

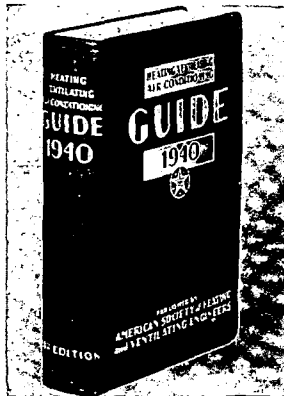
Heating Ventilating Air Conditioning Guide

51 Madison Ave., New York, N. Y.

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THE AMERICAN SOCIETY OF HEATING and VENTILATING ENGINEERS

FUNDAMENTAL FACTS FOR THE PROFESSION



Established in the year 1922, THE GUIDE, now in its eighteenth edition, has since continuously served the profession and the industry—by impartial research and compilation of engineering data, and the presentation of factual data on apparatus and materials used in heating, ventilating and air conditioning. Constantly broadening in scope, THE GUIDE has grown from a small volume of 360 pages, in 1922, to its present size of 1184 pages in this the 1940 edition.

THE GUIDE has two main sections—a Technical Data Section containing 46 chapters of engineering data and general information, compiled by men expert in their respective fields; and a Catalog Data Section containing 5 divisions and describing the products of manufacturers in this field. The contents of both sections are fully indexed for convenient reference.

The price of THE GUIDE is \$5.00. (Special Thumb-Index Edition \$5.50).

THE REFERENCE BOOK OF AN INDUSTRY

The widespread acceptance of THE GUIDE as a reference book is indicated by the occupations of the men who use it. They include:

The entire membership of THE AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS—now numbering 3147 and composed of engineers, architects, contractors, manufacturers, and men in other branches of the profession and the industry.

Members of the *American Institute of Architects*—who utilize the information contained in THE GUIDE to coordinate their work with heating, ventilating and air conditioning requirements.

Members of the *American Society of Refrigerating Engineers*—a profession closely allied with the cooling phases of air conditioning.

Members of the *Heating, Piping and Air Conditioning Contractors National Association*—men actively engaged in the pur-

chase and installation of equipment and materials.

And thousands of other men engaged in all branches of the profession and the industry, but not members of the organizations dominant in their respective fields.

That these users of THE GUIDE comprise a valuable potential market for heating, ventilating and air conditioning equipment has been recognized by manufacturers. Year after year many of them use space in the Catalog Data Section to describe their products and have the advantage of this close contact with men who influence purchase of equipment.

DISTRIBUTION

The distribution of THE GUIDE is international and includes the United States, Canada, and 34 foreign countries. A classified analysis of GUIDE users and their geographical location will be sent to interested manufacturers upon request.

PUBLICATIONS

Important to the field of heating, ventilating and air conditioning are the technical journals, trade papers and business publications serving these industries. They include regular monthly editions, special annual numbers and trade catalogs issued by commercial publishers; and many periodical and annual editions published by engineering societies and trade associations.

These publications are a year-round source of information on the many problems involved in the design, production, distribution, operation and maintenance of heating, ventilating and air conditioning equipment, and related problems in refrigeration.

In editorial content and in their advertising pages are given a comprehensive review of developments in their respective branches of the industry. By means of scientific and technical articles they disseminate information of value—they provide valuable data for the engineer, practical helps for the production man, and also serve the distributor, dealer, contractor, and the operating and maintenance man.

PUBLICATIONS (p. 938, 1052-1063)

Specialized trade papers serving a specific branch of the industry; general publications serving the broader field of the entire industry and profession; and technical publications providing the data necessary for scientific development of the industry.

Many publications compile market statistics and provide merchandising suggestions for their readers. These services are of value not only to their readers, but are important to manufacturers who advertise their products in the pages of these publications.

Consistently read—and their contents correlated with private and governmental data on development and distribution of heating, ventilating and air conditioning equipment—these publications afford a comprehensive understanding of the problems and progress of the industry as a whole.