

American Artisan

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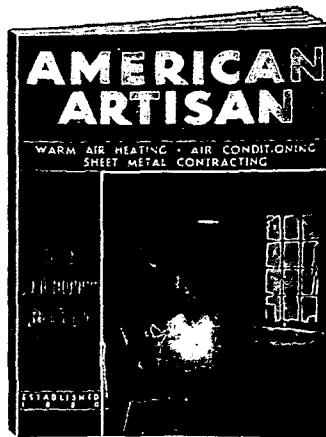
American Artisan, now in its 60th year of publication, covers the field of warm air heating, residential air conditioning, and sheet metal contracting. A special section of each issue has been devoted to air conditioning since 1932, when it first became apparent that air conditioning for homes was to be along the lines of the central, forced warm air heating system.

Its readers are warm air heating and sheet metal contractors, dealers, jobbers and manufacturers, and also architects, engineers, and public utility companies who take it for its thorough coverage of air conditioning for the home field.

To answer the industry's need for a dependable guide to equipment purchases, it publishes in each January issue a complete and up-to-the-minute directory of warm air heating, air conditioning and sheet metal products and equipment. This directory lists all products used in the field, their trade names, and the full names and addresses of all manufacturers. It is used by readers as a buying reference throughout the year.

Almost from the day interest in residential air conditioning began to develop, the advantages of the warm air type of heating system, with its duct distribution of air, were plain to see. It was adapted to all air conditioning factors, 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, tens of thousands of homes have winter air conditioning—



supplied through forced warm air heating with air cleaning and humidification. Cooling apparatus can be attached to these systems readily whenever complete, year-round air conditioning is desired.

This trend in residential air conditioning has placed a premium on air handling knowledge, and has brought to the fore the one man experienced in "treating" air at a central place and getting it properly distributed—the warm air heating and sheet metal contractor.

The warm air heating industry has, furthermore, undertaken and made notable progress toward the solution of the many new engineering problems involved. All this has helped to put warm air heating in the center of residential air conditioning.

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

To manufacturers whose products are used in residential air conditioning, AMERICAN ARTISAN offers full coverage of the leading buying factors. Such manufacturers will be interested in the market study called "What's What and Who's Who in Air Conditioning." For further information about this study, write to the address above.

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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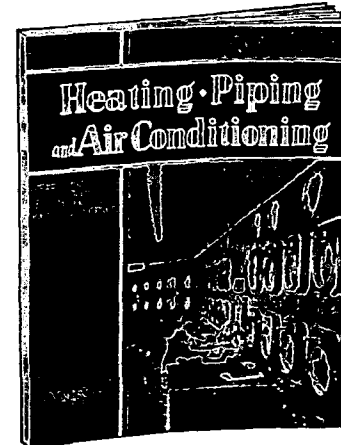
HEATING, PIPING AND AIR CONDITIONING is the publication which carries in each issue the official JOURNAL OF THE AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS in addition to its own regular editorial section.

Its field is that of industry and large buildings. Editorially, it gives specialized attention to the design, installation, operation, and maintenance of heating, piping, and air conditioning systems in such plants and buildings.

In addition, there is published in each January issue a complete Directory of Commercial and Industrial Heating, Piping and Air Conditioning Equipment, which lists all products used in the field, their trade names, and the full names and addresses of all manufacturers. This directory has been established as the industry's buying and specifying guide, and is consulted by readers throughout the year, whenever equipment purchases are up for consideration.

H. P. & A. C. is read by 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. Among its subscribers are numbered all members of the A.S.H.V.E., who represent about 30 per cent of its total circulation.

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.

It has been evident for some time that the air conditioning field is made up of two distinct 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 or 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 shown in a recently prepared market study titled "What's What and Who's Who in Air Conditioning" which will be presented to interested manufacturers upon request.

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