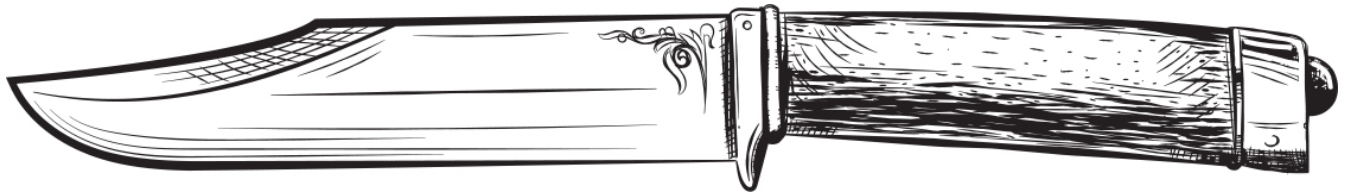


OLDE TOWNE

Post-Dispatch

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Volume XIV



GREAT KNIFE STORIES IN HISTORY

HAVE A COKE AND A SMILE

There are a few inventions that have advanced the human civilization in exponential leaps; the wheel, penicillin, the steam engine, paper, the telephone, gunpowder, the compass, optical lenses, nuclear fission, and of course, Coca-Cola. (Please note that these are not in order of importance; as we all know that Coca-Cola would indisputably be the first and most important invention). This month we are featuring the soft-drink in honor of the new Great Eastern Cutlery pattern #06. The pattern is called a “Pemberton”, and it came to our attention that many people don’t know the connection.

The year was 1886, and Atlanta, Georgia was finally getting fixed back up after a minor incident involving a man named William T. Sherman. (That’s a story for another day.) On May 8th of that year, a drink was served at the lunch counter of Jacob’s Pharmacy in downtown Atlanta. It was the first time Coca-Cola was commercially sold. The inventor of the elixir was a man named John Pemberton. He had been a Confederate Colonel and following the war he became a pharmacist who sought remedies for morphine addiction which he had suffered from personally following a war wound. The drink was originally intended to be a patent medicine, but it wasn’t long before the marketing began to promote it as an enjoyable beverage. In fact, 1904 saw the first use of the advertising slogan, “Delicious and Refreshing”.



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The company evolved from a few early investors such as Asa Candler, to the mega-corporation of today. What makes the Coca-Cola story interesting, is how this drink has permeated every corner of the globe. Coca-Cola is the second-most understood phrase in the world behind “OK”. And even



the global interpretation of Santa Clause has largely been shaped by the classic advertising imagery of illustrator Haddon Sundblom, who painted a heavy-set Santa in a red outfit in 1931. Prior to this, Santa was depicted sometimes as an elf, or tall and skinny, and even wearing brown. Boy was that ever wrong! Here are some more fascinating facts about our favorite beverage.

- Coke is sold in over 200 countries worldwide, and now that the relations with Cuba have normalized, there is only one country where it is unavailable; North Korea. And THAT is why people are trying to defect!
- Coca-Cola was invented by Atlanta-based pharmacist John S. Pemberton in 1886. But the name was conjured up by his bookkeeper, Frank Robinson, who was also a dab hand with a pen. He created the unique flowing script that became the Coca-Cola logo that is still used today.
- Of the 57 billion servings of all kinds of beverages drank each day (other than water), just over 3% (1.9 billion) are drinks trademarked or licensed by Coca-Cola. It's the most widely distributed product on the planet.
- Coke makes so many different beverages that if you drank one per day, it would take you more than nine years to try them all. Coca-Cola has a product portfolio of more than 3,500 beverages (and 500 brands), including sodas, energy drinks, and soy-based drinks.
- If every drop of Coke ever produced were placed in 8-ounce bottles and laid end-to-end, the bottles would reach the moon and back more than 2,000 times. Put another way, that would be one round-trip a day for five years, seven months, and 14 days.
- The Coca-Cola brand is worth an estimated \$83.8 billion. That's more than Budweiser, Subway, Pepsi, and KFC combined.
- Mexicans are the biggest drinkers of Coke in the world. On average, Mexicans drink 745 Coke beverages a year. Americans drink 401 Coke products a year on average.
- In 1985, Coca-Cola became the first soft drink to go to space. Astronauts tested the Coca-Cola Space Can aboard the Space Shuttle Challenger.
- The company came up with pull-top metal cans so they could be shipped to armed forces overseas. While practical, the materials needed were rationed during World War II and the company couldn't produce them for troops until the conflict ended. Convenient and easily distributed, Coca-Cola began offering them to civilian customers in 1960.
- Coke's global expansion was expedited during World War II, when bottling plants were erected specifically to handle the demands of supplying men overseas. The distribution also caught the



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attention of foreign consumers: General Dwight Eisenhower introduced Coke to Russian general Georgy Zhukov. Zhukov loved it, but feared Stalinist-era Russia would frown upon his enjoying a distinctly American and capitalist product. He requested Coke produce the drink for him in a plain bottle and make it colorless to resemble vodka; Coke complied. Russians didn't get the Classic version until 1985.



A knife is called a “coke-bottle” because of the similarity in shape to the iconic original glass bottle. Though if you're under 40, you may have not seen an actual glass bottle coke except as a novelty. But it's funny that we have an entire category of patterns called “coke-bottles”, simply because of the shape of a bottle. Coke branded knives have always been popular as they cross multiple genres of collecting.

