New Markets! New Products! New Profit Opportunities!

There's a world of opportunity with Goulds!

Join the Goulds Professional
Dealers Association! And learn
more about the potential gold
mine in new Goulds products
for the water treatment, water
handling, and water return
markets. Plus the quality Goulds
lets and subs that have been
market leaders for years.

Just check with your Goulds supplier and attend his GPDA meeting. And then make this your best year ever...with Goulds and GPDA!

Join GPDA:

- New products and increased saling support.
- Twerdeth Anniversary GPDA

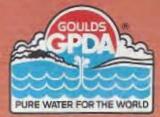








- Personalized GPDA Plaque.
- World of Opportunity Poster.
- Yellow Pages Listing offer.
- Exclusive SubSurance 5-Year Protection Plan.
- Plus Advertising and Technical support to help you take advantage of the new Goulds opportunities in the water business!



Goulds Professional Dealers Association

GOULDS PUMPS, INC.
WATER TECHNOLOGIES GROUP
Binnech Pails, NY, 13148

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Larry Converse takes over the "keys" to Randolph Well & Pump Co., Cortland, N.Y. from former owner Ray Randolph who has retired to Florida.



Larry Converse Sr. of Randolph Well & Pump Co. as he appears in an ad for Goulds Pumps...

Randolph Well Co. Owner Is Getting Plenty Of Exposure

By SKIP CHAPMAN

Larry Converse's picture is getting a lot of exposure these days. Owner of the Randolph Well & Pump Co. of McLean, Converse was chosen as the model when Goulds Pumps. Inc. of Seneca Falls opted for authenticity in a recent advertising campaign.

The Goulds Pumps ad was selected as a winner for outstanding business publication advertising in the 1980 Advertising to Business and Industry Awards Competition conducted by American Business Press, Inc. Goulds Pumps was among 20 advertisers and their agencies to be honored with the awards which represent the highest tribute for advertising paid by the business press.

The ad, which appeared in trade journals and Goulds publications, was more than a prize winner. Designed as part of a campaign to solidify loyalty among Goulds dealer-customers and to promote a five percent increase in enrollments to Goulds Professional Dealers Association, the campaign resulted in an enrollment increase of 12 percent over 1979.

Converse has been in the well drilling and water supply business for some 25 years, establishing Randolph Well & Pump Co. in Cortland as a partner of Ray Randolph. When Randolph retired a year ago, Converse bought out his share of the firm and moved the firm's head-quarters to McLean.

The firm was a part-time operation until about 1960 with Converse working for the Town of Groton Highway Department and Randloph working for Brewer-Titchener Corporation. Now Converse heads a staff of five full-time employees and handles any kind of water supply problems for homes, businesses, industries, municipal govern-

ments and schools. Randotph Well & Pump Company's services include well drilling, installation and repair of pumps and water conditioners.

Working generally within 40 miles of McLean, the firm's jobs have included test wells for the U.S. Geologic Survey; municipal water systems for Homer, Dryden, Marathon, Groton, DeRuyter and other villages; and industrial systems for Smith-Corona Operations and Monarch Machine Tool Corp., among others.

Members of the Randolph team include Converse's two sons, Larry Jr. and Ray, both drillers; Jim Russell, also a driller; Don Hicks, head of the pump department; and Joe Foote, also of the pump department. Two former members of the staff, Francis Haynes and Howard Bowers, retired within the past two years after 20 years and 17 years of service, respectively



Randolph WELL & PUMP CO.

Some of the work force at Randolph Well & Pump Co.



The typical family home needs over 300 gallons of water a day per person, just for drinking, cooking, and cleaning.



People are increasingly concerned about the quality of water. That's hy over two hillion gallons of bottled water were consumed in America and Canada last year.



That's why Goulds has moved into the water treatment business. Goulds dealers can now satisfy the need for quality water... from the hottom of the well to the bottom of the glass.



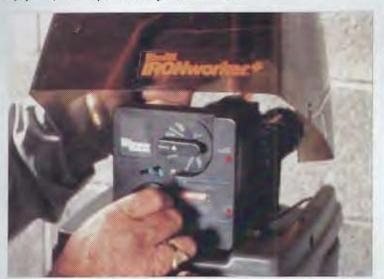
Water treutment may offer the biggest opportunity for Goulds Deulers since they got their first Goulds suhmersible pump. The home water treatment market is more than \$600 million a year.



Dealers can sell and install AquuGuard Filters with various type cartridges to serve specific purposes, such us carbon to solve taste and odor problems, and sediment filters. Models include faucet mounted, in-line, and whole house or under sink systems.



Instead of huving bottled water, many customers will buy an AquaGuard Reverse Osmosis System that assures a constant supply of quality water for drinking and cooking.



The Bruner/Goulds line of udvanced design water softeners and iron filtration systems offers dealers a further opportunity sell and install water treatment systems.



A wholly different area of opportunity exists in the market for sump, sewage, effluent, and dewatering pumps. It is a \$500 million market, that's growing 6 percent a year.



The products range from small pumps for home cellar draining, to the larger sump, sewage, effluent, and dewatering pumps. And Goulds has a full line that dealers can sell and install wherever sewage or drainage is being pumped away.



As a dealer moves into these markets he eliminates a lot of do-lt-yourself competition. And a lot of price pressure.

times get THE PRO tough...THE PRO TAKES COMMAND!

