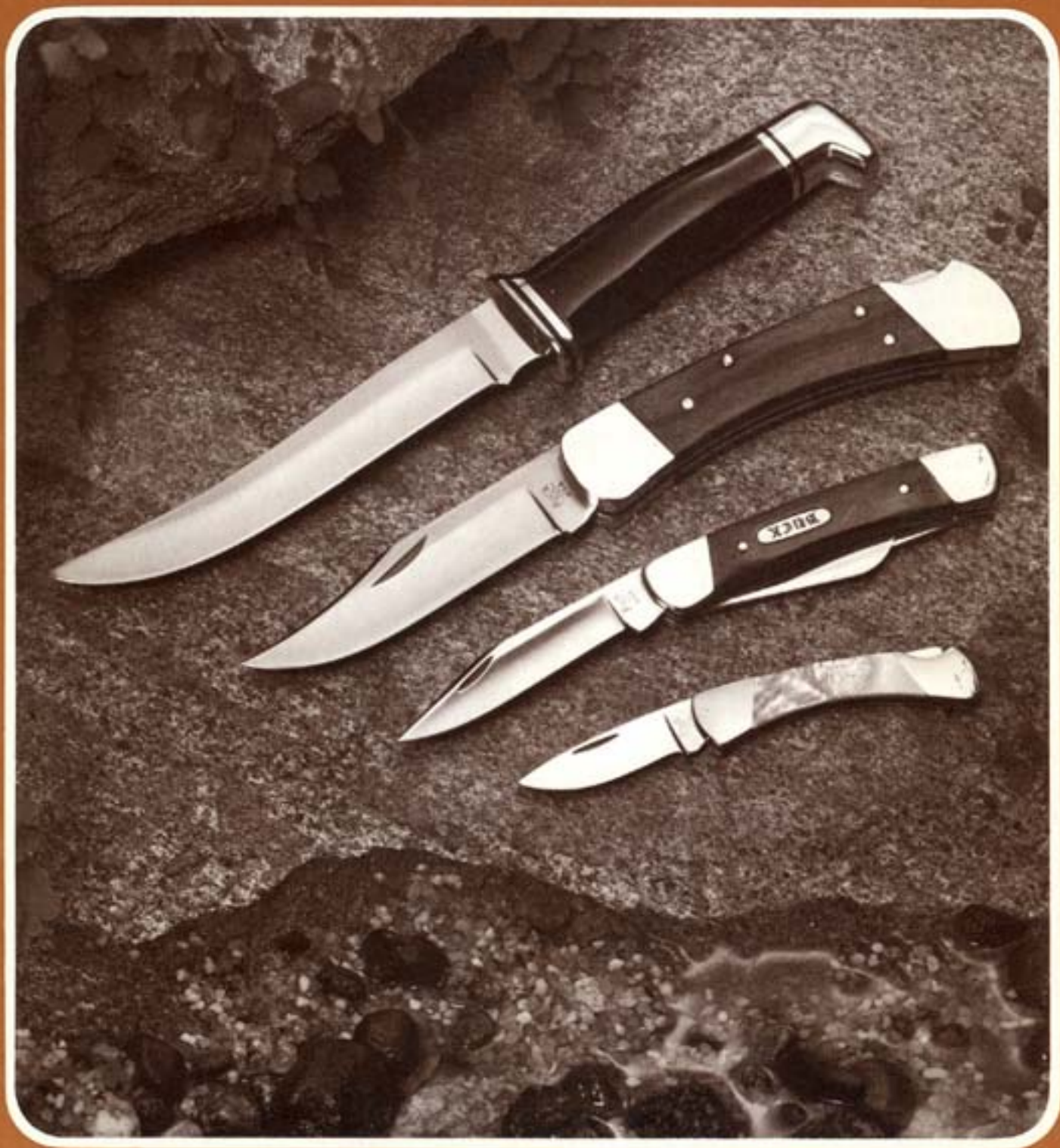


1983
DEALER
CATALOG

America's Favorite Knives

BUCK
KNIVES





THE BUCK TRADITION

Ever since a young Kansas blacksmith named H. H. Buck decided he could make a better knife than any he could find in a store, the Buck name has been synonymous with quality craftsmanship. Through the years, the Buck legend has grown, as has the full line of knife products.

