

HEATING & VENTILATING

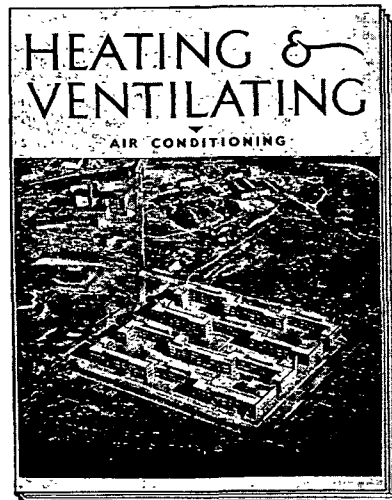
AIR CONDITIONING

THE INDUSTRIAL PRESS . . . Publisher
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HEATING & VENTILATING reaches the "key men" of the industry—the engineers, contractors and manufacturers who have the final word in the specification, installation, production and maintenance of the mechanical equipment utilized in the heating, ventilating and air conditioning fields.

An editorial program of outstanding alertness and authority is directed by qualified heating and ventilating engineers. Special sections and timely feature articles are included from time to time in line with the forward-looking policy that has characterized the publication since its inception in 1904. News, trends, developments, personalities—every side of this important industry is faithfully and authoritatively reported in this outstanding publication.

There is a regular section devoted to new equipment, profusely illustrated and comprehensively reported. Degree-days and unit fuel consumption for various large cities in the country has been a regular monthly feature of the publication for over eight years. The weather in large cities in typical localities of the country is



accurately charted. Two pages of reference data appear in every issue. Reports of meetings, the activities of manufacturers, abstracts of current papers, books and pamphlets, and editorials on the planning, installation and operation of heating, ventilating and air conditioning systems in public buildings, offices, factories, schools, hospitals and homes are other contents

of continuous interest.

Air conditioning, now coming into its own, has had a champion in HEATING & VENTILATING since 1904 when, in its very first issue, an article on this then infant industry appeared. Since that time, for more than thirty years, HEATING & VENTILATING has consistently published the news and developments of air conditioning up to its present high state of perfection and its pages have carried an impressive total of editorial lineage on this subject.

Subscriptions to HEATING & VENTILATING are \$2.00 a year. Advertising rate cards, sample copies and market data will be gladly submitted on receipt of application.

Plumbing and Heating Journal

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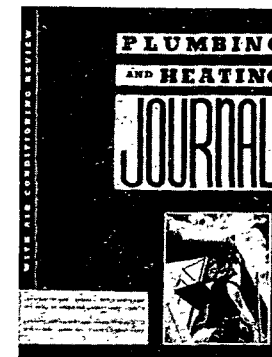
PLUMBING and Heating Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. To this end, it covers both the technical and business phases of their work, as well as many minor but exceedingly important ones.

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.

Thousands of readers come to THE JOURNAL each year for solutions to their technical problems and while some of the questions and answers are published in the Readers' Technical Service section in each issue of the magazine, the vast majority of them—having to do with practically every phase of heating, ventilating and air conditioning as well as plumbing—are answered by mail, because most of the requests for help are urgent and a delay in answering would, in some cases, entail actual monetary loss to the contractor.

The Readers' Technical Service Department of THE JOURNAL is staffed by editors who have spent their lives in the business; men who were successful plumbing, heating, ventilating and air conditioning engineers before they wrote a line for publication, and who now devote their entire time to keeping abreast of the field's technical developments and using their knowledge and experience for the benefit of JOURNAL subscribers.

The technical service rendered its readers by THE JOURNAL is closely paralleled by what it strives to do for them in a business way, for it also publishes



many authoritative articles on and answers questions concerning the various ramifications of business management and prints as part of every issue, a special section devoted to selling.

One associate editor spends his entire time in the field writing articles on the business management problems of JOURNAL readers, and the practical solution of those problems.

Supplementing the business and technical articles

is a large amount of exclusive, staff-gathered news that highlights the background of the trade's activities.

This news background is vital. It completes the industrial picture for the reader. It keeps him in intimate touch with what the various important associations and his fellow members of the craft are doing throughout the nation and it charts the trends that are likely to have a very definite influence on the future operation of his business.

THE JOURNAL editorial department draws its news from over a hundred trained correspondents located at strategic points throughout the country—by far the largest group of exclusively editorial workers used by any paper in the industry.

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

THE JOURNAL is a member of the A. B. C., and costs \$2.00 per year by subscription.