

HEATING AND VENTILATING

FOR COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL AIR CONDITIONING, REFRIGERATION, PIPING, HEATING, VENTILATION

HHEATING AND VENTILATING is edited for engineers, contractors, and equipment manufacturers who have the final word in the specification, installation, and operation of mechanical equipment for heating, air conditioning, ventilating, piping and refrigeration for industrial, commercial, large residential, and institutional buildings.

The editorial content is designed to be of practical use to engineers engaged in this work, and is prepared under the direction of field-experienced professional engineers. A maximum amount of space is given each month to articles showing how specific problems have been met, authoritative discussion



of timely subjects, compilations of useful data, and descriptions of the latest practice, techniques and equipment.

Generally speaking, the emphasis is on practical rather than on theoretical considerations.

Each month an original Reference Data sheet is included for permanent use in a standard binder (back copies are available).

Special sections are published from time to time. These sections are devoted to subjects of timely interest, such as Radiant Heating, Dehydration, Fuel Conservation, Air Conditioning, etc. A comprehensive Buyers Directory is published early each fall.

CIRCULATION

HEATING AND VENTILATING'S total distribution (May, 1944)—11,102, classified as follows:

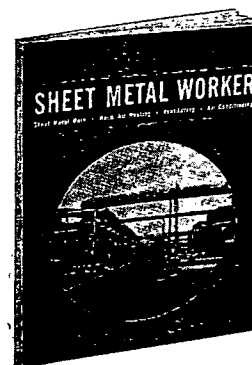
Consulting Engineers (228) and Architects (123) Engineers Employed by them (295).....	646
Contractors (1,267) and Engineers Employed by Contractors (235).....	1,502
Governments and School Boards, and their Engineers.....	1,177
Public Utility Group.....	560
Industrial Firms, their Executives, Engineers and other Employees.....	2,561
Buildings, Real Estate Management Companies, Their Engineers.....	782
Manufacturers of Air Conditioning, Heating, Piping and Ventilating	

Equipment, Their Officials and Employees (766) and Designing Engineers (178).....	944
Manufacturers' Agents and Sales-Engineering Firms (162) Sales Engineers and Salesmen (731).....	893
Wholesalers (85) and Dealers (364).....	449
Educational Institutions, Libraries, Technical Associations.....	464
Miscellaneous and Unclassified.....	708
	10,686
Field Staff, Correspondents, Exchanges and Advertising Agencies	416
TOTAL	11,102
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Sheet Metal Worker

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THE January 1945 issue of SHEET METAL WORKER was its 71st Anniversary and Directory Number. It is the oldest publication in its field and is of vital importance to men interested in sheet metal work—air conditioning—warm-air heating and ventilation. Founded in 1874 and published to 1909 by David Williams Company; 1909 to 1920 by United Publishers Corp.; since 1920 by the Edwin A. Scott Publishing Co.

Subscribers are mainly merchandising contractors purchasing practically all products and equipment which they fabricate, erect or install. Manufacturers, jobbers and distributors also subscribe.

The market has three main divisions:

- (1) Equipment for resale in connection with erection or installation work.
- (2) Materials for fabrication.
- (3) Shop equipment and supplies.

Circulation: SHEET METAL WORKER is a member of the Audit Bureau of Circulations and the Associated Business Papers.

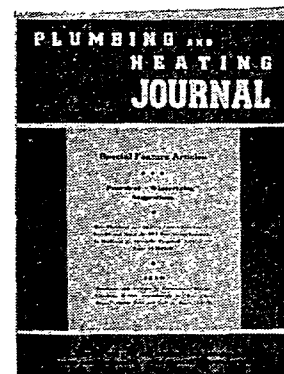
SHEET METAL WORKER also publishes books on heating, ventilating, sheet metal work, air conditioning, etc.

The Annual Issue published in January, contains a comprehensive and valuable Directory Section.

Plumbing and Heating Journal

Edwin A. Scott, Publisher

45 West 45th Street, New York 19, N. Y.



Subscription rates—\$2.00 per year, U. S., Canada and Pan Amer. Foreign \$3.00. Advertising rates on request.

PLUMBING and Heating Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. It covers both the technical and business phases of their work.

It gives free technical service through a staff of practical engineers; expert merchandising assistance, and its technical and business articles are by men of recognized competence.

THE JOURNAL editorial department draws its news from scores of trained correspondents located at strategic points throughout the country.

This combination of the technical, business, news and other aspects of the industry enables THE JOURNAL to achieve a finely balanced magazine that gives the reader the type of information he wants and needs, in brief, compact form.

A department "With the Water Systems," informs the trade of the latest developments in the rural plumbing field and its increasing potentialities for the plumbing—heating contractor, especially with the recent extensions of rural electric lines throughout the country.