Two vitally important things have remained unchanged through all that growth. One is the Buck family's dedication to quality and craftsmanship. The other is the ability of Buck Knives to hold an edge. This is the result of the high carbon content of the steel, coupled with Buck's unique tempering process.

And so the tradition continues, and Buck Knives have become America's favorite knives. This reputation is just one of the reasons Buck Knives are such a demand item. There are more...



Three generations of the Buck family actively carry on the tradition: Chuck Buck (top left), Al Buck (top right) and young Chuck (seated).

WHY BUCK KNIVES SELL

GUARANTEE — For the lifetime of the purchaser, against defects in material and workmanship. A lifetime value; no depreciation.

ADVERTISING — Our consistent, distinctive national advertising pre-sells your customers.

PRICE — Finest quality fairly priced. We never skimp on materials. We still emphasize hand craftsmanship. They can't be crafted for less.

DEALER COST — Prices published in this catalog are dealer cost. Most buck dealers have successfully and profitably sold Buck knives and accessories at between a 40% and 50% retail margin. Suggested retail prices will not be published in any Buck consumer literature.

FREIGHT — In order for an account to qualify for prepaid freight or 2% allowance F.O.B. shipping point, U.S.A., the order must be \$200.00 net dealer cost or more.

Orders below \$200.00 net dealer cost, the merchandise will be shipped by the best and least expensive means, usually United Parcel Service (UPS) and the account will have actual shipping charges added to dealer billing.

RETURNS & ALLOWANCES — Returns of Buck products will not be accepted under any circumstances without prior written permission from Buck unless such merchandise is returned for repair under warranty. A 20% handling charge will be assessed on all returned items unless the reason for the return is the fault of Buck Knives.

If refurbishing or repairs are required to put returned merchandise in new condition, any such costs will be in addition to the 20% handling charge.

Returns must be shipped prepaid to Buck.

BACK ORDERS — Occasionally, Buck may be unable to fill an order completely. Should this be the case, those items on back order will be shipped as promptly as possible at the price prevailing at the time of the order.

TERMS — 2% 10 days. NET, 30 days. C.O.D. shipments are net. (\$3.00 handling charge will be assessed on orders less than \$50.00 net dealer cost.)

CO-OPERATIVE ADVERTISING — For details on Buck's new exciting co-op program, refer to the inside back cover of this catalog.

PROFIT-PROVEN MERCHANDISING PLAN

Through the years, we have developed and tested a program that produces profit all year 'round. To set you up properly as a Buck Dealer, we ask that you order our Starter Package...a very reasonable investment considering the profit!

HERE'S HOW THE PLAN WORKS

- Display is essential. Always show one of each knife in the Buck line. This will sell for you. If the case looks bare or partially empty, sales slow down overall, and actually stop for the knives not there. (Note displays shown on following page.)
- Inventory is essential. Maintain a minimum stock of at least two knives behind each knife displayed, year 'round. Compare this inventory in dollars to the money you have in tackle, firearms, etc.
- Don't let your reserve stock run out. When you are low on any one model, bring your whole

stock up to norm. That way you'll never miss out on sales. Just use Buck's handy pre-paid ordergram or call toll free (800) 854-2557, except California. In California call collect (619) 449-1100.

- Be ready for Fall! Buck Knives are a year-round seller, but you'll need to increase your inventory

in the fall months through Christmas. Most Buck dealers experience dramatic increases in sales at this time of year. Discuss specific numbers with your Buck sales representative, then deepen your inventory to take full advantage of the holiday sales increase.

NEW DISPLAY UNITS!



ONE-SIDED COUNTER/ WALL HANGING DISPLAY (Cat. #464)

Fits easily on your counter, or hangs on a wall (base is removable). Provides excellent display of major knives in Buck line, will increase your sales.



TWO-SIDED MODEL C-102 (Cat. #463)

Also fits on counter, but swivels to provide customer view of both sides. Full display of Buck knives, accessories.



