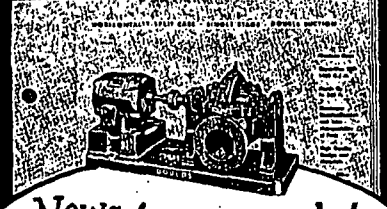
GOULDS

CENTRIFUGAL PUMPS



News for a man who's looking for a pump that will give years of service!

For fifty years we've been learning from our industrial customers what they want in centrifugal pumps.

We've come as close as modern design and materials allow to putting what you've taught us into our new Fig. 3405 pump.

The quality of materials and extras of design that you have been able to get only by paying *extra* are *standard* on this pump: stuffing box bushings, bearing housings sealed against moisture and dirt, stainless steel impeller keys, Teflon water seal rings—just to mention a few.

The Fig. 3405 carries interchangeability of parts far beyond anything we've been able to do before. Only three shaft and impeller assemblies provide for 19 pump sizes, or 38 pump combinations, counting right- and left-hand rotation.

This can mean real spare parts inventory savings for any plant that uses many pumps. It also means easy-to-make field changes to meet new requirements.

You'll find a lot to interest you that we can't tell you about here in the 12-page illustrated bulletin on our new Fig. 3405 pump. We think you'll agree that here's a pump with everything for long, satisfactory service.

Just fill in the coupon to get a copy of the bulletin, pin it to your letterhead and mail it to us at your convenience.

GOULDS PUMPS, INC.
Dept. PO, Seneca Falls, N. Y.
Please send me Bulletin No. 721.6 describing the new Fig. 3405 centrifugal pump.

Name_____

Company_____

Address_____

City_____ State_____

Goulds PUMPS INC. Seneca Falls New York

More APPOINTMENTS

Begins on

manager of the New York office of born Chemical Co of Chicago.

Graybar Electric Co has appointed following district sales managers: Carthy, New York; F C Sweeney, H J Fitzpatrick, Albany; E E Lacy, Lake City; D F Keyfauver, Phoenix. ing Electric Motors, Inc has appointed Kenneth J Planta district manager in New York office; John R Howell and art T Dudley were named regional managers.

Harry G Lake, recently returned army service, has been re-appointed plastics department of General Fi Co; Alfred E Carpluk has joined the staff of the company's Trumbull department. Martin E Conroy has the technical sales staff of the mfg division, M W Kellogg Co. C Swift has been assigned to Norton central Illinois territory as an abrasi gineer. Erie City Iron Works ha pointed Fred D Mosher district sales for the Buffalo-Rochester-Erie area.

Sales and Service Officers

General Electric Co's apparatus division has established two new distr an Empire district managed by Willi Woods with headquarters at Syracuse a Pacific Southwest district with headters in Los Angeles. Allis-Chalmers eral machinery division has opened Moines branch office under the manage of Edward A Rensch.

The third engineering office of Bab & Wilcox Co to be located in Flori the past two years will be opened in Mi under the management of J E V Disgr and W H Barrere. Robert T Dean, man of the Duluth Sales Office of Trane has announced the Duluth office now cated at 414 Lyceum Bldg, Duluth 2, Mi George W Robbins was appointed man at Trane's new sub-office at Fargo, N The new location of the company's Co bia, S. C. office is 2740 Devine St.

Reliance Electric & Engineering has opened a Baltimore branch office by A C Schettler and W C Mitchell, engineers. The Buffalo branch office Thor Power Tool Co has moved into new building at 735 Military Rd, under direction of C T Connolly.

The opening of a new Kansas City trict office was announced by Clark Co. Located at 6 E 11th St, Kansas City Mo., this office will be under the direct of A G Van Campen, former district ma ager of Clark's Tulsa office. Orr & Sembower, Inc. has announced the opening a New York office at 51 E 42nd St u the supervision of Jared Darlington III

Distributors, Representatives

Westinghouse Electric Corp nounced it is leaving the stoker busi and Detroit Stoker Co of Monroe, Mi will take over renewal parts and ser Westinghouse's plant will continue to op ate until current contracts are filled.

(Continued on page 246)



For power from steam

DEALKALIZE WITH

AMBERLITE IRA-410

Without Acids or Degasifiers

Here are the facts about dealkalization with AMBERLITE IRA-410:

1. Alkalinity of water supplies for boiler feed and evaporator coolers may be conveniently controlled at low cost.
2. No acid-resistant or degasification equipment is necessary.
3. Because line pressure is not broken, pumping costs are eliminated.
4. Only low cost salt is required for regeneration—3 to 4 lb. per cubic foot of resin.
5. Combinations of the anion exchanger, AMBERLITE IRA-410, and the cation exchanger, AMBERLITE IR-120, permit simultaneous softening and dealkalization in a single column.

Amberlite is a trademark, Reg. U. S. Pat. Off. and in principal foreign countries.

FOR INDUSTRY

ROHM & HAAS COMPANY

THE RESINOUS PRODUCTS DIVISION

Washington Square, Philadelphia 5, Pa.

Representatives in principal foreign countries

For more information about dealkalization with AMBERLITE IRA-410, write Dept. P-1 for complete literature. For bi-monthly reports on new developments in ion exchange, ask to receive AMBER-HI-LITES.