

WC&P Historic Ads

**QUICK! IN A WORD,
DESCRIBE THE SERViSOFT
PROGRAM FOR 1965**

...mmm, DYNAMITE!



Think!
With a short fuse, fast
will up with Servisoft. Dealers
who do not expect action like never before.
Here's why! The Servisoft program for 1965 will be
built around our biggest investment ever in both
national and local advertising. It will include migra-
tions, newspaper materials, radio and television, sur-
veys, direct mail, premiums, and two big contests.
At the same time, a new dealer can look to
Servisoft for all the help possible in getting off on
the right foot. By that we mean: exclusive fran-
chised territories, liberal financing, home office
support, a top quality line of domestic and com-
mercial equipment, on-the-spot training in sales,
service and management. And it's the best.
For information on a dynamite... Servisoft
brochure, write, wire or call collect to Bill LaPorte,
Director of Franchising, 2314 23rd Avenue,
Rockford, Illinois 61101. Phone 815, 398-4800. In
western states, contact Warren Gumbel, Western
Division, 17490 E. Chestnut St., City of Industry,
California 91744. Phone: 213, 961-9135.

SERViSOFT L*A

1965 – Servisoft, L*A, Divisions of Water Treatment Corporation



**Measure dissolved
solids with instant
ppm readout.**

Here's the fastest, most economical conductivity
meter you can use. Pour sample into instrument —
direct ppm reading is instant and consistently
accurate • 1% full scale repeatability • Automati-
cally temperature compensated • Self-cleaning
electrodes • Stable — no drift, no zero adjustment,
no gain adjustment • Rugged — no cords, no dip
cells, no glass or fragile components • Adjustable
to any water standard • Prices from \$108.00.

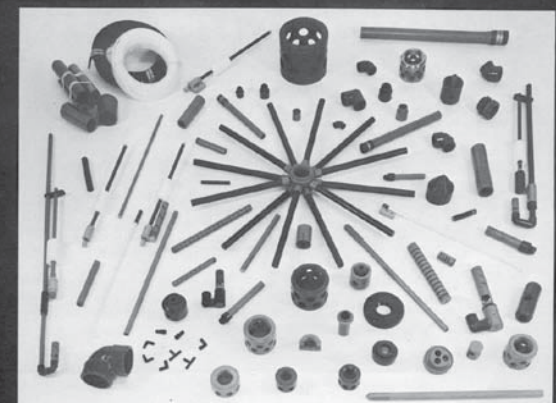
Write today for complete technical data.

MYRON L COMPANY

Myron L Company, 656 First Street
Encinitas, California 92024, (714) 753-6215

1971 – Myron L Company


MATT-SON'S
Plastic Components for Water Treatment Industry



COMMERCIAL BRINE VALVES
CROSS SERVICE DISTRIBUTORS
UNDERDRAIN SYSTEMS
POLYETHYLENE TUBING
BRINE DIRECTOR VALVES

DOMESTIC BRINE VALVES
DRAIN & COMPRESSION FITTINGS
BRINE WELLS, BRASS INSERTS
OVERFLOW FITTINGS
RISER TUBES & BRINE PICK-UP TUBES

WRITE FOR FREE O.E.M. CATALOG
FOREIGN INQUIRIES INVITED

 **Matt-Son**
INC.

1451 BURGUNDY PKWY., STREAMWOOD, ILL. 60103. PHONE: 312/837-3550

1972 – Matt-Son, Inc.

FRANKENSTEIN

NOW MAKES
VALVES FOR
SPRINGSOFT



— MODEL 100 VALVE —
made EXCLUSIVELY for
SPRINGSOFT

DIAL YOUR OWN
HARDNESS
"right hardness
if desired"

SPRINGSOFT
International, Inc.
1000 North Lincoln Street, Chicago, Illinois 60610

DEAR JIM:
YOU IDIOT!
I SAID...
FRANKENSTEIN!
NOT FRANKENSTEIN.

LEONARD

SPRINGSOFT

1976 – Springsoft International, Inc. with Fleck valves