

## Domestic Engineering Publications

1900 Prairie Avenue

Chicago, Illinois



### DOMESTIC ENGINEERING

The major portion of the billion dollar plumbing and heating market is sold each year by a comparatively small percentage of plumbing and heating contractors. For over 49 years, this top group of merchan-

disers has been served by *Domestic Engineering*. Its commanding position is based on all points by which business papers are judged. Because of its outstanding merchandising helps and engineering data these men have found *Domestic Engineering* an invaluable source of information to aid them throughout the year.

### PLUMBING AND HEATING NEWS

To further expand its service to its field, *Domestic Engineering* is supplemented by the *PLUMBING AND HEATING NEWS*, which reaches every man in the industry in mid-month. In tabloid form the *NEWS* has filled a void in the industry by bringing up-to-minute news of current developments and new products. This news content has made it the newspaper of the industry! And because of its universal circulation in the industry, it has aided in welding into one vast selling force, the factors that sell this huge market.

To completely round out this selling service to the industry, a marketing service is maintained. Also mailing lists to selected groups are available. An example of the editorial content of these publications may be seen in "Census of the Plumbing and Heating Industry,"—write for your copy.

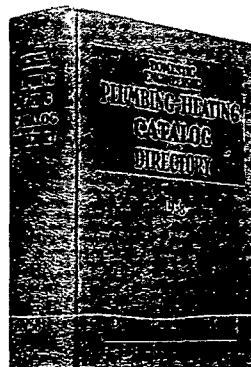
### PLUMBING-HEATING CATALOG AND DIRECTORY

The *PLUMBING-HEATING CATALOG AND DIRECTORY* is compiled exclusively for, and placed in the hands of, the top-notch buyers and specifiers of plumbing and heating materials. Its complete Catalog Section combined with a Classified Directory Section, a Technical Reference Section, a Name and Address Section and a Trade Name Section have made it industry-accepted for years.

Its entire contents are generously indexed and every item listed is clearly described in such a manner to make it easy to order and specify from its fingertip information. The buyers' and specifiers' guide of the industry, it is also a valuable reference volume for actual work on the job as well as figuring specifications.

It is this vital information contained in the *CATALOG* that enables it to do a year 'round selling job for the manufacturer.

Your request will bring you full details.



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### AUTOMATIC HEAT AND AIR CONDITIONING

The development of the automatic heat and air conditioning industry to its present position in American business has been possible only through concentrated selling efforts and the creation of favorable public acceptance by the key men of the industry.

*AUTOMATIC HEAT AND AIR CONDITIONING*, the business paper of the industry, has played an important part in this rapid growth of its industry. Its many merchandising helps and the wealth of technical information contained in it each month enables the specialty sales organizations to do a better selling job.

This high grade editorial material and the fact that it reaches the *entire industry* makes *AUTOMATIC HEAT AND AIR CONDITIONING* an effective and economical means for the advertiser to place his sales story before all influencing factors of his sales. To further its value to the industry, this publication sponsors an extensive campaign to create, through newspapers and periodicals, a wide acceptance of the advantages of automatic heat and air conditioning equipment.

The complete marketing facilities of the



*MARKETING AND RESEARCH BUREAU* are also available to aid sales and advertising executives in obtaining full information on markets and in building sales forces. Write for the latest copy of "Current Conditions."

### AIR CONDITIONING BLUE BOOK

The rapid growth of the heating, cooling and air conditioning industry brought with it a definite need for a combined catalog and classified directory of authentic buy-

ing, specifying and technical information. The *AIR CONDITIONING BLUE BOOK* filled this long-felt need by combining in one volume a complete, centralized source of this information. That's why its manufacturers' Catalog Section is an effective and economical method of placing product and technical information before contractors, dealers, wholesalers, large industrial users, architects, engineers, electric utilities and other factors of influence.

In conjunction with its Catalog Section is a comprehensive Classified Directory Section, a Trade Name Section, a Name and Address Section, and a Technical Reference Data Section which covers every phase of air conditioning... heating... cooling... circulating... cleansing... humidifying... de-humidifying.

This complete product and technical information enables the *BLUE BOOK* to do a year 'round selling job for manufacturers because buyers and specifying engineers refer to it many times each day.

