

Snips Magazine

5707 W. Lake St.

Chicago 44, Ill.

This Friendly, Close to the Reader Periodical Provides

The Real Push Behind Sales

To those Contractors who handle Warm Air Heating, Air Conditioning Sheet Metal Work, and Ventilation.

PREFERRED as an effective advertising medium by many notable industrial advertisers year after year, and many prominent jobbers who know their market well.

During the past year over 400 firms used space with us. These valued patrons see in our 13,731 readers, a carefully selected and substantial buying group, worthy of "talking to" month after month.

SNIPS is packed each month, from cover to cover, with hundreds of live news stories and exclusive pictures including practical applications of latest advancements of the Sheet Metal, Heating, Air Conditioning and Ventilation trade. No long contributed stories. It's all field gathered material, secured the hard way, rubbing shoulders with the readers. Such work gets for the periodical a reader interest seldom found in a trade publication. You'll find this feature the basis of the sensational inquiry pulling power and sales producing value of advertising space in SNIPS.

Rates for space have always been conservative. The carefully figured current rate with cream coverage available at an extremely low rate per thousand distribution is truly an exceptional value at this time.

These advertising people always alert to serve you: H. F. Hoy, Nick Carter, and Ed Carter in the Home Office. Phone Austin 7-2872. In the West, Maurice A. Kimball Co., 2550 Beverly Blvd., Los Angeles 4, California, DUmkirk 8-6178, and Rm. 767, 681 Market St., San Francisco 5, Calif., EXbrook 2-3365.



SNIPS is now Standard size—8¼ in. x 11 in.

SPECIAL ISSUES

JANUARY ANNUAL & WINTER MARKET NUMBER—MARCH ANNIVERSARY & SPRING MARKET ISSUE—SEPTEMBER FALL MARKET ISSUE—DECEMBER HOLIDAY GREETING ISSUE—Further information gladly sent on request.

ABOUT SNIPS' MAILING LIST

It's truly a select group that gets SNIPS. They are the outstanding firms and individuals in the trade whom the better supply houses are selling or trying to sell. They are the contracting and installing concerns whom the principal jobbers and distributors of the industry—people who really know their territories best—consider worthy of cultivation by mail, promotion and salesmen's calls.

ENGINEERS OF HUMAN COMFORT

The Heating, Ventilating and Air-Conditioning Engineers through their work and research bring to our homes, schools, offices, factories, theaters, hospitals and other public buildings in both summer and winter, that climate best suited to our comfort and health. These men realize the basic importance of heating and ventilating as a primary element in the well-being of civilized mankind, living and working mostly indoors. They are truly *Engineers of Human Comfort*.

MEN WITH VISION

The professional status of this form of engineering today can be largely attributed to the AMERICAN SOCIETY OF HEATING AND AIR-CONDITIONING ENGINEERS (ASHAE). Founded in 1894 by a handful of men determined to elevate the dignity of their profession and provide the public with more than perfunctory service, the Society represents an organization of more than 11,700 members. It includes 72 chapters throughout the United States and Canada plus members in many foreign countries.

On August 2, 1894, Hugh J. Barron, the acknowledged founder of the AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS (ASHVE), L. H. Hart, William M. Mackay, and 15 other interested men met in Mr. Hart's office in the World Building, New York City, to discuss the need for developing and disseminating technical advancements to heating and ventilating engineers. These men stimulated sufficient interest to obtain 75 charter members who met on September 10, 1894, in the Broadway Central Hotel, New York City, and adopted a name, by-laws, and constitution for the new Society.

Consistent with the increasing amount of activity by members in designing air-conditioning systems, in 1954 the Society changed its name to AMERICAN SOCIETY OF HEATING AND AIR-CONDITIONING ENGINEERS.

SOCIETY SCOPE AND OPERATION

The three major activities of the Society are: Membership service, Publication, and Research, the records of its accomplishments being permanently recorded in the annual TRANSACTIONS.

The Society membership now includes engineers, educators, scientists, physicians, architects, contractors, and leaders of industry. Membership consists of Honorary, Life, Presidential, Fellow, Member, Associate, Affiliate and Student grades.

The management of the Society is entrusted to 4 elected Officers and a Council of 13 elected members. Continuity of policy is insured by electing 4 men annually for a 3-year term and retaining the retiring president on the Council for 1 year.

Two Society meetings are held each year—the Annual Meeting during January or February, and the Semi-Annual Meeting usually in June or July. Every 2 years the *International Heating and Air-Conditioning Exposition* is held in conjunction with the Annual Meeting under the auspices of the Society.

HEADQUARTERS AND LABORATORY

The Society headquarters is maintained at 62 Worth St., New York 13, N. Y., and the ASHAE Research Laboratory, devoted to the study of fundamental principles