

GOOD LOOKING TOOLS



Foreword



GOOD tools must have the appearance of goodness. First impressions remain longest in our minds and require considerable time to eradicate. A tool or machine finished in a careless manner creates a feeling of distrust in the mind of a prospective customer. The thought is ever-present that if a manufacturer is slovenly in one detail, he will likely neglect a more vital process. Inferior tools are often sold under a brilliant gloss surface—but a good tool with a good substantial finish will always find a ready market. If you want your line to sell readily, make a careful selection of finishes!

It is the Finish



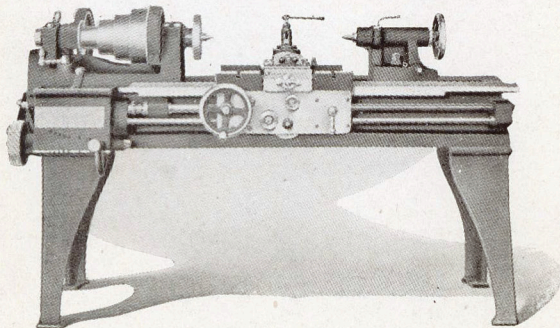
AND now it has come to a question of finishes! Having brought your products up to a stage nearing perfection from a mechanical standpoint, you manufacturers of lathes, drill presses, planers, milling machines, gas engines, steel pulleys, electric motors, dynamos, and similar equipment, are now eagerly striving to present your machines in their best light.

Appearance Sells the Product

For it is a generally recognized truth that of two products identical in structure, price and performance, the preferred unit is invariably determined by appearance.

Keeping the Equipment New

Your customer, the manufacturer, likes to picture his own plant as modern in every respect. He realizes that even if he has the most expensive and efficient equipment money can buy, a great deal of satisfaction is lost if the machines look old, show rust-stains, mar and scratch easily. His natural pride in appearance prompts him to investigate the various finishes on the market as to their strength and durability with a view toward brightening up his shop equipment.



A Good Finish Breeds Satisfaction

How much nicer and how much more pleased he would have been if the original finishes had been permanent, if his machines had remained spick and span even under the wear and tear of modern production.

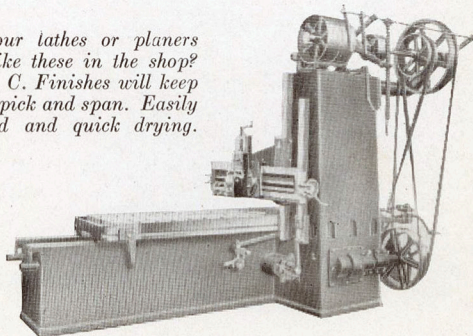
No Detail Must Be Overlooked

We are in an age of specialization. A little forgotten detail, a tiny omission, probably regarded as inconsequential by the machinery manufacturer, may have great weight in the sale of your finished product. No detail must be overlooked, no effort must be spared in preparing your machines for their long career of usefulness. To give maximum satisfaction, they must be right in every particular.

Perfected After 30 Years Research

Thus, we come to an intimate discussion of the merits of a perfect machine finish, developed after 30 years' research and study of the subject. After the most exhaustive tests, we are thoroughly convinced that in M. B. C. Machine Paint Surfaces, we have the perfect finish—one that will stand in a class alone as to working quality, quickness of drying and durability.

Do your lathes or planers look like these in the shop? M. B. C. Finishes will keep them spick and span. Easily applied and quick drying.



Conveniently Packed



WE know you will appreciate the excellent manner in which we pack our products. The strongest types of containers, including metal barrels, solid grained wood barrels, durable pails and cans, have always been used for M. B. C. Paints—and we will always continue to do so.

It is true that these packages cost us a great deal more than the ordinary shipping container—but the difference in quality is so apparent that we have contracted in advance for a large percentage of the output of several prominent shipping package manufacturers.

You do not pay this extra cost, however. We have proven that it is poor economy to minimize the initial outlay on shipping packages. In fact, the saving in broken, warped and leaking barrels actually offsets the increased cost.

If desired on special orders, we will coat the barrel with the same quality of paint at the contents—thus enabling you to recognize the proper shade in your finishing department at a glance.

All our packages are full weight and full measure. A gallon can contains a full gallon and a 25 pound pail tips the balance at 25 pounds net.

Whether you are buying M. B. C. Iron Filler, M. B. C. Surfacers, M. B. C. Satin Finish, M. B. C. Paste Machine Paint, M. B. C. High Gloss Enamel or M. B. C. Slush Coat, you are sure to be pleased with their excellent condition on arrival at your plant—and with the excellent results obtained from their use.



What Makes an M. B. C. Surface

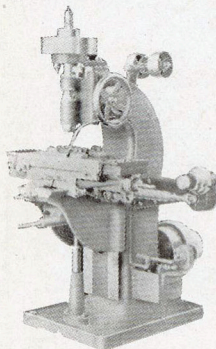
In building up this finish, we use the M. B. C. Filler, M. B. C. Surface and M. B. C. Oil Resisting Finish—three distinct coatings combining into a truly impervious coating that will turn hot oil without marring the beauty of the finish.

