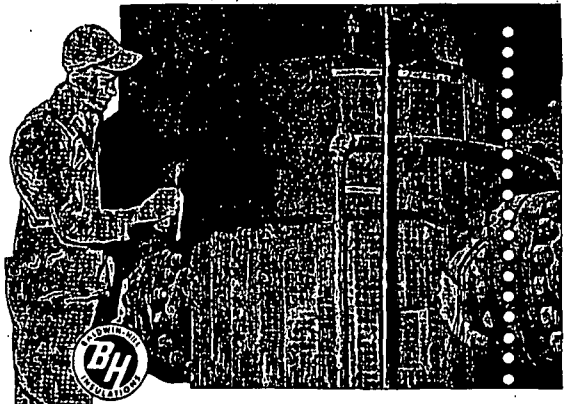
BALDWIN-HILL uses Power to help you keep heat losses down with



POWERHOUSE CEMENT

Here are six outstanding advantages:

- ONE COAT COVERAGE . . . It insulates as it finishes. Easy trowelling and quick hydraulic setting save time and labor in application.
- GREATER ECONOMY . . . 100 lb. covers 120 sq. ft. ¼" thick or 30 sq. ft. 1" thick. Low material cost and single coat application provide low over-all installation cost.
- NO WIRE MESH . . . In many instances can be trowelled directly on blocks, blankets, or other surfaces, thus saving costly application of reinforcement.
- DRIES WITHOUT CRACKING . . . Negligible lineal and volumetric shrinkage provides freedom from drying-shrinkage cracks.
- NO WEATHER WORRIES . . . Applied outside, it withstands drenching rain within two hours of application.
- PAINTABILITY . . . The smooth, firm, crack-free surface is perfect for finishing with oil-base or water-base paints.

For further information, get in touch with B-H Engineered Insulation Service.

**Baldwin-Hill**

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Please send complete information on

- ☐ POWERHOUSE CEMENT . . . High adhesion, rockwool, insulating-finishing cement
- ☐ BLANKETS . . . Metal-reinforced, flexible, felted, rockwool insulation
- ☐ NO. 1 INSULATING CEMENT . . . All-purpose, rust-inhibiting, plastic cement
- ☐ MONO-BLOCK . . . Rigid, felted rockwool block—for high and low temperature use




## More APPOINTMENTS

division.

Eleven staff appointments have been announced in the three newly created departments of the General Electric Co in the Medium Induction Motor Department, the following were named section managers: George I Clover, manufacturing; Glenn A Cook, finance; Charles J Koch, manager of engineering; Joe T Farrell, manager of marketing; Karl F Lathrop, manager of employee relations; and Dwight E [illegible] manager of the San Jose, Calif., plant. In the new Marketing Department, a sales planning practices section is established with Edward A Green as manager. Three men were named section managers in the Synchronous and Specialty Motor and Generator Department located at GE's Lynn, Mass., River Works. They include: Richard H Caldwell, manager of engineering; Norman E Sproul, manager of finance; and M Sullivan, manager of manufacturing. David A Yates, manager of marketing.

Horace S Hubbard has been appointed manager of the Transformer Laboratory in the Department in the General Electric Co Transformer and Allied Products Division, Pittsfield, Mass. The Cooper-Bessemer Corp has engaged the services of consultant Robert P Ramsey, recognized authority on industrial market research and product design. American Blower Corp announces that J W Ruff has been appointed director of purchases, succeeding [illegible] Reade, who has been made director of purchases for American Radiator and Standard Sanitary Corp, the parent organization.

### Engineers

Dr Charles M Slack, prominent research physicist, has been named director of research and engineering of the Westinghouse Lamp Division at Bloomfield, N.J. Appointment of four new assistant engineers to Allis-Chalmers' plant engineering department has been announced. They are William F Bartholomew, Jr, Frederick Easton, Jr, Harlowe R Lange and Theodore Tiefenthaler.

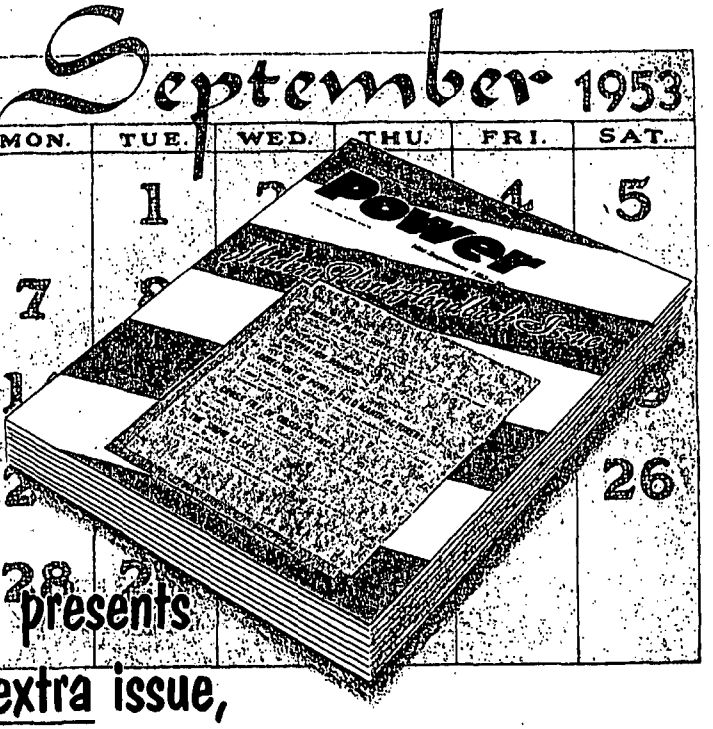
Louis Jay Patrick has been appointed Government Liaison Engineer for the Kuljian Corp, and Royston Crewdson is their new representative in the Far East with headquarters in Tokyo.

### Sales Managers, Salesmen

Riley Stoker Corp announces the appointment of Robert A Banck as district manager of the New Orleans territory. Howard B Evans, who has been director of dealer development and sales training for Iron Fireman Corp in the North Atlantic states, has been transferred to Los Angeles.

A newly-established division of Detroit Edison's sales department—to be known as the Area Development Division—will be directed by Vincent S Madison, former power sales engineer. Bryan Rudder, formerly a sales engineering supervisor with the A P Green Fire Brick Co, has been appointed a direct salesman for the Philadelphia office of that company. The

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