

PUMPER

YALE & TOWNE

THE YALE & TOWNE MANUFACTURING CO., STAMFORD, CONN.

PIPE LINES

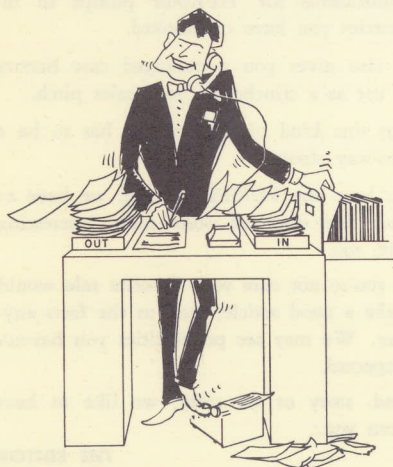
CUSTOMER SERVICE

A big part of the new sales program we mentioned in the last issue of the PUMPER is a revamped Customer Service system. This new system is aimed at giving you . . . and your customers . . . faster and more complete service.

As a Tri-Rotor pump distributor, you will meet this improved service at four main points:

MAIL CALL

You will receive faster replies to your letters. We have set up a procedure which will produce an answer to every letter within no more than *three working days*, but you can expect your correspondence to



be handled, in most cases, in even less time. *All* the questions we must ask to fill an order properly will reach you in the first letter. Any telegram will be answered within *one hour*, if it is received during the normal working day.

INFORMATION PLEASE

The replies you receive from Yale & Towne will contain *more information*, too. The Customer Service Department has set up a few rules about answering letters that we think will make our first letter as
(Please turn to back page)

TRI-ROTOR PUMP DISPLACES LADLES IN MODERN BAKERY

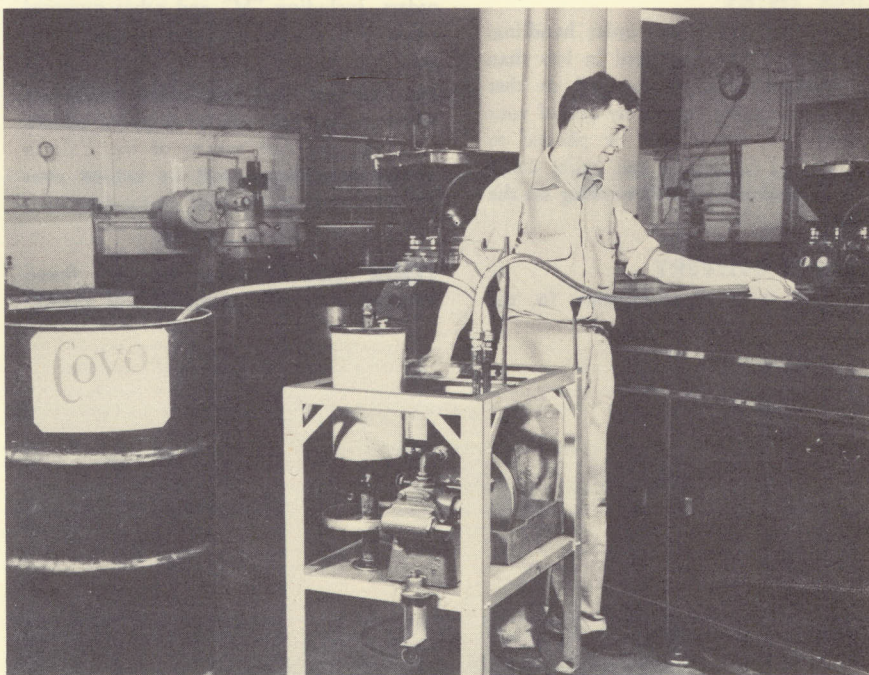
YALE PUMP STANDARD SHORTENING MOVER FOR JOE LOWE CORP. DOUGHNUT MACHINE

The fast, clean, and efficient pump of today is fast displacing the ladle from modern baking operations. And Tri-Rotor pumps have sparked this trend.

In doughnut making, for example, each doughnut machine used to be filled by hand with vegetable shortening. The doughnuts were fried by hand. Then each machine had to be emptied individually after every run.

Vegetable shortening was used over and over again, but the handling was unsanitary and wasteful. Spillage was dangerous as well as costly, because shortening is slippery under foot. New equipment was needed.

To solve this problem, The Joe Lowe Corporation, New York manufacturer of bakery equipment, has developed a shortening pump and filter unit as an accessory for their doughnut machines. They mount a pump and filter on a dolly so the unit can be moved from machine to machine as needed. The pump



Tri-Rotor model 20 DXMO, standard as original equipment, pumping heated vegetable shortening into a Joe Lowe Corp. doughnut machine.

TRI-ROTOR PUMPER

TRI-ROTOR DISPLACES LADLES (Continued)

draws liquified shortening in through a 1/2-inch flexible metal tube, and discharges it through standard 1/2-inch pipe into the filter. Output from the filter passes through another 1/2-inch flexible metal tube.

The shortening, solid at ordinary temperatures, is heated to 300° in the storage drum. Still hot when removed from the doughnut machine, the shortening has a viscosity of 32 S.S.U. (about that of water).

For this application, it is most important that the pump draw the shortening without cavitation. The Joe

Lowe Corporation also needs a rugged, maintenance-free unit. It must operate efficiently under the rough handling a portable unit is bound to receive.

The choice, of course, was a Tri-Rotor pump. The Louis M. Barish Company, New York Tri-Rotor pump distributor, showed that an iron-fitted 20 DXMO unit would fill the requirements exactly.

In this equipment, the Yale & Towne pump is powered by a 1/3-hp, 110-v, single-phase motor. Running at 1725 rpm, the motor drives the 20 DXMO pump through 6 to 1 reduction gears

at 287 rpm. At this speed, the pump displaces 5 gpm. The bypass valve maintains 40 psi discharge pressure, enough to drive the shortening through the filter.

The Tri-Rotor 20 DXMO pump is at the heart of 75 Joe Lowe shortening transfer units sold so far. In the six years since the oldest units have been operating, no replacement parts have been sold. In fact, users report "no maintenance necessary."

This is another case of a manufacturer standardizing on Tri-Rotor pumps to make good equipment even better.

PIPE LINES (Continued)

informative as it can be. Your additional questions will then be answered as fast and as fully as possible. This, we feel, will eliminate unnecessary correspondence between your office and ours.

ORDER ENTRY

We have also streamlined order handling. Your order will be processed in less than *three working days*. If you tell us that an order is urgently needed by one of your customers, the details will be phoned to the factory so fabrication can begin *while* the sales department is *still working* on the papers.

PRODUCT DELIVERY

These and other improvements in the

Customer Service Department permit us to guarantee that no order for Tri-Rotor Pumps and parts will take longer than a month to fill. When you order a small number of bare pumps and standard parts, they will be shipped within *one week*. All orders, including "M" and other mounted units, will be shipped in less than *thirty days*.

You can base your installation or delivery dates on these new shorter shipping periods . . . and the full weight of the Yale & Towne organization will be behind your delivery promises to your customers.

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YOUR CUSTOMERS can be found wherever a liquid is pumped. The PUMP-

ER is published to help you spot new applications for Tri-Rotor pumps in industries you have overlooked.

It also gives you a packaged case history to use as a clincher to your sales pitch.

But this kind of information has to be a two-way street.

To keep the PUMPER going, we have to have the story of *your* most interesting sale, too.

If you're not sure your favorite sale would make a good article, send us the facts anyway. We may see possibilities you haven't suspected.

And, story or no story, we like to hear from you.

THE EDITOR

YALE & TOWNE