

NEW!



Rocket 150

SUCCESSFUL P & C SELF-SELLING TOOL MERCHANDISER

Now Better Than Ever!

**YOU GET FASTER TURNOVERS,
BIGGER TOOL PROFITS.**

P & C's R-150 tool merchandiser has been a tremendous success, and thousands of profit-minded dealers can tell you about it. And now, the firm that pioneered rapid turnover, high profit tool units, brings you the Improved R-150, with all the outstanding features of the original unit, plus six new selling features.

Every tool on this handsome unit is shadow marked, numbered and priced for easy shopping and simplified stock control. Your customers love to shop from the Improved R-150. Sturdily constructed, it has flashing beacon that draws 14% more customers according to tests made.

P & C merchandisers make it easy for your customers to buy, and you get more impulse sales. Here is a **complete** line of top quality, nationally advertised hand tools backed by the famous P & C guarantee. You need this terrific tool merchandiser in your store now.

Improved! Revised!



*6 important P & C improvements
TO BRING YOU MORE TOOL SALES:*

1. Better tool arrangement. Tools can't fall off, are easy for customers to inspect.
2. More tools at eye level for easier shopping.
3. New pliers section, better display.
4. Special ball bearing feature for easier turning with stand.
5. Comes three ways: for counters, alcoves or it holds one or two each of 158 different hand tools.



*... the best tools money
can buy...*

AS SMART DEALERS SAY, "You've got to sell a complete line of top quality tools these days and you've got to put 'em out where your customers can see 'em, feel 'em and buy 'em. That's P & C!"

EVERY TOOL A P&C "BEST SELLER"

Improved R-150 Tool List

FOR HIGH TRAFFIC LOCATIONS



1. ON COUNTERS



2. IN ALCOVES



3. AS FLOOR DISPLAY

Comes fully equipped with all parts for installation in either of the above locations. No additional charge for floor stand or bracket for holding in tool alcove. Can be quickly changed from one type location to another.