If you live in Georgia, Coca-Cola is like a religion. But if you're not from the area, you must come to Atlanta and visit the “World of Coke”. It is a fascinating museum with a tasting room of Coke products from all over the world. It's an experience you won't forget!

MEET YOUR MAKER

Dylan Fletcher of Fletcher Knives

Do you own a Fletcher Knife? If not, you're missing the boat in a big way. Dylan makes some of the finest knives we have, and it is an honor to represent his work. We first met Dylan Fletcher when we went to a meeting at the Fiddleback shop to discuss becoming a dealer. Dylan was by far the most talkative, and we realized that knifemaking was just one of his many talents.

Dylan has spent time in the graphic design business, and he had one of those big-wheel jobs at an IT firm for many years. But the stuffy, office environment just wasn't appealing, and he moved to selling high-end motorcycles until the economy had other plans for his future. In 2009, he started to apprentice under Andy Roy of Fiddleback Forge and was able to overcome the challenge of developing one's own identity as a craftsman when learning from another master. This is always tricky, and it takes dedication to the craft to keep from blending one's own work with that of the instructor. But Dylan has done just that.



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His work is instantly recognizable, and the attention to detail is nothing short of superb. Many knives feature his signature arrowhead makers mark in a custom mosaic pin, and other knives will have stunning filework in the handle which is filled with colored epoxy. It is features like this when combined with perfection in shaping and grinding that sets a Fletcher Knife apart from other custom makers.

Dylan Fletcher starred on the History Channel show Top Shot, and he is also known as a superb marksman; a skill that comes through on the precision of his knives. He likes riding motorcycle's, being a family man, and occasionally teaching others how to make knives. Dylan is a one-man operation, and you won't find the market overrun with his work. He takes his time and doesn't let a knife leave his shop until it is good and ready. That first time we met Dylan, he said something to us that has stuck with me. He said, "good knives need to be a lot of things, but they HAVE to be sexy." He's right. And Fletcher Knives are indeed that; SEXY! [Check out all of the Fletcher Knives here!](#)

FEATURED PRODUCT AND REVIEW

This week we have some amazing new items from Dylan Fletcher, Allen Surls, Curtiss Knives and much more. Take a look below!

T.M. HUNT CUSTOM KNIVES CUSTOM M18 CURLY MAPLE

Todd Hunt has mastered the execution on this Custom M18. T.M. Hunt Custom Knives Custom M-18 in Osage. Made from O1 Carbon Tool Steel with brass pins and awesome detail work on the tang!! It also comes with a custom Leather Sheath. If you're looking for an utterly amazing tool you can't go wrong with the M18. This is a knife, a machete, a draw knife, an emergency entry tool, a chopper, and much more. This wilderness tool is multi-functional in that, you are able to do large chopping, fine cutting chores, or the breaking down and skinning of game.



\$665

[To see all of the TM. Hunt Knives in stock, click here](#)

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GEC #06 TIDIOUTE PEMBERTON
DARK BLUE JIG BONE

Great Eastern Cutlery makes an excellent traditional pocket knife. #06 Tidioute Cutlery Pemberton in a dark blue jugged bone handle. The Pemberton pattern is also known as the “coke bottle” pattern. This has a beautiful blue jugged bone handle. The Pemberton would be an excellent addition for a slipjoint collector and knife enthusiast.



\$75.69

[To see all of the Great Eastern Cutlery Knives in stock, click here](#)

ALFA KNIFE THROWING KNIVES CLAW 2

Damon with Alfa Knife has outdone himself again! Alfa Knife Throwing Knives Claw 2, which is designed by Bob Patrick of Crescent Knife Works. This is a set of 3 throwing knives. They are made from 1/4" 5160 carbon steel with a full tang and a convex grind. The blade length is 6 1/2" with an OAL of 13". These throwing knives are absolutely amazing! These are made to competition specs and are meant to perform at the highest level.



\$220

[To see all of the ALFA KNIVES in stock, click here](#)

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CURTISS KNIVES F3 COMPACT COMPOUND GRIND – DAMASTEEL

The Curtiss F3 Compact, compound grind might be the coolest folding knife in the country. The fit, finish and quality of Dave's product is simply superb.. The lockup is a combination between a fine Swiss watch and an Abrams tank. In a word, "amazing". At " OAL the medium is a great size for everyday utility and function.



\$1300

[To see all of the Curtiss Knives, Click Here](#)

W.A. SURLS KNIVES MUSTANG MASUR BIRCH

Allen Surls is a phenomenal Custom Knife Maker. This is one of the most beautiful knives I've ever seen from him. This W.A. Surls Knives Mustang comes in Masur Birch. Made with 5/32" A2 steel this pattern has a tapered tang with a spalted finish. This Mustang comes with a custom fitted Sheath. This would be an excellent addition to any collection.



\$475

[To see all of the W. A. Surls Knives in stock, Click Here](#)

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We sincerely appreciate our wonderful customers and friends. Thank you for taking the time to read our newsletter. And don't forget to come see us in at the store in Cumming, Georgia when you have time!

Have a great weekend everyone!



Lee & Melissa

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