HEATING AND VENTILATING

The Air Conditioning Monthly

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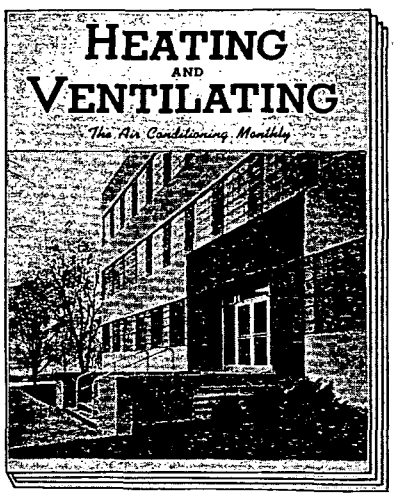

HEATING & VENTILATING reaches the "key men" of the industry—the engineers, contractors, and equipment manufacturers who have the final word in the specification, installation, production and maintenance of mechanical equipment for heating, air conditioning and ventilating.

The editorial content is designed to be of practical use to engineers engaged in the design, installation or operating of heating, ventilating or air conditioning equipment, and is prepared under the direction of field-experienced professional engineers. A maximum amount of space is given each month to articles showing how specific problems have been met, authoritative discussions of timely subjects, compilations of useful data, and descriptions of the latest practice, techniques and equipment. Each month an original Reference Data sheet is included for permanent use in a standard binder (back copies are available).

Special issues or special sections are published from time to time as needed. For example, in September 1940 a comprehensive Buyers Guide was included together with a special section on Air Conditioning for Air Defense. The success of the Buyers Guide has resulted in this being scheduled as an annual feature.

CIRCULATION

HEATING & VENTILATING'S total distribution (May 1940)—10,121, classified as follows:

Consulting Engineers (522) and Architects (183) Engineers Employed by Consulting Engineers and Architects (183)	888
Contractors (1646) and Engineers Employed by Contractors (272)	1,918
Governments and School Boards, and their Engineers	468
Public Utility Group	602
Industrial Firms, their Engineers, etc.	1,496
Buildings, Real Estate Management Companies, their Engineers	452
Manufacturers of Air Conditioning, Heating, Piping and Ventilating Equipment, Their Officials and Employees (755) and Designing Engineers (280)	10,35
Manufacturers' Agents and Sales-Engineering Firms (190), Sales Engineers and Salesmen (839)	1,029
Wholesalers (112) and Dealers (290)	402
Educational Institutions, Public Libraries, Associations	734
Miscellaneous and Unclassified	615
	9,639
Field Staff, Correspondents, Exchanges and Advertising Agencies	482
TOTAL	10,121

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Plumbing and Heating Journal

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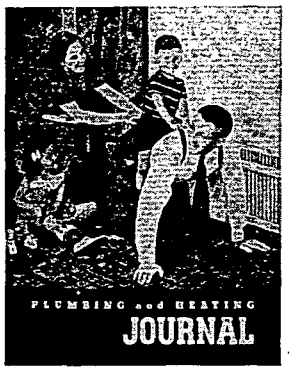

PLUMBING and Heating Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. To this end, it covers both the technical and business phases of their work, as well as many minor but exceedingly important ones.

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.

Hundreds 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.

A new department, "Comfort Heating", devoted to equipment for automatic heating with coal, gas or oil, is also an exclusive JOURNAL feature.

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 scores of trained correspondents located at strategic points throughout the country.

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 form.

THE JOURNAL subscription price is: 1 year $2.00; special offer, 2 years $3.00; 4 years $5.00.