ANOTHER BUCK MERCHANDISING EDGE

We've talked about how displaying the knives will sell them. And for years, we've made the presentation of Buck Knives a key part of our marketing and merchandising programs. Now, in addition to counter top display cases, we offer this exciting free-standing floor display that already has proved to be a dynamite mover of America's Favorite Knives. Dealers who have used it report sales increases of 30%, 40% and even more! It not only displays a full line of Buck Knives and accessories in four locked, clear plastic display faces, the base is a convenient inventory storage unit. All this sales power in just four square feet of floor space. Overall height is 5'5". So be sure to talk with your Buck sales rep *soon* about how you can put this great new silent salesman to work increasing your sales and profits.

ROTATING FLOOR DISPLAY (Cat. #294)

NEW CLASSIC SERIES

Here's an impressive family of knives that all began with a special presentation version of Buck's famous Folding Hunter. Each offers all the inherent advantages of Buck's other positive lock-blades, yet much lighter in weight, and with beautifully patterned aluminum handles. The two larger models (Classic and Classic II) come with a handsome brown leather sheath that has a matching engraved look. Classic III and Classic IV come in an attractive satin-lined gift case. It's a good-looking but hard-working family... you'll want to take at least one of them home with you!



- 1 THE CLASSIC Model 111 (Cat. #391)**
With sheath; 4 1/4"

\$29.40

- 3 CLASSIC III Model 513 (Cat. #253)**
3 3/4" No sheath

\$21.60

- 2 CLASSIC II Model 510 (Cat. #250)**
With sheath; 4 1/4"

\$27.60

- 4 CLASSIC IV Model 515 (Cat. #254)**
2 3/4" No sheath

\$20.40

500 SLIMLINE SERIES

If you're looking for a good solid blade with a little less bulk, take your pick from Buck's popular Slimline series. They have the same positive locking action that made the Folding Hunter famous. And the blades are the same fine high-chrome high-carbon steel that holds an edge. Bolsters and liners are made of stainless steel. Good looking handle inserts for four of these models are made of birchwood that's been chemically treated to protect the natural woodgrain beauty. The White Knight has white Buckarta handles for a distinctive appearance.



- 1 DUKE Model 500 (Cat. #231)**
Drop point blade, 4 1/4". Comes with pouch-type sheath with snap.

\$22.80

- 2 ESQUIRE Model 501 (Cat. #238)**
3 3/4", with sheath.

\$18.60

- 3 PRINCE Model 503 (Cat. #244)**
3 3/4", with no sheath.

\$16.80

- 4 KNIGHT Model 505 (Cat. #246)**
2 3/4", with no sheath.

\$16.20

- 5 WHITE KNIGHT Model 506 (Cat. #248)**
Same as knight, but with white Buckarta handle.

\$16.80

PRICES SHOWN ARE DEALER NET COST

EXPANDED 700 SERIES

These handsome pocket knives embody a totally new design concept. They are stronger, heavier, have more body. Features include stainless steel bolsters and liners, and rust-resistant springs. All have hollow-ground blades, made of high-chrome, high-carbon steel to hold an edge. Handle inserts are birchwood which has been chemically treated to protect the natural woodgrain beauty.



- 1 BRONCO Model 701 (Cat. #255)**
Rugged beauty; 3 1/2" long, with clip, spey and sheepsfoot blades.

\$19.20

- 2 COLT Model 703 (Cat. #259)**
Smaller version; 3 1/4" long, with clip, spey and sheepsfoot blades.

\$17.40

- 3 YEARLING Model 709 (Cat. #261)**
Handsome executive knife; 3" closed; with clip and pen blades.

\$13.20

- 4 PONY Model 705 (Cat. #260)**
Tiny executive knife; just 2 1/2" with small clip and coping blades.

\$11.70

- 5 MAVERICK Model 704 (Cat. #667)**
Has one clip blade, 2 1/2" long; knife is 3 1/4" when closed.

\$12.60



- ULTIMA I Model 507 (Cat. #249)**
Here's a jewel of a knife. This exquisite folding lock-blade combines the beauty and luster of genuine South Pacific pearl shell with Buck Knives' fine craftsmanship. Truly, the knifemaker's art. Comes in handsome satin-lined gift case.

\$29.40

NEW WHITTLES KIT

Model 143 (Cat. #689)

Everything you'll need to get started as a wood carver; a Buck Maverick pocket knife, with a 2 1/2" clip blade, Arkansas Washita honing stone; Buck Honing Oil; two easy-to-whittle wood blocks, and the 12-page Buck Knives Old Time Guide to Whittling.

