

Sheet Metal Worker

45 West 45th Street
New York

SHEET METAL WORKER—established 1874—the oldest publication in its field—is a monthly merchandising, business and technical journal basic to the use of sheet metal in that it serves the various unified merchandising and installing branches of the industry, consuming sheet metal for the erection, maintenance and operating equipment of buildings. Such equipment includes central air conditioning equipment; warm-air heating; ventilation; dust and refuse removal and systems for handling materials by air; kitchen and restaurant work; a wide variety of interior and exterior sheet metal work for commercial, industrial, institutional, residential and Federal buildings, etc.

Subscribers are mainly merchandising-contractors, purchasing practically all products and equipment which they fabricate, erect or install. Principal manufacturers of heating and air conditioning equipment receive issues as advertisers or subscribers; leading jobbers also subscribe.

The market has three main sub-divisions:

- (1) Equipment for resale in connection with erection or installation work.
- (2) Materials for fabrication.
- (3) Shop equipment and supplies.

CIRCULATION

SHEET METAL WORKER, has a total distribution of 8000 monthly, and a paid of 6750, largely in the upper 30 per cent class. Its renewal rate has been above 70 per cent even in depression years. Sworn figures, January-June, 1936, showed only 367 copies going to manufacturers, jobbers, etc., the balance of 6449 reaching sheet metal, warm-air heating, ventilating, air conditioning, and roofing contractors.



EDITORIAL

SHEET METAL WORKER is outstanding in editorial service. Its editor is an engineer who has been identified with this journal since 1909. He served, as Industrial Advisor under NRA; chairman of the Publication Committee of the *National Association of Sheet Metal Contractors* in charge of producing the book, *Standard Practice in Sheet Metal Work*; headed the committee of the *National Warm Air Heating and Air Conditioning Association* delegated to publish the *Digest of Research, Gravity Warm Air Heating, Engineering Experiment Station, University of Illinois*.

ADVERTISING

SHEET METAL WORKER has an enviable record of long-term advertising. Of the 165 advertisers using space currently: in 1936, 41 per cent began from 25 to 62 years ago.

Recognition of its position in the fabricating and installation market is indicated by the fact that of the 12 sheet steel companies advertising nationally to this field, all are using **SHEET METAL WORKER**, 9 exclusively. Of 32 equipment manufacturers, 22 are exclusive advertisers. Similar classifications are equally impressive.

SHEET METAL WORKER is well qualified to cooperate with manufacturers regarding sales, merchandising and advertising programs, and invites consultation.

Annual subscription rates—\$2.00 per year, United States and Mexico; in Canada, \$2.50; Foreign, \$3.00.

Advertising Rates Furnished on Request.

American Steam Pump Company

Plant and General Offices: Battle Creek, Michigan

DIRECT FACTORY BRANCH:
17 BATTERY PLACE, NEW YORK CITY



SALES AND SERVICE AGENCIES
THROUGHOUT THE WORLD

PRODUCTS AND SERVICE—This Company, organized 1873, offers a complete line of centrifugal, steam and power driven pumps. Your inquiry for descriptive bulletins or specific recommendation is invited.

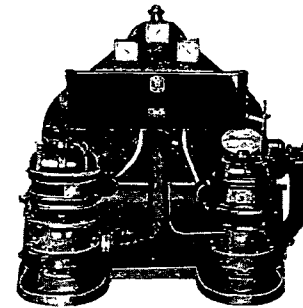
REDI-VAC HEATING PUMPS—An improved outfit. Removes air and condensation from return lines, discharging air to atmosphere and water to boiler, both functions automatically controlled. Bronze fitted throughout. No close clearances to wear rapidly, or "freeze up" during idle season—an important advantage over other types, practically eliminating periodic service expense.

RECIPROCATING VACUUM HEATING PUMPS—Time-tested design and construction. Standard equipment includes bronze fittings throughout. Motor driven, if desired. (We also build simplex and duplex steam pumps for boiler feed, etc.)

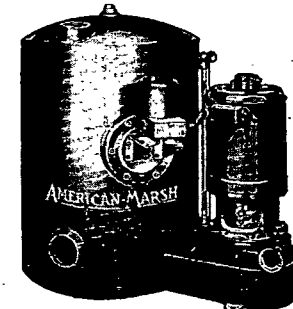
REDI-RETURN CONDENSATION UNITS—Compact, dependable and exceptionally low priced. Designed to collect and pump back to the boiler returns from high and low pressure heating systems, handling water at 210°F. Furnished complete as shown with full automatic control. Twin units can be furnished. Large range of sizes.

MOTOR-UNIT CENTRIFUGAL PUMPS—Simple and inexpensive. Ideal for air washer and cooling work, pumping clear water or brines. Pump attached directly to motor. Bearings, base and coupling eliminated. Only one stuffing box. Very compact. Fifteen sizes; 5 to over 500 g.p.m.

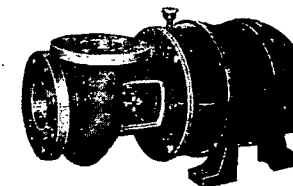
BALL BEARING CENTRIFUGAL PUMPS—Single-stage, horizontally split-case type with deep groove ball bearings, stainless steel shaft and bronze seal rings. High efficiencies insure low operating cost. (We also build multi-stage centrifugal pumps.)



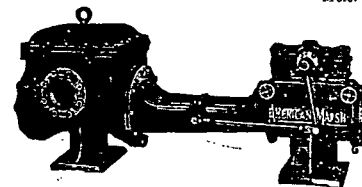
Redi-Vac Heating Pump



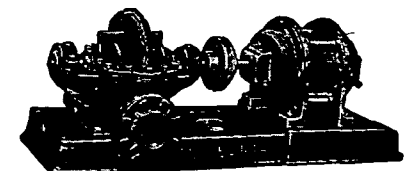
Redi-Return Condensation Unit



Motor-Unit Centrifugal Pump



Reciprocating Vacuum Heating Pump



Ball Bearing Centrifugal Pump