Ready-Mixed Paint Is Unscientific

Our tests have proven conclusively that a properly proportioned paint film cannot be applied to metal from just one mix of paint. Each coating must complement the other, combining mechanically to form a suitable protective covering resistant to corrosion, hard usage, cracking, chipping or peeling. It is generally conceded that a good paint laid in suitable coatings will last from three to five times longer than ordinary ready-mixed paint or a similar unscientific combination.

The First Coat

M. B. C. Iron Filler, (the first coat), is a very quick hard drying filler. Six hours after it is applied, the surface may be rubbed without injury with pumice, water, or sandpaper. A hammer blow merely dents it; it will not flake off, chip, crack or peel. We firmly believe it is the most substantial and durable first coating on the market today. We put up the filler in barrels, half barrels and twenty-five pound pails.



A modern drill press catches all the dust and dirt imaginable. Occasional cleanings do not improve the finish. M. B. C. offers high resistance to wear and abrasion.

The Second Coat

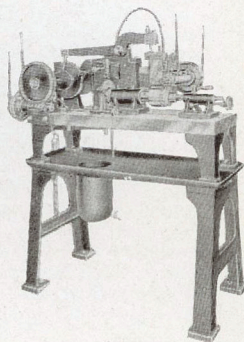
M. B. C. Intermediate Surfacer (second coat) is really a go-between. It gives body and strength to the paint covering, sealing and stopping suction or absorption. There can be no better preparation for the finishing coat than M. B. C. Surfacer. It provides an impervious coating specially prepared to receive the finishing coat, free from lights and shadows, a fault often encountered when the finish is applied directly to the filler. For convenience in handling, M. B. C. Surfacer is put up in one gallon cans only.

The Third or Last Coat

M. B. C. Oil Resisting Satin Finish (third coat) is a finish deluxe, possessing every quality a perfect machine finish should have. It works easy under the brush. It does not lap over or show brush marks. Two hours after it is applied, it is hard enough to ship. It has an almost imperceptible gloss and will not mar even under a direct application of hot oil. A quality that makes this finish particularly valuable is its freedom from oil stain. Just wipe off the oil and we guarantee there will be no greasy spots to mar the finish.

M. B. C. Satin Finish regular colors are white, light steel, medium steel, dark steel, bronze, green and black. We make special colors, any shade desired to order. This finish is put up in one gallon cans only.

Other mechanical products, no matter how intricate or how massive, will respond handsomely to a treatment of M. B. C. Easily applied and quick drying.



We Ship Promptly

We take pride in our ability to ship promptly the day order is received. Specials may require a few days to properly work out, because we test out each product very thoroughly before shipping.

Other M. B. C. Machine Products

A Rough Coating for Castings

M. B. C. Paste Machine Paint is stocked in light, medium and dark steel. We also specially recommend our black velvet finish. This finish is immediately ready for use when thinned with substitute turpentine or benzine. It dries very quickly and makes a fine appearance, although the finish is not of as high quality as our special products. This paint is admirably suited for large castings, pulleys, etc., which require a more or less rough but durable coating. Prompt shipment in barrels, half barrels and 25 pound cans.

A Heat Resisting Deep Gloss

M. B. C. High Gloss Enamels are as highly heat resistive as any enamel can be made. Their easy working qualities, marked ability to dry to a lasting hard surface and above all, their unusually full and deep gloss, have made them the favorite wherever this type of finish can be advantageously used. The enamels are made in any color.

Although we recommend one gallon cans, we are prepared to furnish M. B. C. High Gloss Enamels in five gallon tins, half barrels or barrels.

Real Protection for Bright Parts

M. B. C. Slush or Grease Coat offers unusual protection for bright metal parts whether they are in transit or reposing in your stock room. Rust or corrosion cannot penetrate even a light coating of our Slush. It is easy to apply: simply paint it on with brush or use a piece of cotton waste. Just as easy to remove: just wipe with clean rag or cotton waste. The bright parts on your product will retain a high polish indefinitely if treated with M. B. C. Slush Coat. Conveniently put up in barrels, half barrels and 25 pound pails.

Other celebrated products
of this company are

Floor and Deck Paint M. B. C.

Carriage Paint M. B. C.

Wagon Paint, M. B. C.

Wall Flat M. B. C.

Enamels M. B. C.

Varnish Stains

Oil Stains

Shingle Stains

Stove Pipe Enamel

Metallic Roof and Barn Paints

Concrete Paint M. B. C.

Screen Paint

Liquid and Paste Wood Fillers

Asphaltum Varnishes

Japan Driers

Varnishes of all Kinds

Paint and Varnish Remover

Furniture Polish

Strictly Pure and Commercial Putty

White Lead

Coal Tar

Floor Wax

Roof Cement

Iron Cement

Eagle Paint & Varnish Co.

Pittsburgh, Pa.