



## Ek Commando Knife Company

SUPPLIERS OF MILITARY KNIVES  
TO MEN IN ALL BRANCHES OF  
THE AMERICAN ARMED FORCES

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**AMERICA'S LEADING SUPPLIER OF PRIVATE-PURCHASE MILITARY KNIVES  
CELEBRATES ITS 1941-1991 GOLDEN ANNIVERSARY**

Dear Dealer:

Here's how a writer put it in a recent issue of Combat Knives magazine:

"There are many kinds of knives that occupy a special niche. But there's something about knives used by American fighting men to help win wars. (Military knives) are to cutlery what long rifles are to the early American frontier, what Model T's are to the car industry . . . (they are) landmarks in folklore, never to be erased from the American consciousness."

That's true. Allied military fighting knives are an important part of our history--especially Ek Commando Knives.

An Ek Commando Knife is a solid, recession-proof investment. Unlike other knives available today, an Ek Commando Knife is actually more than a battleworthy fighting knife--it's a collectible. What other knives on display in your store actually become more valuable with each passing year?

With the introduction of a number of exciting new products and ideas in this, Ek's "Golden Anniversary" year, we think you'll agree that Ek is now well out in front of the military/survival knife industry. As America's leading supplier of private-purchase military knives, the Ek Commando Knife Company is your "one-stop shop" for interesting, high-quality military edged weapons.

**Four Primary Ek Blade Styles: #3, #4, #5 and #6.**

Our 1991 product information is enclosed. And we've got an arsenal of knives and merchandising ideas to create new profit opportunities for you.

Ek has now got four basic blade styles: a single- and a double-edged commando-style (#3 and #4 respectively), and a single- and a double-edged Bowie style (#5 and #6 respectively). This way, we've taken the "guess work" out of your customer's knife-buying decision: you can help your customer "mission-tailor" a blade style to fit his personal needs and tastes.

**A Number of Different Hilt Options--  
and at a Number of Different Price Points.**

Whether your customer is looking for a knife designed for a military operation in

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distant lands, a hunting trip in the wilds or for travelling through the rough sections of town, how that knife feels in his hand makes all the difference in the world.

That's one big reason why Ek Commando Knives are available with a variety of grip options. And because price is important: they have a variety of price tags.

**Dealer Support Programs.**

We've up-graded our dealer support programs. We have a larger and more knowledgeable Customer Service staff, and new, innovative processing procedures so that we can get your orders out more quickly, and with a greater degree of accuracy.

Call us for expert buying advice--and for personalized merchandising aids. We mean it when we say we want to help you develop an exciting in-store display of Ek Commando Knives--one that will work for you.

**H.G Long & Co. and Murphy Combat Knife Company.**

The Ek Commando Knife Company is proud of its appointment as the exclusive worldwide distributor of military knives made by the Murphy Combat Knife Company and by H.G. Long & Co. of Sheffield, England. As we help these craftsmen develop their respective product lines, you'll be building fascinating displays of famous, historical Allied military fighting knives.

**Lifetime Guarantee.**

Put simply, we guarantee every Ek Commando Knife against defects, for the lifetime of the purchaser, so long as the knife has not been mistreated. Simply send it back to us and we'll fix or replace it, at no charge. And, say there's some reason you just don't like the knife--whatever the reason--simply return it within 45 days for a hassle-free exchange, credit or refund (but please, enclose a note with the knife telling us why you're not completely satisfied).

Ek dealers, worldwide, receive information on an on-going basis about new models and dealer promotions. Please call us at 1-800-468-5575 or 1-804-257-7272 when we may be of assistance. Or, if you wish, you may reach us by mail or fax (1-804-358-2179).

The staff and craftsmen of the Ek Commando Knife Company invite you to join us in a year-long celebration of our "1941-1991 Golden Anniversary." There will be lots of good press, and plenty of special attention--and it's all designed to help you have your best year ever selling Ek Commando Knives!

As always, we look forward to hearing from you.

Sincerely,

*Vince Signorelli*  
Vincent M. Signorelli  
General Manager

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Enclosure(s)