

The Heating Ventilating Magazine

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CHICAGO
105 So. Dearborn St.

A Monthly Journal of Engineering Progress

Field

Heating and Ventilation is a specialized branch of engineering. It comprises consulting engineers who design the heating, ventilating, and air conditioning systems for schools, hospitals, hotels, office buildings, department stores, apartment houses, institutions and industrial plants. They specify or buy the apparatus and material and supervise the installation—the most direct sales contact for manufacturers of such apparatus and material.

Readers

Heating and Ventilating Engineers.

Board of Education Engineers.

Superintendents of Central Station Heating Plants and the big Heating and Piping Contractors throughout the United States.

Calibre and buying power are outstanding characteristics of the readers of *The Heating and Ventilating Magazine*. Their services are required only where high grade material and workmanship are a larger consideration with the architect and owner than mere price.

Reader Interest

The reader interest is keen and genuine. It is maintained by a well-rounded editorial program devoted to progress in the heating and ventilating field. The program includes and provides for the publication of original articles by recognized engineers describing the latest ideas successfully applied in heating, ventilating and air conditioning. Another important feature is the monthly publication of four pages of standard Heating and Ventilating data for use by Engineers in the design and layout of heating and ventilating systems.

Rates

Single insertion.....\$130.00 per page
Twelve consecutive
insertions..... 100.00 per page

Over 180 manufacturers of heating and ventilating apparatus and appliances are using the advertising columns of *The Heating and Ventilating Magazine* every month in the year.

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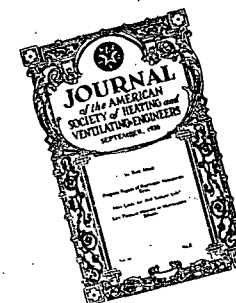
THE DIRECT ROUTE
to the Specifier and Buyer of
Heating and Ventilating Equipment

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JOURNAL OF AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS

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THE JOURNAL

of the AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS is the official organ of the Society, whose purpose is to promote the art of heating and ventilating, to act as a medium for the exchange of engineering experience, to standardize the industry by means of codes of design and testing, and to conduct research investigations for ascertaining the uncertain factors in the art.

The JOURNAL appearing monthly, is read by 3,000 consulting engineers, architects and contractors actively engaged in heating and ventilating work. It gives them technical articles on important subjects, makes a permanent record of discoveries, experiments and other developments in the industry and thereby keeps them in constant touch with the best thought in the profession. The Society's meetings, news of the local Chapter events, and other happenings in the heating and ventilating field are also reported.

An exclusive service to JOURNAL readers is the presentation of the reports, made by the Society's Research Laboratory, reference data which is invaluable to the engineer, contractor and manufacturer in his daily work.

The JOURNAL offers manufacturers the opportunity of placing their equipment before a large group of discriminating

buyers at a minimum cost. The fact that it is devoted exclusively to heating and ventilating engineering in all its branches makes it a most desirable advertising medium and especially so because of its class circulation. In addition to its proven merit as an advertising medium, its use by manufacturers indicates their desire to co-operate with the Society in advancing the interest of heating and ventilating.

ADVERTISING RATES PER ISSUE

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