\$15.60



BUCK TIE TACK

Model 142 (Cat. #669)

Looks so real, you'll expect to fold it, lock it, cut with it. Actually, it's a beautiful 1 1/4-inch tie tack that's a faithful replica of the famous Buck Folding Hunter. You'll want some for yourself, your staff, your friends. And your customers will want to buy them, too, so be sure you add to your next order.

(SHOWN ACTUAL SIZE) \$4.50



FOLDING KNIVES



LANCER Model 305 (Cat. #481)
Tiny executive knife with clip
and sheep'sfoot blades 2½" \$ 9.10



COMPANION Model 309 (Cat. #483)
Small executive knife with clip
and pen blades. Only 3" long. \$10.40



CADET Model 303 (Cat. #480)
Compact 3¼" knife with three
blades. \$13.60



STOCKMAN Model 301 (Cat. #651)
With clip, spey and sheep'sfoot
blades. 3¾". \$14.90



WRANGLER Model 307 (Cat. #482)
With clip, spey and sheep'sfoot
blades. 4¼". \$16.80



RANCHER Model 319 (Cat. #489)
Two blades and an awl. 3¾". \$15.50



BIRD KNIFE Model 321 (Cat. #490)
One blade plus a gutting hook for
feathered game. 3¾". \$14.25



TRAPPER Model 311 (Cat. #484)
Clip and spey blades. 4". \$12.30



MUSKRAT Model 313 (Cat. #485)
Spey and slender skinning blade.
3¾". \$12.95



YACHTSMAN Model 315 (Cat. #486)
Has locking marlin
spike. 4¾". \$17.50



TRAIL BLAZER Model 317 (Cat. #487)
5¼" comes with pouch-type
sheath with snap. \$23.75

SHARPENING/ACCESSORIES

MINI-SHARP

Model 140 (Cat. #479)

Handy, lightweight sharpener that fits in your pocket. 4" rods. **\$3.90**



KNIFE OIL KIT

Model 139 (Cat. #477)

The first pocket knife lubrication kit. Includes oil specially formulated for folding knives, plus small brush for cleaning inside your knife.

Case of 12 **\$14.40**



BUCK HONING KIT

Model 133 (Cat. #199)

This practical kit contains Washita Stone, Hard Arkansas Stone and original Buck Honing Oil, in attractive plastic case. **\$6.00**

ORIGINAL BUCK HONING OIL

Model 132 (Cat. #196)

Buck's original formula gets optimum abrasion from a stone by keeping pores open. Comes in pack of 12 3-ounce plastic bottles for ready display on your counter **\$9.00**



SHARPENING STONES

HARD ARKANSAS HONING STONE

Model 130 (Cat. #196) 1"x2 1/4" **\$3.00**

MOUNTED HARD ARKANSAS STONE

Model 135 (Cat. #471) 2"x5" **\$7.80**

ARKANSAS WASHITA HONING STONE

Model 131 (Cat. #197) 1 1/2"x4 1/2" **\$3.00**

MOUNTED WASHITA STONE

Model 134 (Cat. #470) 2"x5" **\$6.60**

NEW! BUCK GUN OIL

Model 141 (Cat. #668)

A market expander. Most of your knife customers own at least one gun, and always are looking for better ways to keep their guns in top working condition. Buck's new Gun Oil, with Teflon*, cleans...lubricates...preserves. Easy to use, highly effective. 3 fluid ounces.

*Teflon is a registered TM of DuPont.



Case of 12 **\$18.00**



EDGEMASTER Model 138 (Cat. #476)

4" sharpener. A retractable round sharpening steel housed in carrying cylinder with pocket clip. **\$6.60**

HONEMASTER Model 136 (Cat. #472)

Attaches to knife blade (more than 1/2" wide) to maintain same angle while honing. **\$4.80**



STEELMASTER Model 137 (Cat. #473)

5" flat steel and metal handle with cam lever to secure steel. Comes with a sheath. **\$13.00**

PRICES SHOWN ARE DEALER NET COST

SHEATH KNIVES

Buck sheath knives are the finest outdoorsman's knives made. Each designed for specific purposes, carefully crafted to fit your hand. Most are molded in an ebony-colored phenolic, impervious to heat, cold and shock — practically indestructible. Some have handles of beautiful golden-grain Macassar ebony wood, and others of impregnated Birch. Guard and trim are tempered dural and hard fiber. A dural butt is used for lightness and balance. They all come with a genuine saddle leather sheath.



