

Plumbing and Heating Journal

Published by

THE ANGUS CO., INC.

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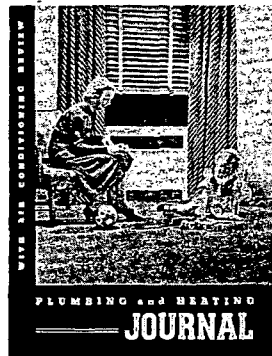
PLUMBING and Heating Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. To this end, it covers both the technical and business phases of their work, as well as many minor but exceedingly important ones.

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.

Thousands of readers come to THE JOURNAL each year for solutions to their technical problems and while some of the questions and answers are published in the Readers' Technical Service section in each issue of the magazine, the vast majority of them—having to do with practically every phase of heating, ventilating and air conditioning as well as plumbing—are answered by mail, because most of the requests for help are urgent and a delay in answering would, in some cases, entail actual monetary loss to the contractor.

The Readers' Technical Service Department of THE JOURNAL is staffed by editors who have spent their lives in the business; men who were successful plumbing, heating, ventilating and air conditioning engineers before they wrote a line for publication, and who now devote their entire time to keeping abreast of the field's technical developments and using their knowledge and experience for the benefit of JOURNAL subscribers.

The technical service rendered its readers by THE JOURNAL is closely paralleled by what it strives to do for them in a business way, for it also publishes



many authoritative articles on and answers questions concerning the various ramifications of business management and prints as part of every issue, special articles devoted to selling.

The JOURNAL'S air conditioning articles are of special value to plumbing-heating contractors. They stress the potentialities in this field, with the express intent of increasing air conditioning installations.

Supplementing the business and technical articles is a large amount of exclusive, staff-gathered news that highlights the background of the trade's activities.

This news background is vital. It completes the industrial picture for the reader. It keeps him in intimate touch with what the various important associations and his fellow members of the craft are doing throughout the nation and it charts the trends that are likely to have a very definite influence on the future operation of his business.

THE JOURNAL editorial department draws its news from over a hundred trained correspondents located at strategic points throughout the country—by far the largest group of exclusively editorial workers used by any paper in the industry.

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

THE JOURNAL is a member of the A. B. C., and costs \$2.00 per year by subscription.

Sheet Metal Worker

Published by Edwin A. Scott Publishing Company

45 West 45th Street

New York

THE January 1940 issue of SHEET METAL WORKER will be its Sixty-Sixth 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 and published to 1909 by David Williams Company; 1909 to 1920 by United Publishers Corp.; since 1920 by the present publisher, the Edwin A. Scott Publishing Co.

SHEET METAL WORKER is today a monthly merchandising, business and technical journal basic to the use of sheet metal. It serves the various unified merchandising and installing branches of the industry, consuming sheet metal for the erection, maintenance and operating equipment of homes and buildings, including central air conditioning equipment, warm-air heating, ventilating, dust and refuse removal, and systems for handling material by air; kitchen and restaurant work; a wide variety of interior and exterior work for commercial, industrial, institutional, and residential buildings.

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 and the Associated Business Papers. It has a uniform distribution, with the greater part of its circulation centered in states showing the greatest industrial activity. Readers of SHEET METAL WORKER are made up of warm-air heating, air conditioning and sheet metal contractors and dealers.

Also wholesalers, manufacturers, branch offices and salesmen. For further details send for ABC statement.

EDITORIAL

SHEET METAL WORKER has been outstanding in the editorial service it has rendered the trade and is noted for the practical usefulness of its articles and the timeliness of its editorials. Its editor is a noted author in this field and the author of several well-known books.

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.

ADVERTISING

SHEET METAL WORKER has an enviable record of long term advertising and is proud of its long list of regular advertisers.

Because of its intimate contact with this field, SHEET METAL WORKER is well qualified to cooperate with manufacturers in their sales and advertising programs.

Subscription rates—\$2.00 per year, U.S., Mexico and Canada; Foreign, \$3.00.

Advertising rates on request