

Heating and Ventilating

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HHEATING AND 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. A section devoted to modernization, inaugurated in 1934, typifies 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 its most important 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 seven years. The weather in large cities in typical localities of the country is accurately charted. Two pages of refer-

ence data appears 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, hospi-

tals and homes are other contents of continuous interest.

Air conditioning, just coming into its own, has had a champion in HEATING AND 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 AND 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 AND 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 Trade Journal

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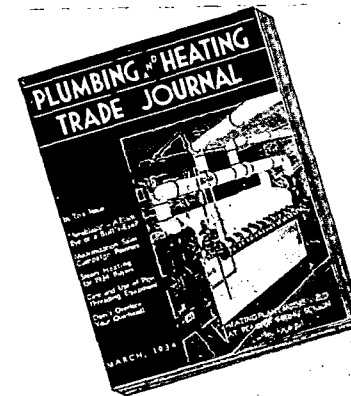
P LUMBING and Heating Trade Journal, recognizing the dual nature of the successful plumbing, heating and ventilating engineers' operations—embodying as they do not only a high degree of technical skill but fundamentally sound business practice—covers both these major angles as well as many minor but important ones.

It gives technical service, publishes articles by men of recognized competence, and devotes many of its pages to practical business subjects.

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 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, since 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 technical service department of THE JOURNAL is staffed by editors who have spent their lives in the business; men who were successful plumbing, heating and ventilating 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.

And 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.

Supplementing the business and technical articles is a large amount of exclusive, staff-gathered news that high-lights 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 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 was this corps of correspondents who, under editorial department direction, recently completed THE JOURNAL survey showing how members of the trade feel about the NRA codes under which they are operating—the first authoritative, nation-wide study of the matter ever presented.

And in thus combining the technical, business and news aspects of the industry, THE JOURNAL achieves a 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., costs \$2.00 per year by subscription and has the largest paid circulation in the heating field.