FRONTIERSMAN Model 124 (Cat. #191)
A great survival and camp knife with a 7" blade. Designed for heavy use. Impregnated Birch handle. **\$47.40**



GENERAL Model 120 (Cat. #177)
An all-purpose survival knife with a 7 1/2" blade. Excellent for big game and camping. **\$24.00**



SPECIAL Model 119 (Cat. #170)
Similar to the General, but with a 6" blade. Has a blood groove and is beautifully balanced and shaped. **\$22.20**



FISHERMAN Model 121 (Cat. #184)
"Fisherman's dream," with gently curving 5 1/2" blade for perfect filleting. Ideal for all kinds of fishing, from ultra light to deepsea sport-fishing. **\$16.80**



PATHFINDER Model 105 (Cat. #363)
Heavy duty, all-purpose for general outdoor use. Ideal for those who need a rugged knife. 5" blade. **\$18.00**



PERSONAL Model 118 (Cat. #163)
Designed by H. H. Buck, founder of Buck Knives, this classic has proved so effective, its basic design has never changed. Combines the skinning sweep of the wide skinner with a 4 1/2" slender blade of a small game knife. **\$16.80**



SKINNER Model 103 (Cat. #356)
Point is turned down so the blade when turned upside down will slit the hide without snagging the meat. Wide 4" blade, with heavy, fine edge. **\$19.20**



WOODSMAN Model 102 (Cat. #498)
Designed with fine point for fish and small game. 4" straight blade. **\$16.20**



CAPER Model 116 (Cat. #456)
The "baby" of the Buck line, with a 3 1/4" blade. Designed by a famous guide for saving trophies. Best suited for working around horns and ears. Also a splendid knife for pan fish, small game and birds. **\$16.80**

PRICES SHOWN ARE DEALER NET COST

SCOUT Model 107 (Cat. #373)

A 4" blade with a skinning sweep and Buckarta handle. Ideal for small game and fish. Comes in pouch-type sheath. **\$18.60**

KALINGA Model 401 (Cat. #491)

Ultra prestige knife. Comes in special sheath and presentation case. 5" blade, brass guard, Impregnated Birch handle. **\$51.00**

AKONUA Model 402 (Cat. #226)

Basically the same as the Kalinga, but with a slimmer blade design. **\$45.00**

FOLDING HUNTER Model 110 (Cat. #391)

Blade has Buck's famous positive-lock in open position. Handle of golden-grain Macassar ebony wood, with solid brass bolsters and liner forged in one piece. Length, folded, 4 1/4"; blade 4". Comes with pouch-type sheath with snap. **\$21.00**

RANGER Model 112 (Cat. #394)

Similar to Folding Hunter, but smaller. Length, folded, 4 1/4"; blade 3". Same fine quality features. Pouch-type sheath with snap. **\$19.80**

HUNTER'S AXE Model 106 (Cat. #368)

