

# STILL BUYING AXIAL DIFFUSER PUMPS?



Our exclusive radial diffuser design eliminates vibration, enhances performance and extends pump life.

At J.C. Carter, we have to ask "Why?" Because frequent overhauls, rotating stall at low flow rates and other problems with the axial diffuser design make using them a shaky proposition.

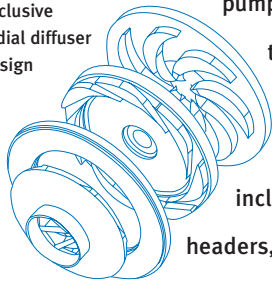
J.C. Carter's revolutionary radial diffuser design eliminates destructive vibrations and, in the process, achieves the industry's lowest lifecycle cost. What's more, every radial diffuser pump comes with an industry-leading 25,000-hour warranty. Which is one more reason our competition has the jitters. For information about retrofits or new installations, call 949-548-3421.



# RADIAL.

## WE'LL CHANGE THE WAY YOU THINK ABOUT PUMP TECHNOLOGY.

J.C. Carter's  
exclusive  
radial diffuser  
design



It wasn't engineering heresy when J.C. Carter conceived and built the first submerged motor pump in 1958. But it was close. Axial diffuser pumps ruled, and any thought of replacing the design was considered ridiculous. Even radical. But today, radial diffuser pumps, not axial, set the standard for safety and reliability. Our willingness to re-define convention has also led to many other innovative breakthroughs, including the first multi-stage pumps, the first ceramic-seal terminal headers, and the industry's only 25,000-hour warranty. Call 949-548-3421 today. You'll see pump technology in a whole new light.



**J.C. CARTER**