Quan.	Tool No.	Description	Dealer Price each	Retail Price each	Quan.	Tool No.	Description	Dealer Price each	Retail Price each
CHISELS AND PUNCHES					BOX WRENCHES				
1	10	1 1/4" Cold Chisel	\$ 37	\$ 55	1	2514	3 8" x 7 16"	\$ 93	\$139
1	11	1 1/2" Cold Chisel	46	69	1	2518	1 2" x 9 16"	93	139
2	12	3 8" Cold Chisel	46	69	1	2522	5 8" x 11 16"	133	199
2	14	5 8" Cold Chisel	66	99	1	2528	3 4" x 7 8"	153	229
2	15	3 4" Cold Chisel	60	135					
2	20	1 1/4" Center Punch	30	45			COMBINATION WRENCHES		
2	21	3 1/2" Center Punch	30	45	1	2710	5 1/2" Box & Open End	79	119
2	22	3 8" Center Punch	37	55	2	2712	3 8" Box & Open End	86	129
2	23	1 1/2" Center Punch	37	55	2	2714	7 1/2" Box & Open End	97	145
2	24	1 1/4" Prick Punch	30	45	1	2716	1 2" Box & Open End	103	155
30	30	1 1/4" Cape Chisel	40	57	2	2718	9 1/2" Box & Open End	110	165
30	31	1 1/2" Cape Chisel	50	75	2	2720	5 8" Box & Open End	133	199
40	40	1 1/4" Diamond Chisel	39	59	2	2722	13 1/2" Box & Open End	213	319
40	41	1 1/2" Diamond Chisel	46	69	2	2724	3 4" Box & Open End	143	215
50	50	1 1/4" Round Nose Chisel	39	59	2	2726	1 1/2" Box & Open End	233	349
60	60	1 1/4" Pin Punch, 3 32" Pt.	39	59	2	2728	7 8" Box & Open End	190	285
61	61	1 1/2" Pin Punch, 1 8" Pt.	46	69	2	2730	15 1/2" Box & Open End	213	319
62	62	5 16" Pin Punch, 5 32" Pt.	46	69	2	2732	1 Box & Open End	233	349
63	63	3 8" Pin Punch, 3 16" Pt.	46	69	2	2734	1-16" Box & Open End	283	425
64	64	7 16" Pin Punch, 7 32" Pt.	30	45			OPEN END WRENCHES		
67	67	1 1/2" Pin Punch, 3 16" Pt.	33	48	1	2810	1 1/4" x 5 16" Open End	53	79
72	72	3 8" Long Taper Punch	63	95	1	2812	5 1/8" x 3 8" Open End	59	89
73	73	7 16" Long Taper Punch	66	99	2	2814	3 8" x 5 16" Open End	66	99
74	74	1 2" Long Taper Punch	73	109	2	2816	7 16" x 1 2" Open End	70	105
					1	2818	1 2" x 9 16" Open End	79	119
					2	2820	9 16" x 5 8" Open End	90	135
					1	2824	5 8" x 3 4" Open End	106	159
					2	2826	11 16" x 3 4" Open End	117	175
					1	2828	3 4" x 7 8" Open End	133	199
							TAPSET WRENCHES		
					1	2916	7 16" x 1 2"	103	155
					1	2918	1 2" x 9 16"	157	229
							3 8" DRIVE SOCKETS AND ATTACHMENTS		
2	402	1 8" x 2-1/2" Plastic Handle	43	65	1	3010	3 16" 6-Point Socket	46	69
2	404	1 8" x 1-1/2" Plastic Handle	50	75	1	3012	3 8" 12-Point Socket	46	69
2	501	3 16" x 1-1/4" Plastic Handle	43	65	1	3014	7 16" 12-Point Socket	46	69
2	503	3 16" x 1 1/2" Plastic Handle	57	85	1	3016	1 2" 12-Point Socket	46	69
2	508	3 16" x 7-1/2" Plastic Handle	70	105	1	3018	9 16" 12-Point Socket	46	69
2	523	Phillips No. 1 x 3", Wood Handle	53	79	1	3020	5 8" 12-Point Socket	53	79
2	553	3 16" x 2 1/2" Wood Handle	66	99	1	3022	11 16" 12-Point Socket	53	79
2	573	Phillips No. 1 x 3" Plastic Handle	79	119	1	3024	3 4" 12-Point Socket	53	79
2	601	1 4" x 1 1/2" Plastic Handle	53	79	1	3202	3" Extension	79	119
2	604	1 4" x 2" Plastic Handle	63	95	1	3203	8" Extension	103	155
2	609	1 4" x 9" Plastic Handle	82	125	1	3209	Reversible Ratchet	333	499
2	654	1 4" x 4" Wood Handle	79	119	1	3211	5 1/2" x 1/2" Screwdriver	103	155
2	670	No. 2 Phillips Stubby, Plas. Hdl.	66	99			1 2" DRIVE SOCKETS AND ATTACHMENTS		
2	674	Phillips No. 2 Plastic Handle	90	135	1	6014	7 16" 12-Point Socket	53	79
2	706	5 16" x 6" Plastic Handle	90	135	1	6016	1 2" 12-Point Socket	53	79
1	756	5 16" x 6" Wood Handle	113	169	2	6018	9 16" 12-Point Socket	53	79
					2	6020	5 8" 12-Point Socket	53	79
					2	6021	21 32" 12-Point Socket	59	89
					2	6022	11 16" 12-Point Socket	59	89
					2	6024	3 4" 12-Point Socket	63	95
					2	6026	25 32" 12-Point Socket	66	99
					1	6028	13 16" 12-Point Socket	66	99
					1	6030	7 8" 12-Point Socket	66	99
					1	6032	15 16" 12-Point Socket	77	115
					1	6034	1 12-Point Socket	77	115
					1	6036	1 16" 12-Point Socket	86	129
					1	6038	1 8" 12-Point Socket	86	129
					1	6040	1 16" 12-Point Socket	86	129
					1	6042	1 16" 12-Point Socket	86	129
					1	6044	1 16" 12-Point Socket	86	129
					1	6046	1 16" 12-Point Socket	86	129
					1	6048	1 16" 12-Point Socket	86	129
					1	6050	1 16" 12-Point Socket	86	129
					1	6052	1 16" 12-Point Socket	86	129
					1	6054	1 16" 12-Point Socket	86	129
					1	6056	1 16" 12-Point Socket	86	129
					1	6058	1 16" 12-Point Socket	86	129
