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The “Ins and Outs” of Endurance

Into a flame-filled furnace go pure pig iron and silicious slag, there to be stirred and kneaded together —puddled—until every inmost particle of the iron gets a rust-proof slag coating.

Out of the puddling furnace comes a pipe material so staunch, so enduring, that it serves faithfully for generations —this is Reading Genuine Puddled Wrought Iron!

Time has shown no substitute for the puddling process in making pipe that lasts from three to five times as long as ordinary pipe, defying corrosion down the years. For true economy, when you are responsible for construction or maintenance, insist on time-tested, genuine puddled wrought iron pipe—and look for the Reading name and spiral knurl mark that identify every piece of Reading 5 point pipe.
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Pumps and ventilating fans are driven by Westinghouse motors.

The complete electrification of the Fisher Building is the sort of a job that must go to an organization large enough to handle it. Westinghouse offers young men a type of opportunity that appeals to those with enterprise and talent.
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. . . simple . . . scientifically efficient
—AURORA is designed for doors
and partitions in buildings where
quality and good taste are emphasized
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FEBRUARY, 1929
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“Timken-Equipped” and its practical application should be carefully followed by every student of proper power transmission.

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Like a thoroughbred it makes the run—tirelessly. Passengers alight in a clean terminal—clean because there is no smoke or soot.

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