



**When they shook hands,  
they shook up an  
entire industry.**

Herb Rupp

J.C. Gorman



1933

They were two unemployed engineers sharing similar tough circumstances during the Depression. They also shared something else—a vision to begin a successful pump company. So when they met on a street corner in Mansfield, Ohio in 1933, they decided to go into business together.

With \$1,500 borrowed and plenty of hard work, within the walls of a barn on the outskirts of town, J.C. Gorman and Herb Rupp introduced a pump which had a “non-clogging” feature. Their competitors didn’t believe them, and said as much in a savage public awareness campaign, claiming the new pump would not work. This campaign to discredit the new design resulted in about \$100,000 worth of “free advertising” for the young company and at least one customer was ready to take them up on their claim. National Ice Company purchased the first pump. It worked perfectly, with its capabilities outperforming any other self-priming centrifugal pump previously invented.

J.C. and Herb realized the tremendous value of their initial reputation, and instilled an operating philosophy which has guided Gorman-Rupp’s growth ever since:

*“To provide a quality product, competitively priced, delivered on time, backed by reliable service, at a profit that provides an equitable return to our shareholders as well as providing our employees with competitive wages and benefits.”*



ORDERS	
GORMAN-RUPP COMPANY	
1933	
(Since March 1st)	
March .....	\$103.31
April .....	206.87
May .....	200.80
June .....	335.31
July .....	1311.43
August .....	1190.19
September .....	628.18
October .....	3323.18
November .....	2060.37
December .....	3829.87
<b>TOTAL</b>	<b>\$13,518.31</b>