					1	6060	1 16" 12-Point Socket	86	129
					1	6062	1 16" 12-Point Socket	86	129
					1	6064	1 16" 12-Point Socket	86	129
					1	6066	1 16" 12-Point Socket	86	129
					1	6068	1 16" 12-Point Socket	86	129
					1	6070	1 16" 12-Point Socket	86	129
					1	6072	1 16" 12-Point Socket	86	129
					1	6074	1 16" 12-Point Socket	86	129
					1	6076	1 16" 12-Point Socket	86	129
					1	6078	1 16" 12-Point Socket	86	129
					1	6080	1 16" 12-Point Socket	86	129
					1	6082	1 16" 12-Point Socket	86	129
					1	6084	1 16" 12-Point Socket	86	129
					1	6086	1 16" 12-Point Socket	86	129
					1	6088	1 16" 12-Point Socket	86	129
					1	6090	1 16" 12-Point Socket	86	129
					1	6092	1 16" 12-Point Socket	86	129
					1	6094	1 16" 12-Point Socket	86	129
					1	6096	1 16" 12-Point Socket	86	129
					1	6098	1 16" 12-Point Socket	86	129
					1	6100	1 16" 12-Point Socket	86	129
					1	6102	1 16" 12-Point Socket	86	129
					1	6104	1 16" 12-Point Socket	86	129
					1	6106	1 16" 12-Point Socket	86	129
					1	6108	1 16" 12-Point Socket	86	129
					1	6110	1 16" 12-Point Socket	86	129
					1	6112	1 16" 12-Point Socket	86	129
					1	6114	1 16" 12-Point Socket	86	129
					1	6116	1 16" 12-Point Socket	86	129
					1	6118	1 16" 12-Point Socket	86	129
					1	6120	1 16" 12-Point Socket	86	129
					1	6122	1 16" 12-Point Socket	86	129
					1	6124	1 16" 12-Point Socket	86	129
					1	6126	1 16" 12-Point Socket	86	129
					1	6128	7 8" 12-Point Socket	110	165
					1	6130	15 16" 12-Point Socket	110	165
					1	6132	1 12-Point Extra Deep Socket	126	189
					1	6134	1 12-Point Extra Deep Socket	126	189
					1	6136	1 12-Point Extra Deep Socket	126	189
					1	6138	1 12-Point Extra Deep Socket	126	189
					1	6140	1 12-Point Extra Deep Socket	126	189
					1	6142	1 12-Point Extra Deep Socket	126	189
					1	6144	1 12-Point Extra Deep Socket	126	189
					1	6146	1 12-Point Extra Deep Socket	126	189
					1	6148	1 12-Point Extra Deep Socket	126	189
					1	6150	1 12-Point Extra Deep Socket	126	189
					1	6152	1 12-Point Extra Deep Socket	126	189
					1	6154	1 12-Point Extra Deep Socket	126	189
					1	6156	1 12-Point Extra Deep Socket	126	189
					1	6158	1 12-Point Extra Deep Socket	126	189
					1	6160	1 12-Point Extra Deep Socket	126	189
					1	6162	1 12-Point Extra Deep Socket	126	189
					1	6164	1 12-Point Extra Deep Socket	126	189
					1	6166	1 12-Point Extra Deep Socket	126	189
					1	6168	1 12-Point Extra Deep Socket	126	189
					1	6170	1 12-Point Extra Deep Socket	126	189
					1	6172	1 12-Point Extra Deep Socket	126	189
					1	6174	1 12-Point Extra Deep Socket	126	189
					1	6176	1 12-Point Extra Deep Socket	126	189
					1	6178	1 12-Point Extra Deep Socket	126	189
					1	6180	1 12-Point Extra Deep Socket	126	189
					1	6182	1 12-Point Extra Deep Socket	126	189
					1	6184	1 12-Point Extra Deep Socket	126	189
					1	6186	1 12-Point Extra Deep Socket	126	189
					1	6188	1 12-Point Extra Deep Socket	126	189
					1	6190	1 12-Point Extra Deep Socket	126	189
					1	6192	1 12-Point Extra Deep Socket	126	189
					1	6194	1 12-Point Extra Deep Socket	126	189
					1	6196	1 12-Point Extra Deep Socket	126	189
					1	6198	1 12-Point Extra Deep Socket	126	189
					1	6200	1 12-Point Extra Deep Socket	126	189
					1	6202	1 12-Point Extra Deep Socket	126	189
					1	6204	1 12-Point Extra Deep Socket	126	189
					1	6206	1 12-Point Extra Deep Socket	126	189
					1	6208	1 12-Point Extra Deep Socket	126	189
					1	6210	1 12-Point Extra Deep Socket	126	189
					1	6212	1 12-Point Extra Deep Socket	126	189
					1	6214	1 12-Point Extra Deep Socket	126	189
					1	6216	1 12-Point Extra Deep Socket	126	189
					1	6218	1 12-Point Extra Deep Socket	126	189
					1	6220	1 12-Point Extra Deep Socket	126	189
					1	6222	1 12-Point Extra Deep Socket	126	189
					1	6224	1 12-Point Extra Deep Socket	126	189
					1	6226	1 12-Point Extra Deep Socket	126	189
					1	6228	1 12-Point Extra Deep Socket	126	189
					1	6230	1 12-Point Extra Deep Socket	126	189
					1	6232	1 12-Point Extra Deep Socket	126	189
					1	6234	1 12-Point Extra Deep Socket	126	189
					1	6236	1 12-Point Extra Deep Socket	126	189
					1	6238	1 12-Point Extra Deep Socket	126	189
					1	6240	1 12-Point Extra Deep Socket	126	189