



# Queen Cutlery Guide

## **A Brief History of Catalogs for Schatt & Morgan, Queen City, and Queen Cutlery.**

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Four periods in this companys history can be identified and heavily influenced the existence and character of catalog materials.

### **1. Schatt & Morgan, Titusville, PA. (1903-1932)**

Schatt & Morgan issued two catalogs while they were in Titusville, 1903 and 1907. These have been reproduced carefully and can be purchased online: [https://www.allaboutpocketknives.com/catalog/9609-reproduced-schatt-and-morgan-cutlery-company-rsquo-s-second-catalog?member\\_id=65](https://www.allaboutpocketknives.com/catalog/9609-reproduced-schatt-and-morgan-cutlery-company-rsquo-s-second-catalog?member_id=65). The 1907 catalog was used through the rest of the company's history.

### **2. Queen City production, 1919-1945.**

Despite detailed searches over the past 60 years, those of us in the knife collecting community have seen NO printed company advertising literature or catalogs during the Queen City Years. While some new sales documents might always be uncovered, this period is roughly documented only by surviving knives.

### **3. Queen Cutlery post War period, 1945-1979.**

In 1945 the Queen City owners renamed their company and shifted from war production to a growing consumer market. Their first catalog, #82, undated about 1947, and modified through 1949, began using a new Winterbottom bone (labeled "Frontier Bone") as their primary handle material and was used in a national sales effort.

This is also the period when Queen introduced many new patterns of pocket and hunting knives and offered large varieties of kitchen cutlery and shears/scissors. Catalogs from this period averaged 160 items per year. Table 1, below, "Older Queen Cutlery Catalogs" provides a summary.

Through the 1950s, while color of cover and page order of products varied, it is clear that the black and white knife photographs were used repeatedly in most of the older catalogs. However changes in text describing the knife are useful (notably on steels). This can be seen into the middle 1990s, when it was wiser to simply label items as "discontinued" rather than pay for a new photograph (See Figure 2 below). So, subtle changes in a knife over timer cannot be detected. An example is that stitch size on sheaths of fixed blade knives increased on newer knives, but you would need to see knives up close, not in a photo from a Queen catalog until after 2000.

<b>Older Queen Cutlery Catalogs</b>		
<b>Catalog No.</b>	<b>Year</b>	<b>Notes</b>
82	1947 - 1948	Numbered only
82	1949	Numbered and dated on price list
85	1950	Numbered only
87	1951	Catalog Missing
88	1952	Numbered only
89	1953	Numbered only
90	1954	Numbered and dated
91	1955	Numbered and dated
92	1956 - 1958	Numbered and dated
93	1959	Numbered and dated
94	1960 - 1962	Numbered and dated
95	1963 - 1964	Numbered and dated
96	1965 - 1967	Numbered and dated
97	1968	Numbered and dated
No Number	1969 - 1970	Servotronics - No number or date
50	1972 - 1978	Numbered and dated on price lists
No Number	1980	Dated price list
No Number	1981	Dated price list
No Number	1982	Dated price list

Table 1 summarizes the Queen catalogs in this period. Catalogs were numbered, but only some were dated. It can also be seen that while many of these catalogs were annually produced, others covered more

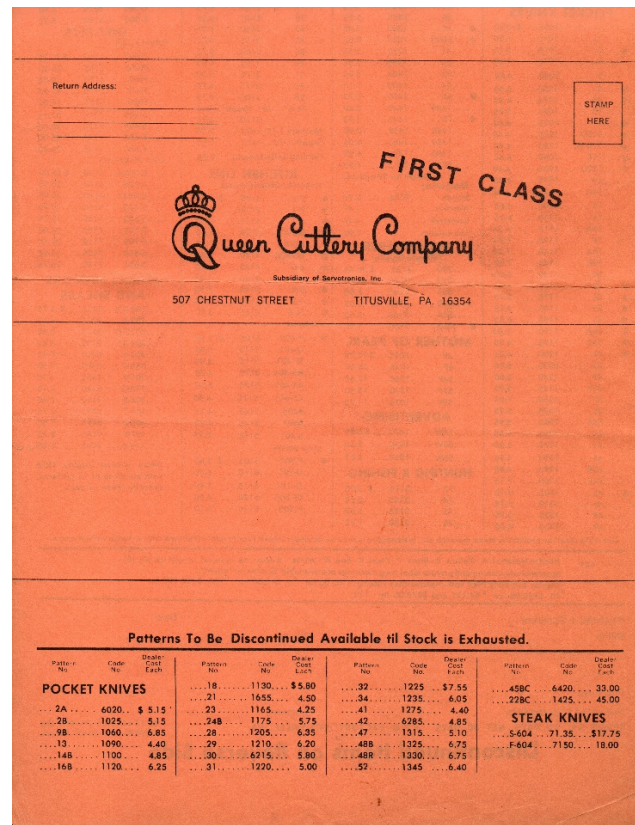
than a year. It is probable that the pace of business and remaining available catalog inventories determined whether or not a new catalog was produced.



Figure 2. Button Lock Sales flier used for two years, 1996-1997, with #84 discontinued

#### 4. Queen Collector Period, 1980-2017.

While Queen had begun making limited editions and commemorative knives in the early 1970s, they gradually increased that effort until in 1979, they discontinued tableware, scissors, axes, and many pocket knife models (see Price List 12-18-1978, below) and began providing more innovation and variety in their pocket knives. They revised their marketing plan and sales force and greatly increased the number of catalogs produced/distributed.



Price list 12-18- 1978, Announcing pocket knife discontinuations

Whether in bound catalog-form or as collections of one-page sales fliers, their advertising used large color photographs for featured items, but less space and color for the retained pocket and outdoor knives. The mid-1980s advertising has been very difficult to find and is a gap in our knowledge. Bound or as loose fliers, many of these images were used for multiple years, especially in the mid-90s.

The early catalogs through the 1980 – 1990s were about 15 pages long and featured about 93 items. Even in the decade of the 2000s, the company vacillated between bound catalogs and packets of loose sales fliers (such as 2006-2007). However, in 2008, Servotronics management began an expansion of catalogs to over 87 pages, with a modern format, smaller page size, but only one knife featured per page, covering a two-year interval.

During the five years of Daniels Family ownership, (4 years of catalogs) Queen catalogs continued large colored, detailed photos of knives, usually at two or three per page, and also included older style typefaces and graphics, with photos, and text, emphasizing the companys history. These catalogs were largely distributed over the Internet and through the companys website. Special editions and Special Factory Orders (SFO) increased during this period and are not captured in catalogs.

Throughout this entire period, one can see periods of "bust and boom" in the offerings of the company, representing a sense of what could be produced given their financial resources for materials, workforce, and estimates of the economy. In a cutlery company famous for destruction of its own records and history, these public catalogs, now online, represent a significant resource for collectors. They stand as a barometer of the companys health.