

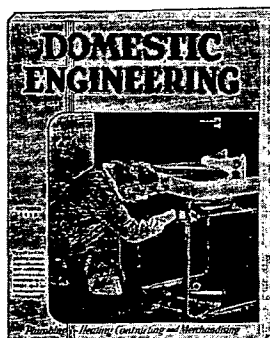
## Domestic Engineering Publications

1900 Prairie Avenue

Chicago, Illinois



### DOMESTIC ENGINEERING



More than a half century devoted to serving the plumbing and heating industry . . . serving it faithfully and serving it well . . . that's the record of *Domestic Engineering*. This record provides the sound foundation upon which *Domestic Engineering* has achieved and maintained its commanding position of leadership over this long period . . . a leadership based upon all points by which a business publication may properly be judged.

The reader audience of *Domestic Engineering* is comprised of the top group of merchandisers who are responsible for the major portion of the business in the huge plumbing and heating market. These are the men who look upon *Domestic Engineering* as the outstanding publication in their industry, who depend upon it to keep them informed on all matters pertaining to their business. They have utmost confidence in *Domestic Engineering* and this confidence in turn is carried over to the advertising pages.

Complete data concerning *Domestic Engineering* and the industry it serves is available in "Selling the Plumbing and Heating Market." Write for your copy.

### PLUMBING AND HEATING NEWS

Further expanding its service to the plumbing and heating field, *Domestic Engineering* is supplemented by **PLUMBING AND HEATING NEWS**, which reaches every known factor in the industry in mid-month.

In tabloid form **PLUMBING AND HEATING NEWS** has filled a void in the industry by bringing up-to-the-minute news of current developments and new products. This news content has made it the newspaper of the industry. Because of its universal circulation in the industry, it has aided in welding into one vast selling force, the factors that sell this huge market.

At an exceptionally low per-line-per-reader rate **PLUMBING AND HEATING NEWS** enables the manufacturer to blanket the entire industry with his sales message. Write for complete details, rates, etc.



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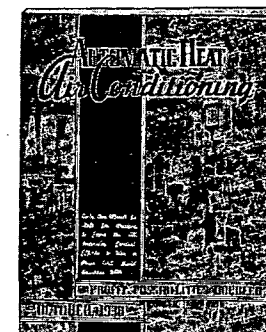


### AUTOMATIC HEAT AND AIR CONDITIONING

The development of the automatic heat and air conditioning industry to its present position in American business has been possible only through concentrated selling efforts and the creation of favorable public acceptance by the key men of the industry.

**AUTOMATIC HEAT AND AIR CONDITIONING**, the business paper of the industry, has played an important part in this rapid growth of its industry. Its many merchandising helps and the wealth of technical information contained in it each month enables the specialty sales organizations to do a better selling job.

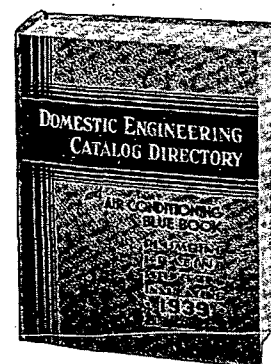
This high grade editorial material and the fact that it reaches the *entire industry* makes **AUTOMATIC HEAT AND AIR CONDITIONING** an effective and economical means for the advertiser to place his sales story before all influencing factors of his sales. To further its value to the industry, this publication sponsors an extensive campaign to create, through newspapers and periodicals, a wide acceptance of the advantages of automatic heat and air conditioning equipment.



The complete marketing facilities of the **MARKETING AND RESEARCH BUREAU** are also available to aid sales and advertising executives in obtaining full information on markets and in building sales forces.

### DOMESTIC ENGINEERING CATALOG DIRECTORY

Now enlarged and extended to incorporate automatic heating and air conditioning and related products, **DOMESTIC ENGINEERING CATALOG DIRECTORY** has taken another forward step in keeping abreast of the industry. This new edition is specifically designed for buyers, specifiers, specifying engineers, wholesalers, general contractors, air conditioning consulting engineers . . . those whose duty it is to purchase and specify plumbing, heating and air conditioning equipment.



Wholesalers, engineers and contractor-dealers, particularly, will appreciate the wealth of quick-reference purchasing and specifying data the 1939 **CATALOG DIRECTORY** makes available to them. As a method of presenting their catalog material, manufacturers, too, will welcome the consolidation of all of this buying and specifying data in a single volume which is placed in the hands of the top notch plumbing, heating and air conditioning buyers and specifying engineers.

Due to the trend of distribution of air conditioning equipment, **DOMESTIC ENGINEERING CATALOG DIRECTORY** as now extended and enlarged, fulfills an opportune desire of the trade . . . and the industry is ideally situated to accept and use this all-purpose, comprehensive buying and specifying guide. An interesting 8 page folder presenting the **CATALOG DIRECTORY** acceptance and preference among wholesalers will be sent upon request.