



**tools of
distinction**

How to sell P & C tools

1

Use P & C Displays — when a man gets a P & C tool in his hand, he usually reaches for his pocketbook!

2

Select a spot for P & C Displays where most people pass.

3

Place the Display at eye level where the customer can see it.

4

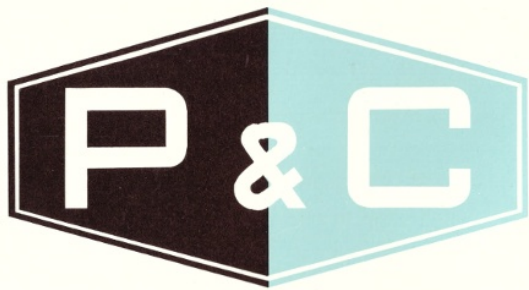
Keep the Display filled. Tools can't be sold unless they are on display.

5

Keep P & C current price markers in place for customer self-servicing.

6

Use these **POINTERS & CINCHERS** for larger customer sales.



Stands for PRECISION

Box wrench openings are forged to accurate dimensions.

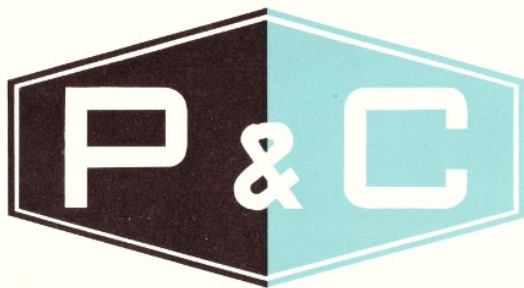
Sockets are precision broached.

Socket attachment ends are milled to minimum tolerances.

Open end wrenches have milled openings for a close fit.

All screwdrivers and chisels are machined to specified widths and thicknesses.





Stands for PROPORTION



P & C tools are balanced for the right "feel."

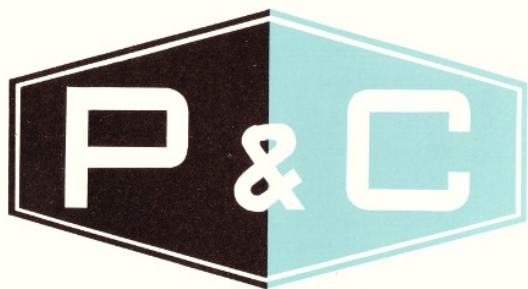
Wrenches are designed to provide strength without weight.

Right size friction balls on socket attachments hold the sockets securely.

Handles of screwdrivers and hammers are correct length.

Handles of wrenches give sufficient leverage without awkwardness.

Ratchet heads are only large enough to provide sufficient teeth for strength and utility but small enough to work in close places.



Stands for PERFECTION

Only selected special analysis steels are used in P & C tools.

Maximum strength is provided with minimum wall thicknesses.

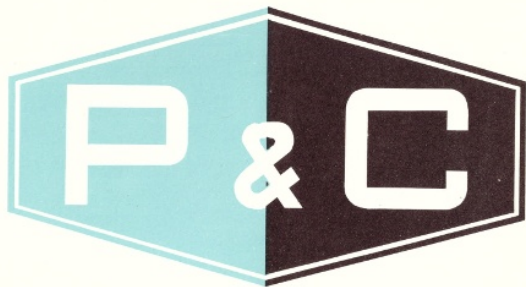
Every tool is inspected and all wrench openings are accurately gauged.

Each tool is hot forged to withstand wear and abuse.

Every tool is guaranteed and will be replaced or repaired if found defective.

All plated tools have nickel or copper-nickel-chrome plating to resist rust and corrosion.





Stands for CAPACITY

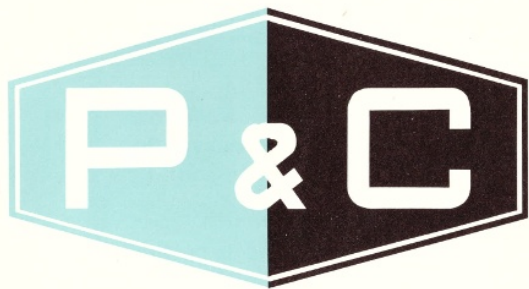


The P & C tool line is complete and provides the necessary tools for practically all mechanical hand tool applications.

All Government specifications and requirements for strength are met with a substantial safety factor.

Each tool is designed to withstand the most rugged use for which it is intended.

P & C tools can take it!



Stands for COMFORT



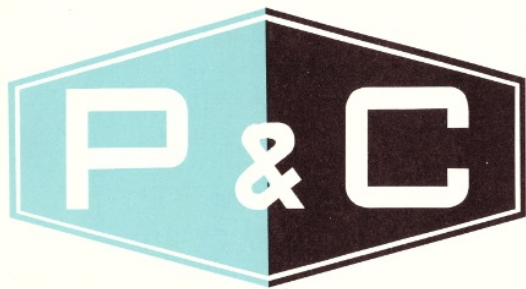
The round handles of box wrenches and socket attachments fit the hand.

Flat handled wrenches have rounded corners, no sharp edges.

Plastic screwdriver handles are fluted for a firm grip but have rounded ends for easy palming.

Easy on the hands.

Hammer handles are octagonal shaped for a comfortable firm grip.



Stands for CHARACTER



Made by experienced craftsmen who take great pride in their workmanship.

Thirty years tool making experience.

P & C tools can be depended upon.

Have been tried and tested for years by expert mechanics who depend upon good tools for their livelihood.

P & C tools are known as "Tools of Distinction" because of their high quality.

HISTORY OF THE P & C TOOL COMPANY

For nearly thirty years the familiar P & C hexagonal trade mark has stood for top quality mechanics hand service tools. Two Scandinavian tool makers, John Peterson (P) and Charles Carlborg (C), started the manufacture of P & C tools in McCall, Idaho. They first operated a small garage and blacksmith shop where they found it necessary to make their own repair tools. Soon other mechanics wanted these quality tools and thus the P & C HAND FORGED TOOL CO. was born.

Shortly afterwards the newly organized company was established at Milwaukie, Oregon, the present factory location just outside the city limits of Portland. It has since grown to a very substantial manufacturing plant with nearly 100 employees, utilizing the latest design equipment and finest improved tool manufacturing facilities.

P & C tools are now sold by leading distributors and hardware dealers throughout the United States and many foreign countries.

In 1941 the P & C Hand Forged Tool Co. became a subsidiary of the Plomb Tool Company of Los Angeles, whose present four-factory operations in Portland, Los Angeles, Chicago and Jamestown, N. Y., represent the largest combined mechanics hand tool manufacturing and distributing organization in the world.

P & C takes great pride in manufacturing "The Best Tools Money Can Buy." In its progressive management, P & C is committed to a long range merchandising program of close cooperation with Distributors and Dealers. P & C has pioneered in the field of self-servicing tool displays which thousands of dealers are using to sell the PROFIT LINE OF TOOLS.



P & C HAND FORGED TOOL CO.
Portland 22, Oregon