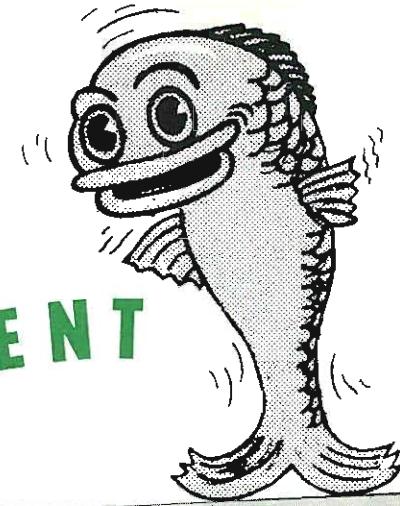
TO REORDER:

1. If Assortment as shown on this page is wanted,
specify—Assortment B6
2. If fill-in stock only is wanted, specify number of
knife wanted, i.e., No. 28B, etc.

Made in the United States by Master Craftsmen

**CAMILLUS
CUTLERY
COMPANY
CAMILLUS, N.Y.**

fishin' KNIFE ASSORTMENT



An assortment of knives to capture all the fishing trade

ASSORTMENT NO. FK-5

- 5 different types
- All with keen, sharp blades
- Each is equipped with scaler
- All have solid construction, brass linings.

1½ dozen knives in Assortment—
1 of each knife mounted on card
for display, and back-up stock.
When back-up stock is sold out,
knives can be reordered by specifying number.

Shipping weight 4 ¼ lbs.



Made in U.S.A. by
CAMILLUS
CUTLERY
COMPANY
CAMILLUS, N.Y.
ONE OF THE OLDEST AND LARGEST
MANUFACTURERS OF KNIVES IN AMERICA

A KNIFE FOR
EVERY FISHERMAN

HARDWARE WEEK SPECIAL

JOHN T.
Vosseller

Camco
GOOD QUALITY



ASSORTMENT NO. 1200

1 Dozen on Card — 8 stag, 4 maize

- ★ Surgical steel blades
- ★ Solid bolsters
- ★ Solid handles
- ★ Brass linings
- ★ Eye-catching Display

PRICED TO SELL at .98¢ each
Normal retail value \$1.19

FAST SELLERS — QUICK TURNOVER

Packed 1 doz. on card, boxed.
Shipping weight 1 1/4 lbs.

Made in U.S.A. by
CAMILLUS
CUTLERY
COMPANY
CAMILLUS, N.Y.
ONE OF THE OLDEST AND LARGEST
MANUFACTURERS OF KNIVES IN AMERICA

CAMILLUS

Luxuria

featuring: High carbon Stainless Steel blades
 Fine silver overlay handles that will not
 come loose
 Solid wood, hand rubbed, velvet
 lined Treasure Chests

for my son Jerry Co.
 Kansas City
 ordered
 1/7 from
 Von



a famous 76
 year old name

P122



6 Piece Steak Set in Hardwood Block.
 "LUXURIA" Quality but without
 silver overlay.
 Attractively Gift boxed

Retail \$9.95

P132

"LUXURIA" Steak Knife Set
 8 Steak Knives with over-
 lay handles in wooden
 Deluxe Chest, boxed
 Weight-2 1/4 lbs.

Retail \$39.95



MADE IN U. S. A. BY
CAMILLUS
CUTLERY
COMPANY
 CAMILLUS, N. Y.

P133

"LUXURIA" Carving Set
 8" Roast Slicer
 9 1/2" Ham Slicer
 5 1/4" Chef's Fork
 All with overlay handles
 in wooden Deluxe Chest.
 "Rolit" sharpener with
 instructions included.
 Weight-1 1/4 lbs.

Retail \$39.95



P134

"LUXURIA" Steak Knife Set
 6 Steak Knives with over-
 lay handles in wooden
 Deluxe Chest, boxed
 Weight-2 3/4 lbs.

Retail \$33.50



CAMILLUS

Luxuria

featuring: High carbon Stainless Steel blades
Fine silver overlay handles that will not
come loose
Solid wood, hand rubbed, velvet
lined Treasure Chests

For M. Lynn Jewelry Co.
To - Los Angeles
Order #6/54
from Voss



CAMILLUS
has the edge!

a famous 76
year old name

P122

6 Piece Steak Set in Hardwood Block.
"LUXURIA" Quality but without
silver overlay
Attractively Gift boxed

Retail \$9.95



P132

"LUXURIA" Steak Knife Set
8 Steak Knives with over-
lay handles in wooden
Deluxe Chest, boxed
Weight-2 1/4 lbs.

Retail \$39.95



MADE IN U. S. A. BY
CAMILLUS
CUTL
COMP
CAMILLU

P133

"LUXURIA" Carving Set
8" Roast Slicer
9 1/2" Ham Slicer
5 1/4" Chef's Fork
All with overlay handles
in wooden Deluxe Chest.
"Rolt" sharpener with
instructions included.
Weight-1 1/4 lbs.

Retail \$39.95

