Snips Magazine

5707 W. Lake St. Chicago 44, Ill.

This Friendly, Close to the Reader Periodical Provides

The Real Push Behind Sales

To those Contractors who handle Warm Air Heating, Air Conditioning Sheet Metal Work, and Ventilation.

PREFERRED as an effective advertising medium by many notable industrial advertisers year after year, and many prominent jobbers who know their market well.

During the past year over 400 firms used space with us. These valued patrons see in our 13,731 readers, a carefully selected and substantial buying group, worthy of "talking to" month after month.

SNIPS is packed each month, from cover to cover, with hundreds of live news stories and exclusive pictures including practical applications of latest advancements of the Sheet Metal, Heating, Air Conditioning and Ventilation trade. No long contributed stories. It's all field gathered material, secured the hard way, rubbing shoulders with the readers. Such work gets for the periodical a reader interest seldom found in a trade publication. You'll find this feature the basis of the sensational inquiry pulling power and sales producing value of advertising space in SNIPS.

Rates for space have always been conservative. The carefully figured current rate with cream coverage available at an extremely low rate per thousand distribution is truly an exceptional value at this time.



SNIPS is now Standard size—8¼ in. x 11 in.

SPECIAL ISSUES

JANUARY ANNUAL & WINTER MARKET NUMBER—MARCH ANNIVERSARY & SPRING MARKET ISSUE—SEPTEMBER FALL MARKET ISSUE—DECEMBER HOLIDAY GREETING ISSUE—Further information gladly sent on request.

ABOUT SNIPS' MAILING LIST

It's truly a select group that gets SNIPS. They are the outstanding firms and individuals in the trade whom the better supply houses are selling or trying to sell. They are the contracting and installing concerns whom the principal jobbers and distributors of the industry —people who really know their territories best—consider worthy of cultivation by mail, promotion and salesmen's calls.

These advertising people always alert to serve you: H. F. Hoy, Nick Carter, and Ed Carter in the Home Office. Phone Austin 7-2872. In the East R. F. Duysters, 70 East 45th St., New York 17, New York, MUrray Hill 6-3772. In the West, Maurice A. Kimball Co., 2550 Beverly Blvd., Los Angeles 4, California, DUnkirk 8-6178, and Rm. 767, 681 Market St., San Francisco 5, Calif., EXbrook 2-3365.

ENGINEERS OF HUMAN COMFORT

The Heating, Ventilating and Air-Conditioning Engineers through their work and research bring to our homes, schools, offices, factories, theaters, hospitals and other public buildings in both summer and winter, that climate best suited to our comfort and health. These men realize the basic importance of heating and ventilating as a primary element in the well-being of civilized mankind, living and working mostly indoors. They are truly *Engineers of Human Comfort.*

75 PIONEERS

Started in 1894, by a small but progressive group, the AMERICAN SOCIETY OF HEATING AND AIR-CONDITIONING ENGINEERS now numbers over 11,100 members, whose express purpose is to improve the Art through the interchange of ideas and the stimulation of scientific research and invention.

The Society membership now includes engineers, educators, scientists, physicians, architects, contractors, and leaders of industry. Membership consists of Honorary, Life, Presidential, Fellow, Member, Associate, Affiliate and Student grades.

The management of the Society is entrusted to 4 Officers and a Council of 13 elected members. Continuity of policy is insured by electing 4 men annually for a 3-year term and retaining the retiring president on the Council for 1 year.

Two national meetings are held each year—the Annual Meeting during January or February, and the Semi-Annual Meeting usually in June or July.

The three major activities of the Society are: Membership service, Publication, and Research, the record of its accomplishments being permanently recorded in the annual TRANSACTIONS.

HEADQUARTERS AND LABORATORY

Headquarters of the Society are maintained at 62 Worth St., New York 13, N. Y., and its research laboratory, devoted to the study of fundamental principles of heating, ventilating and air conditioning, is located at 7218 Euclid Ave., Cleveland 3, Ohio.

In September, 1894, a little group of nationally known engineers, educators and manufacturers gathered in New York and agreed that the great art of heating and ventilating deserved and required recognition as an essential, distinctive and highly specialized division of modern engineering.

These keen, alert, progressive men knew that the methods and equipment of their day could be improved, even beyond their own vision, if all the personalities striving for such improvement could be welded into one organized cooperative group imbued with the same ideals and aiming for the same goal. They therefore formed themselves into the nucleus of such an organization which is now the AMERICAN SOCIETY OF HEATING AND AIR-CONDITIONING ENGINEERS.

Foreseeing the need for research they made it one of their first acts to establish a Committee on Standards. That the Charter Members had great faith in their enterprise is evident, although little did they dream that progress would be so rapid in their profession.

During the intervening years, since that little group of 75 pioneers unfurled the