

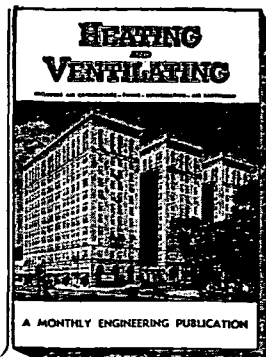
The Industrial Press

148 Lafayette Street, New York 13, N. Y.

Telephone: Canal 6-8120

Heating and Ventilating

Engineering magazine for the men who design systems and specify equipment



This monthly engineering magazine (established 1904) is read by the engineers—by whomever employed—who design, specify, install, and maintain systems for heating, ventilating, air conditioning, piping, plumbing, industrial refrigeration, process steam, and related services. These systems are installed in industrial plants, hospitals, office buildings, hotels, stores, schools, colleges, theaters, churches, institutions, government buildings, military installations, housing projects, etc. Readers include: Consulting engineers; engineers with architects, with large engineering-type contractors, with utilities; engineers with industrial plants and with large buildings; and others. To these men **HEATING AND VENTILATING** brings, month after month, a steady stream of crisply-written articles on the best current practice, boiled-down research results, mathematical short-cuts, handy tables and charts, popular "H & V Data Sheets." Result: High reader interest that carries over to the advertising pages. Informative 24-page booklet, "How Equipment Is Bought," describes the market and specifying practices.

Subscription rates in U. S. and Canada;
One year, \$3; two years, \$5;
three years, \$6. In all
other countries, \$5
per year.

Heating & Plumbing Equipment News

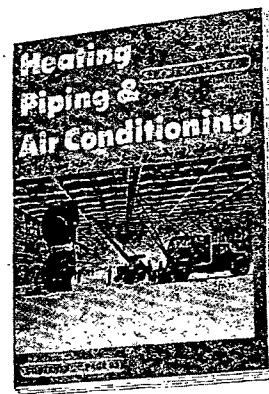
The "new equipment" magazine serving Contractors and Wholesalers

This monthly "new equipment" magazine, published in tabloid format, reaches by controlled circulation 35,000 contractors, wholesalers and other groups concerned with the sale and installation of heating and plumbing equipment. Only publication that reaches all these categories: Radiator and warm-air heating contractors, oil-burner dealers, gas-burner dealers, plumbing contractors, and the wholesalers and distributors who supply all the foregoing. Editorial content consists of concise, illustrated articles describing new and improved equipment, materials, and tools placed on the market, also new catalogs and bulletins issued by manufacturers. Inquiries total over 100,000 per year for information about specific products such as: Boilers, furnaces, gas-burners, oil-burners, toilets, sinks, pipe, fittings, valves, pumps, pipe-cutting and threading tools, hot water heaters, room coolers, water softeners, dishwashers, controls, insulation, and many others. Sample copy and advertising facts upon request.



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KEENEY PUBLISHING COMPANY
6 North Michigan Avenue, Chicago 2, Ill.



Heating, Piping and Air Conditioning carries the Journal of the A.S.H.V.E. as well as its own regular editorial section. Its field is that of industry and large buildings. It is devoted to the design, installation, operation, and maintenance of heating, piping and air conditioning systems in plants, commercial, institutional and public buildings.

Each January issue includes a complete directory of commercial and industrial heating, piping, and air conditioning equipment, which lists all products, their trade names, and the manufacturers' addresses. It is the established buying and specifying guide of the industry.

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, and other large buildings, federal, state, and city governments, school boards, and public utilities. All A.S.H.V.E. members are subscribers.

Such coverage means, for the advertiser, consideration at all points in the selling of a heating, piping, or air conditioning product... consideration in its selection during the preparation of plans and specifications; in its actual purchase for installation; in its year-round buying for operating and maintenance requirements. Without waste, the manufacturer of air conditioning products and equipment can reach through H. P. & A. C. those from whom he is seeking the necessary engineering acceptance.

Member—A.B.P.—A.B.C.

Subscription Prices—U. S. \$3 per year.

Canada, Spain, Central and So. America—\$4.00 per year. Elsewhere \$6 per year.



AMERICAN ARTISAN covers the field of warm air heating, residential air conditioning, and sheet metal contracting. Its readers are warm air heating and sheet metal contractors, dealers, jobbers, manufacturers, and public utility companies.

Special features of each issue have 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. As a result of the ready adaptability of this type of heating system to all air conditioning factors, hundreds of thousands of homes today 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 year-round air conditioning is desired.

Each January issue includes a complete directory of residential air conditioning, warm air heating, and sheet metal products and equipment, which lists all products, their trade names, and the manufacturers' addresses.

The key man in the residential air conditioning picture is the warm air heating and sheet metal contractor—the one man experienced in "treating air" at a central place and getting it properly distributed. And **American Artisan** is the key publication—because it reaches these key men with information that has made it the recognized authority on residential air conditioning practice.

Member—A.B.P.—A.B.C.

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