

DOMESTIC ENGINEERING

1900 Prairie Avenue
Chicago



In a normal period plumbing and heating represents a market which does an annual business far in excess of a billion dollars. The first of the building industries to experience a noticeable upturn in business, plumbing and heating had a two-year headway toward the return to normal. Virtually every plumbing and heating contractor of consequence in the country has felt this business upswing in a substantial measure. With the existing housing shortage it is inevitable that their business will soon reach even higher peaks than those of previous normal years.

As the leading publication in this vast market, reaching more than 19,000 plumbing and heating men, *Domestic Engineering* has lent its untiring efforts, its invaluable resources to this vital cause, playing no minor roll in bringing improved conditions

to its industry. When new construction was still at a low ebb, *Domestic Engineering* embarked on a planned program to stimulate business. Two far-reaching, widely followed F. H. A. prize contests for plumbing and heating contractors fostered by *Domestic Engineering* had the enthusiastic support of the industry in general.

As this program continues manufacturers of plumbing and heating products, particularly those whose advertising messages have been appearing in *Domestic Engineering*, are directly benefiting.

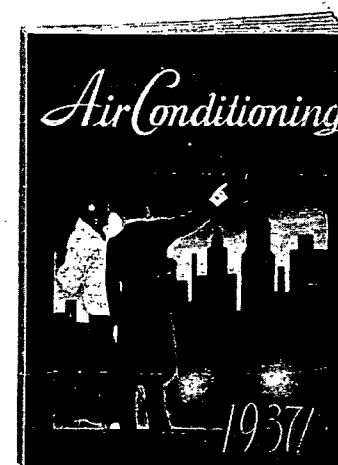
However, this is only one example of the editorial leadership which has gained for *Domestic Engineering* recognition and prestige in the industry. It is only one phase of the service which *Domestic Engineering* renders its industry. Through the Marketing and Research Bureau, a division of the *Domestic Engineering* organization, the manufacturer is enabled to properly analyze his market and to judiciously plan his sales program. As an advertiser, a variety of effective mailing services are at his disposal. Through the facilities of *Domestic Engineering* he is enabled to develop an efficient sales staff and to obtain distribution through wholesalers. In short, *Domestic Engineering* offers him the means to market his product effectively, with a minimum expenditure.

For nearly a half century, *Domestic Engineering* has been a leader in every major movement in its field. Throughout these years, it has been looked up to as an authority in its industry.

To reach and to sell this billion dollar market, every sound advertising program in the plumbing and heating field should unquestionably include *Domestic Engineering*. Complete data concerning this publication and its market are thoroughly covered in "Selling the Plumbing and Heating Market." Write for a copy.

AUTOMATIC HEAT and Air Conditioning

1900 Prairie Avenue
Chicago



ATTRACTED by the great possibilities which automatic heat and air conditioning opens up to them . . . encouraged by the tremendous public interest it has been accorded . . . many of the better, more aggressive specialty merchandisers from more than thirty other closely allied fields have entered this ever growing industry.

Previous to the establishment of *Automatic Heat and Air Conditioning*, no single medium existed through which all of the men who comprise this group could be reached. In order to reach all the factors concerned with the specification, sale, installation or servicing of automatic heat and air conditioning equipment, it was necessary to use each of the various publications covering the many segments of the industry as a whole. The expenditure thus involved was prohibitive and placed a heavy burden upon the advertiser.

Now, at a cost that is extremely low in comparison, the advertiser may thoroughly blanket the entire automatic heat and air conditioning industry through just one publication . . . *Automatic Heat and Air Conditioning*.

In *Automatic Heat and Air Conditioning* the manufacturer may reach the consulting engineers and architects who specify equipment for use in this field . . . the dealers, distributors and wholesalers who sell it . . . all of the men who constitute the \$200,000,000 automatic heat and air conditioning market and who have been increasing this market by 40 per cent each year even through lean years.

Because it provides them, every month, with a wealth of engineering and merchandising knowledge . . . knowledge which they may secure from no other single source, and without which they could not

hope to sell with any degree of success in this highly technical field, these men find *Automatic Heat and Air Conditioning* an indispensable part of their daily business lives.

In company with editorial material of such high calibre and so utterly vital to the men in the field, the advertising message of the manufacturer of automatic heat and air conditioning equipment is placed before its most responsive audience.

A complete marketing service is available to sales and advertising executives who must sell the vast automatic heat and air conditioning market. Write, on your business letterhead, for the latest copy of the monthly bulletin "Current Conditions in the Automatic Heat and Air Conditioning Industry."