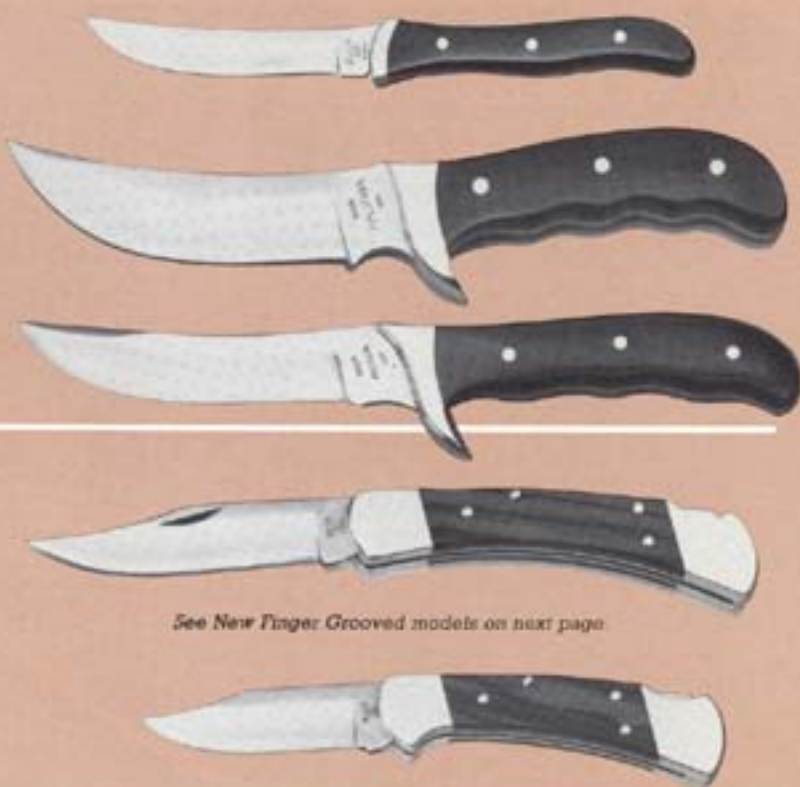
Ideal tool for opening up the rib cage on large game, such as elk or moose. Doubles as an excellent camp and survival tool. 2 1/4" cutting head. Impregnated Birch handle. **\$39.00**

**TWINSET** Model 104 (Cat. #361)

Buck Woodsman and Skinner knives combined in a double sheath. **\$33.60**

**TROPHY SET** Model 117 (Cat. #161)

Buck Caper and Skinner knives combined in a double sheath. **\$34.20**



See New Finger Grooved models on next page.

**SPORTSMAN'S SET** Model 115 (Cat. #453)

Buck Personal and Skinner knives combined in a double sheath. **\$34.20**

EXTRA SHEATHS

| | | | |
|-------------------|--------|-----------------|--------|
| 110 (Cat. #383) | \$3.00 | 317 (Cat. #658) | \$3.30 |
| 110FG (Cat. #390) | \$3.00 | 401 (Cat. #493) | \$5.10 |
| 112 (Cat. #396) | \$3.00 | 402 (Cat. #226) | \$5.10 |
| 112FG (Cat. #452) | \$3.00 | 500 (Cat. #233) | \$3.30 |
| 111 (Cat. #393) | \$6.00 | 501 (Cat. #240) | \$2.10 |
| 123 (Cat. #465) | \$2.50 | 510 (Cat. #262) | \$5.40 |
| 137 (Cat. #475) | \$3.30 | OTHERS | \$4.20 |

COMBINATION SHEATHS \$6.00

| | | |
|-----------------|-----------------|-----------------|
| 104 (Cat. #362) | 115 (Cat. #455) | 117 (Cat. #162) |
|-----------------|-----------------|-----------------|

PRICES SHOWN ARE DEALER NET COST

NEW FISHERMAN'S FILLET KNIFE!

LakeMate™ (Model 123) (Cat. #376)

It's Buck's new LakeMate™ with a 5½" sweeping blade of Buck's high-carbon rust-resistant high chromium steel, which really holds an edge! You may catch the limit... but your day's not complete till you've cleaned 'em. That can be a task, or you can do it the easy way with a Buck LakeMate. Part of the secret is in our specially engineered handle, shaped to fit your hand (whether you're right or left-handed!). Made of textured Kraton* with a tacky finish so you'll never have to worry about it slipping from your grasp, no matter how wet it gets. With its slightly pliant and fully resilient quality, the grip fits your hand comfortably and safely. Washes clean with soap and water. The rich brown leather sheath has an inner liner for added safety and long, dependable service.

\$11.80

COMING SOON...

two additional fish fillet knives from Buck: StreamMate™ with a 4½-inch blade, and OceanMate™ with 9-inch blade for "the big ones!"

*Kraton is a registered TM of Shell.



