

- Since 1941 -
THE ORIGINAL
WOODMAN'S PAL [®]
BOYERTOWN, PENNSYLVANIA

trademark

MADE IN USA

To Our Valued Retailers and Customers:

We wanted you all to see the recognition our Woodman's Pal[®] got in the June 2008 Issue of Field & Stream magazine as one of **The 20 Best Knives ever made.**



For Our Customers:

We appreciate your past and future purchases of our Woodman's Pal[®] line. Field & Stream has confirmed that you own one of the very best tools made today. Show your family, friends and associates this article. They too should own a piece of history – an impressive gift for any occasion.

Thank You

Our factory and sales office staff look forward to assisting you in the future with your orders for our Woodman's Pal...one of **The 20 Best Knives Ever Made.**

For Our Retailers:

You can be proud to offer your buyers a truly top-notch quality, made in America, classic land clearing tool. Post this article and show your customers. This publicity will drive more business to your stores.

1-800-708-5191 • M-F 9-5
www.woodmanspal.com

Manufactured Exclusively by
Pro Tool Industries, Inc.
268 N. Berks Street
Boyertown, PA 19512

As Seen In June 2008 Issue of *Field & Stream*

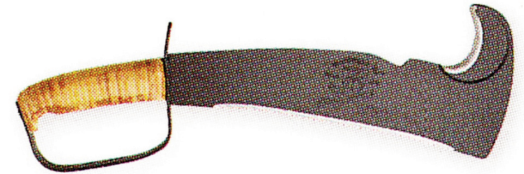


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ROUGHLY 2 MILLION years ago, a particularly bright specimen of *Homo habilis* (“handy man” to you) needed to cut something and decided to invent the knife. *Habilis* found it was pretty useful, and 2 million years later, it still is. For the last 40 years we’ve been experiencing something of a boom in the development of ever better knives: new steels, new designs, and new materials. And higher prices. In the late 1960s, a knife-maker friend of mine was about to go into the craft full-time and told a hunting friend that he might charge \$25 for an example of his work. “Boy,” said the friend, “are you crazy? Who’s gonna pay \$25 for a damn *knife*?” We have come a very long way since then. Here are 20 knives that I consider great—head and shoulders above the competition. The primary reason is they simply work better than anything else. They are, after all, tools. Many are here because they are also beautiful. The Randall Model 3 is an object of grace. The Russell Canadian Belt Knife is in a number of museums as an example of form following function. Some are band-new and commercially available; others are collectors items and their designs are possibly over a thousand years old. You would be proud to carry any of them.

Unlikely Success

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Rarely, some very unlikely knives become major successes. Here is one that is unconventional but has proven indispensable. It is a true all-around tool that can perform tasks far outside the range of a standard knife.



THE UNIVERSAL CUTTER Woodman's Pal®

This odd-looking tool goes back to 1941, when Fredrick Ersham put it on the market after 10 years of development. The original had a leather-washer handle and a D-ring guard like a cutlass. The modern version utilizes a hardwood handle and no guard; otherwise it is unchanged. You can use the Pal as a brush hook, machete, knife, shovel, and axe. There’s little you can’t do with it. It’s affordable, light for its abilities, and indestructible. It and I are about the same age. I think it will outlast me by quite a margin.

Handcrafted – The Woodman's Pal®

...A Long History. Starting in 1941still a family owned and operated business located outside of Philadelphia PA...for over six decades...the Woodman's Pal® line has been in constant production. Scores of our early Pals® are still in use today. Tucked among rolling hills and farmland, the community of Boyertown, Pennsylvania is home to Pro Tool Industries and the Woodman's Pal®. The area is known for its quiet, peaceful lifestyle. Boyertown is blessed with a skilled workforce and a heritage of manufacturing excellence.

A Pennsylvania German work ethic and strong family values contribute to our success. The company and our uniformed workers take great pride in producing a handcrafted American product. That pride is evident throughout the business. Our clean and spotless manufacturing plant employs seasoned artisans who make our tools one by one with care.

Our craftsmen exhibit a steadfast commitment to use only the very highest grade of raw materials in building durable, quality tools we'd be proud to own. Cooperation between the men and women of all departments and the sincere adherence to our Shop motto "Do It Right" make each one of our tools an individual product reflecting a superior degree of hand workmanship, worthy to take its place as an American icon.

While the Woodman's Pal® is designed to withstand the rigors of military and commercial use, a large number of our customers are discriminating homeowners, outdoors people and sportsmen who demand only the best from their equipment.