American Artisan

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AMERICAN ARTISAN covers the field of warm air heating, sheet metal contracting and residential air conditioning.

For more than 50 years AMERICAN ARTISAN has served the warm air heating and sheet metal contracting industry. Then, as residential air conditioning began to develop and it became apparent that its growth was to be along the lines of the central, forced warm air heating system, with duct distribution of the conditioned air, AMERICAN ARTISAN naturally expanded to include it.

In every issue AMERICAN ARTISAN carries a special section, titled "Air Conditioning," to give specialized attention to the subject of air conditioning for homes and small structures.

Its readers are warm air heating and sheet metal contractors, jobbers and manufacturers, together with engineers who take it for its thorough air conditioning coverage of the home field.

As the demand for residential air conditioning began to develop, the advantages of the warm air type of heating system, either direct or indirect, with its duct distribution of air, became apparent.

This type of system was readily adapted to all factors of air conditioning, either through a self-contained central unit or through a central furnace to which could be added, step-by-step or as a whole, fan, washer, humidifier, filters, controls, cooling and automatic firing.

Today, as a result of this ready adaptability as well as economy, thousands of homes have winter air conditioning—forced warm air heating with air cleaning and humidification. These homes are ready for summer cooling to be attached to the same system to give them complete year-'round air conditioning.

This trend put a premium on knowledge of air handling, brought to the front in residential air conditioning the warm air heating and sheet metal contractor with his experience in "treating" air at a central place and getting it properly distributed. It presented many new engineering problems, the solutions to which were undertaken by the warm air heating industry. In short, it put warm air heating in the center of residential air conditioning.

In aiding to develop this trend, assist in the solution of the problems involved, AMERICAN ARTISAN has provided a service to its field which has made it a recognized authority on residential air conditioning practice, read by the leaders in this business.

It offers the manufacturers whose products are used in residential air conditioning work coverage of the key factors. Such manufacturers will be interested in getting a copy of "Air Conditioning—A Simplified Outline of Its Markets." This study will be sent upon request.

AMERICAN ARTISAN is published monthly. It is a member of the A.B.C. and A.B.P.

Subscription rates—$2.00 per year; $3.00 for two years in U. S., Canada, Mexico, Central and South America.

Foreign, $4.00 per year.

Advertising rates furnished upon request.

Heating, Piping and Air Conditioning

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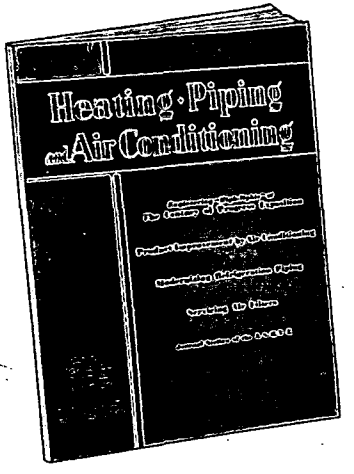

HEATING, PIPING AND AIR CONDITIONING is the publication which carries in each issue the official Journal of the American Society of Heating and Ventilating Engineers in addition to its own regular editorial section.

The field of this publication is that of industry and large commercial and public buildings. Its editorial policy is to give specialized attention to the design, installation, operation and maintenance of heating, piping and air conditioning systems in such plants and buildings.

It circulates among consulting engineers and architects . . . . contractors . . . . and engineers in charge of heating, piping and air conditioning in industrial plants, large commercial and public buildings, federal, state and city governments, school boards and public utilities.

The entire membership of the American Society of Heating and Ventilating Engineers is numbered among its subscribers, representing approximately 30 per cent of the total.

Such a coverage means, for the advertiser, consideration at all points in the selling of a heating, piping or air conditioning product . . . . consideration in the selection of a product during the preparation of plans and specifications; consideration in the actual purchase of a product for installation; consideration in the year 'round buying of a product for operating and maintenance requirements.

With the rapid development of air conditioning, it has become evident that the air conditioning field has logically divided itself into two markets: (1) Industrial and Commercial; (2) Residential.

These two markets are different in equipment used; different in engineering problems involved; different in engineering, distributing and consuming personnel . . . . require, therefore, different selling jobs.

To sell the industrial and large building field for air conditioning, the manufacturer must win acceptance from the engineers who design, specify, install, operate and select the system to meet the particular requirements of the plant or building. The system may be central, unit or "split," but it is these engineers who are the influencing and purchasing factors.

It is to such groups that HEATING, PIPING AND AIR CONDITIONING editorially caters—exclusively in the industrial and large building field. Without waste, the manufacturer of air conditioning products and accessory equipment, such as motors, drives, controls, etc., can reach through its pages those from whom he is seeking the necessary engineering acceptance.

These facts are clearly outlined in a folder which will be sent to interested parties—"Air Conditioning—A Simplified Outline of Its Markets."

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