FINGER-GROOVED FOLDING HUNTER & RANGER

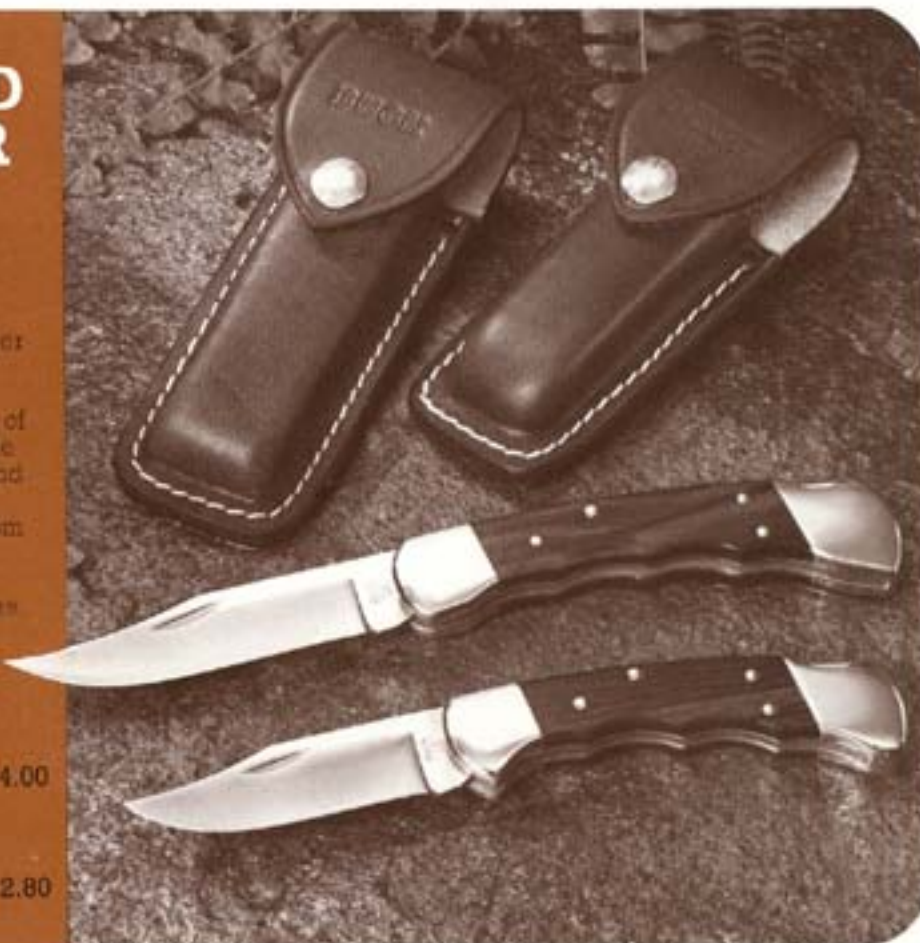
We think we've made the best just a little better by adding beautifully-engineered finger grooves to our Folding Hunter and Ranger lock-blade models. At least it's better for those who prefer a field knife with the extra measure of control they get from a finger-grooved knife. When you handle one of these beauties, you'll quickly discover some other nice variations in design, but you'll find the same positive locking action and the same superior blade quality you expect from Buck. And remember, without the Buck name on the blade, it's not a Buck Knife! Nothing else is "just as good." Or even close.

FINGER-GROOVED FOLDING HUNTER

Model 110FG (Cat. #388)
Overall length, 4½". Comes with sheath. \$24.00

FINGER-GROOVED RANGER

Model 112FG (Cat. #450)
Overall length, 4½". Comes with sheath. \$22.80



PRICES SHOWN ARE DEALER NET COST

Buck Knives Cooperative Advertising Program

January 1, 1983—December 31, 1983

This co-op program is available to all Buck Knives dealers. It is designed to help you sell more buck Knives Products. The program is structured to be equitable for all types of accounts and mutually beneficial to all participating dealers.

HOW TO PARTICIPATE:

1. Advertising budgets will be based on 3% of your net purchases during the calendar year January 1, 1982 through December 31, 1982, or during the current calendar year 1983, whichever is greater.
2. Advertising that qualifies under the conditions set forth below will be reimbursed at 50% of its cost, not to exceed the 3% budget.
3. All advertising runs must be submitted within sixty (60) days of the ad date for audit and payment by The Advertising Checking Bureau, Inc.

