

Workbook of the Employing Contractor

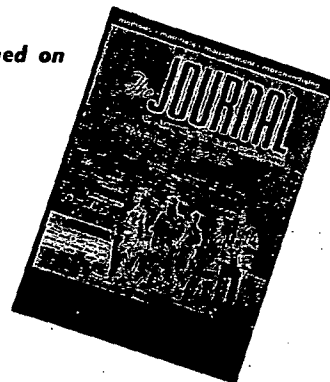
Helps p&h contractors keep informed on

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While p&h contractors' information needs are varied, they also are quite specific. They demand usable news on current application and installation techniques, cost-cutting tools, equipment and methods... plus broad reports to management on industry trends, profitable operation, labor-management relations; sales and merchandising practices.

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Methods & Materials	65%
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Labor Relations	16%
Other Management	8%
Miscellaneous	2%



Years of intensive investigation of contractor interests and needs have brought today's JOURNAL's editorial image into sharp focus. Some of these continuing research programs are:

- **Market Studies** (111 in just the past 2 years) ... revealing basic contractor attitudes toward various industry products, and also providing additional insight into reader-information needs.
- **Field Research.** Personal interviews with hundreds of readers, in the field. Conducted by the Mills Shepard research organization.
- **Bi-Monthly Direct Mail Surveys** supplement our research program.

Mills Shepard Research

Continuing in 1962, the Mills Shepard firm will investigate and report reader interest in virtually all contents in The JOURNAL's January, February, May, June, September and October issues.

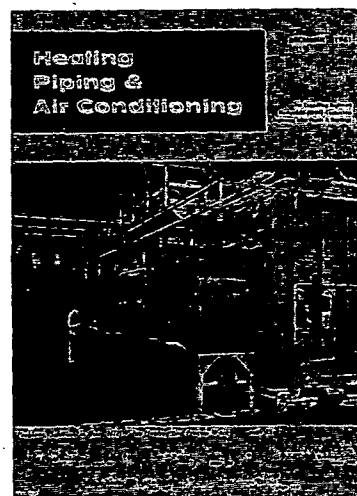
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The JOURNAL
OF PLUMBING, HEATING & AIR CONDITIONING

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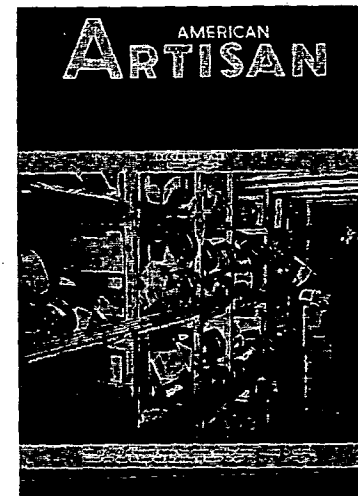


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