

Domestic Engineering Magazine

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DOMESTIC ENGINEERING PUBLICATIONS

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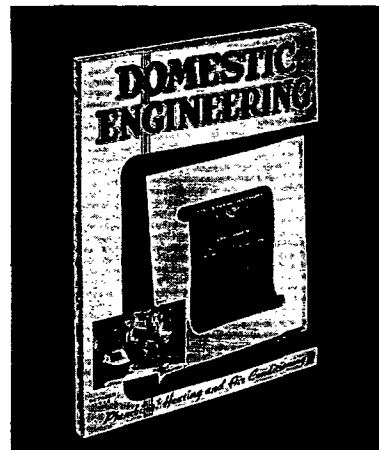


Chicago, Illinois

IN WAR As In Peace . . . the heating, plumbing and air conditioning industry has proven itself an *essential* industry. It is an industry which offers an annual market of over one billion dollars. The transition of American life, from a peace-time to a war-time basis, has found heating, plumbing and air conditioning even more essential to maximum war production than it was to the peace-time standards for which we are fighting.

The performance of the heating, plumbing and air conditioning industry during the past months stands as evidence of its vitality and its adaptability to new conditions. This performance is suggestive of the possibilities inherent in the heating, plumbing and air conditioning industry, not only for today, but in the coming post-war period.

New materials such as plastics, plywoods, and alloys, which have been developed for war; hitherto limited but common materials such as aluminum and magnesium, which will be available on a vastly expanded basis; new concepts in living standards and building construction . . . these, and other vital factors to be found in the post-war period will meet a ready application and a fertile market in



For more than 53 years, *Domestic Engineering* has served the heating and plumbing industry. The quality of this service and the leadership exhibited by *Domestic Engineering* is indicated by the award recently presented to this publication for editorial achievement in 1942. The honor was conferred in recognition of a major editorial program carried on during 1942 designed to be of maximum benefit to the industry and to the war effort under 1942 conditions.

the heating, plumbing and air conditioning industry. *Domestic Engineering Magazine* and *Domestic Engineering Catalog Directory*

For complete data concerning *Domestic Engineering*, the field it serves, advertising rates, circulation, etc., write to Advertising Department, 1900 Prairie Avenue, Chicago, Illinois.

Domestic Engineering Catalog Directory

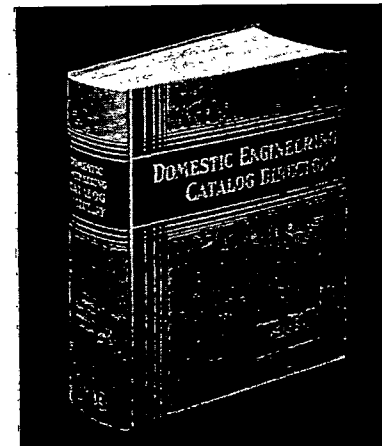
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In addition to its regular circulation *Domestic Engineering Catalog Directory* is distributed to War Buyers and Specifiers in Navy Yards, Ordnance Plants, Industrial Plants engaged in war and essential civilian work, Coast Guard Stations, Air Fields, Ship Yards, Cantonments, etc. Basic circulation covers the buyers and specifiers among the top ranking wholesalers, consulting engineers and contractor-dealers who have the high priorities in the heating and plumbing field.

constitute your first and most important approach to this market. These publications are not only the leading peace-time

media in this industry . . . they have maintained and increased their positions of leadership under rapidly changing war conditions.

What *Domestic Engineering Magazine* and *Domestic Engineering Catalog Directory* have done in converting to a war basis . . . that same job will be done in leading the heating, plumbing and air conditioning industry back to a sound and vital post-war program.

Your planning for today under war conditions and your planning for the peace, in connection with this market, will not be complete unless it includes full use of the services, reader acceptance, and other facilities available through *Domestic Engineering Publications*.

In PEACE As In War . . . *Domestic Engineering Magazine* and *Domestic Engineering Catalog Directory* are your first and most important approach to the heating, plumbing and air conditioning market.

For full details to assist you in your post-war planning . . . as well as to assist you under present war conditions . . . write to Domestic Engineering Co., 1900 Prairie Avenue, Chicago, Illinois.

For details of the many services available to manufacturers through *Domestic Engineering Catalog Directory*, write Manufacturers' Catalog Service Department, 1900 Prairie Avenue, Chicago, Illinois.