

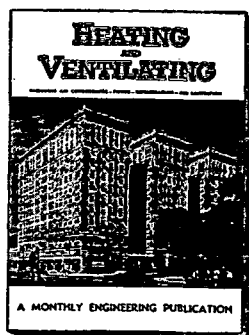


AIR CONDITIONING - PIPING - HEATING - VENTILATION - REFRIGERATION

148 Lafayette St., New York 13, N. Y.

HHEATING AND VENTILATING is a monthly publication read by engineers and contractors. These are the men who specify, install and maintain the mechanical equipment used in heating, ventilating, air conditioning and refrigeration systems of industrial, commercial and institutional buildings and residential projects. Its readers include also engineers and designers of the firms which manufacture this mechanical equipment.

The editorial content is edited to be of practical use to these engineers, and is prepared under the direction of field-



experienced professional engineers.

Generally speaking, the emphasis is on practical rather than on theoretical considerations.

Each month an original Reference Data sheet is included for permanent use in a standard binder.

Special sections are published from time to time. These sections are devoted to subjects of timely interest, such as Heat Pump, Radiant Heating, Piping, Cooling Coils, Air Sanitation,

Exhaust Hoods, Air Conditioning, etc. A comprehensive Buyers Directory is published each year.

CIRCULATION

HEATING AND VENTILATING total distribution (A.B.C. Report, May, 1949)—classified as follows:

Consulting Engineers (541) and Architects (140) Engineers Employed by them (432).....	1,113
Contractors (2,756) and Engineers Employed by Contractors (409).....	3,165
Governments and School Boards and their Engineers.....	806
Public Utility Group.....	501
Industrial Firms, their Executives, Engineers and other Employees.....	1,322
Buildings, Real Estate Management Companies, their Engineers.....	370
Manufacturers of Air Conditioning, Heating, Piping and Ventilating Equipment, Their Officials	

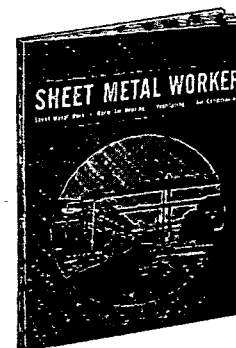
and Employees (847) and Designing Engineers (197).....	1,044
Manufacturers' Agents and Sales Engineering Firms (249) Sales Engineers and Salesmen (797).....	1,046
Wholesalers (204) and Dealers (446).....	650
Educational Institutions, Libraries, Technical Associations.....	537
Miscellaneous and Unclassified.....	336
	10,890
Field Staff, Correspondents, Exchanges, Advertisers, Advertising Agencies and Samples.....	1,168
TOTAL.....	12,058

Subscriptions to HEATING AND VENTILATING, 148 Lafayette St., New York 13, are \$3.00 a year.

Sheet Metal Worker

Published by Edwin A. Scott Publishing Company

45 West 45th Street, New York 19, N. Y.



Subscription rates—\$3.00 per year, U. S., Canada and Pan Amer. Foreign \$4.00. Advertising rates on request.

THE January 1950 issue of SHEET METAL WORKER was its 76th Anniversary and Directory Number. It is the oldest publication in its field and is of vital importance to men interested in sheet metal work—air conditioning—warm-air heating and ventilation. Founded in 1874 and published to 1909 by David Williams Company; 1909 to 1920 by United Publishers Corp.; since 1920 by, the Edwin A. Scott Publishing Co.

Subscribers are mainly merchandising contractors purchasing practically all products and equipment which they fabricate, erect or install. Manufacturers, jobbers and distributors also subscribe.

The market has three main 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 is a member of the Audit Bureau of Circulations. Over 3,500 contractors are covered by the controlled circulation method.

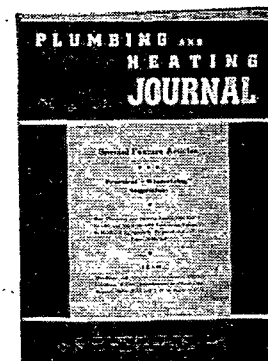
SHEET METAL WORKER also publishes books on heating, ventilating, sheet metal work, air conditioning, etc.

The Annual Issue published in January, contains a comprehensive and valuable Directory Section.

Plumbing and Heating Journal

Scott-Choate Publishing Co., Inc., Publishers

45 West 45th Street, New York 19, N. Y.



Subscription rates—\$3.00 per year, U. S., Canada and Pan Amer. Foreign \$4.00. Advertising rates on request.

PLUMBING and Heating Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. It covers both the technical and business phases of their work.

It gives free technical service through a staff of practical engineers; expert merchandising assistance, and its technical and business articles are by men of recognized competence.

THE JOURNAL editorial department draws its news from scores of trained correspondents located at strategic points throughout the country.

This combination of the technical, business, news and other aspects of the industry enables THE JOURNAL to achieve a finely balanced magazine that gives the reader the type of information he wants and needs, in brief, compact form.

A department "With the Water Systems," informs the trade of the latest developments in the rural plumbing field and its increasing potentialities for the plumbing—heating contractor, especially with the recent extensions of rural electric lines throughout the country.