QUALIFYING MEDIA:

1. **Newspapers**—Advertising placed in net-paid, general circulation newspapers which specifically serve the retailer's trade area, meet second class mailing requirements, and whose retail rates and current circulation are verifiable through independent audit only, are authorized under this program.
2. **Pennysavers & Shoppers**—Qualify as long as they have audited circulation and verifiable local rates.
3. **Catalogs and Other Printed Media**—Catalogs, newspaper inserts, or supplements and direct mail pieces qualify under this program only when fully documented as to production and distribution costs.
4. **T.V. and Radio**—All F.C.C. licensed stations qualify. No barter or broker of time permitted.

COPY AND ART REQUIREMENTS:

1. **Print:**
 - A. All ads must be illustrated.
 - B. Our tradename in acceptable logo form must be prominently displayed.
 - C. Omnibus (multiple product) ads are approved so long as no competitive product is featured in the same ad and the Buck Knife products are set aside from the others in a distinctive manner.
2. **T.V. and Radio**—All spots must mention the Buck Knife tradename as often as the dealer name. T.V. spots must illustrate the product, as well as describe the product. All broadcast spots must be devoted exclusively to Buck Knife products.

All requests for Buck Knife product budgets for any non-media use must be submitted for prior written approval by The Advertising

Checking Bureau, Inc. No claims will be paid without this prior approval.

It is the intention of Buck Knives, Inc. to make available a selection of ad slicks (line art) and radio-television scripts with which the dealer may plan his own advertising. The use of advertising materials prepared by Buck Knives is strongly urged.

Advertising and promotional materials must not be misleading or deceptive in any respect—as to price, product features or specifications. They must comply with all local, state and Federal laws, particularly those administered by the Federal Trade Commission.

HOW YOU GET PAID:

Documentation of Claims:

All claims must be submitted to:

BUCK KNIVES—CO-OP
c/o The Advertising Checking Bureau, Inc.
P.O. Box 3834, Rincon Annex
San Francisco, CA 94119

All claims must be documented fully as follows:

Newspapers—Send a full tearsheet of every ad run showing newspaper name and date of ad, along with your invoice reflecting your 50% net cost for the ad.

Radio-Television—Send the script bearing the ANA/TVB/RAB documentation along with the station invoice identifying the commercials devoted to Buck Knives products and stating the length of the time, unit rate, and your 50% cost.

Buck Knives will pay only for time costs...no production, agency, or talent costs may be included.

A copy of the ANA/TVB/RAB documentation format is enclosed with this plan.

Catalogs and Other Printed Media—Send a copy of the catalog, insert, supplement, or other printed pieces along with printer's invoice, production invoices, and postal verification of distribution. In the case of newspaper inserts or supplements, send a copy of the insert, naming the newspaper(s) where inserted, date of insertion and circulation figures.

All claims must be submitted within 60 days after ad date. Claims for reimbursement must be received no later than 60 days after the close of this program, December 31, 1983. Unused budget earnings accrued during the calendar year of 1982 will not be carried over into the next year.

All claims will be paid by check issued by The Advertising Checking Bureau, Inc.

Deductions of advertising charges under this program from merchandise invoices is strictly prohibited by FTC Guidelines of August 4, 1982, and any such deductions must be repaid prior to the processing of future claims.



Buck Knives' new manufacturing plant and corporate headquarters covers more than four acres under one roof. It embodies many sophisticated techniques to assure product quality at the highest level. Still, each knife is hand-crafted, and our most important asset is the outstanding group of people who make it possible to carry on the proud Buck tradition.

SALES LITERATURE

Excellent as our knives are, we know they need sales promotion to assure maximum volume. Among the many tools available are these three printed pieces:

KNIFE KNOW-HOW the authoritative booklet that combines useful tips on knives and knife care with some essential facts that help the buyer make the Buck decision.

COLOR CONSUMER CATALOG keeps growing in content but even as it grows we've maintained the popular shirt-pocket size that makes it so effective with your customers.

BUCK CUSTOM KNIVES, our newest division, are featured in a dramatic full-color catalog which you can use to sell your best customers on these profitable collector's models.



BUCK KNIVES

Famous for holding an edge!

P.O. Box 1287, El Cajon, CA 92022 (619) 449-1100
TOLL FREE (800) 654-2557 (Except California)
TLX 910-331-1182 BUCK ELCJ