

Automatic Heat and Air Conditioning

1900 Prairie Avenue

Chicago

DEALERS in automatic heating and air-conditioning equipment come from many industries. To reach these dealers of automatic heating and air conditioning equipment, manufacturers may choose of two ways. One is the long way around and is far more expensive. The other is the direct way and, of course, the economical way.

Choosing the first way the manufacturer must use space in the various publications, each reaching particular segments of the automatic heating and air conditioning industry—an expenditure in each publication.

Choosing the second way the manufacturer may use space in *Automatic Heat and Air Conditioning*, the publication designed to blanket the entire industry, the direct and economical way.

Your message in the pages of *Automatic Heat and Air Conditioning* reaches those dealers who are actively engaged in selling automatic heating and air conditioning equipment and specialties. This includes specialty dealers primarily interested in electric appliances, including radios, washing machines, etc., heating dealers, coal dealers, electrical contractors, oil dealers, refrigerator dealers, hardware dealers, automobile and accessory dealers, etc., who have taken on the sale of automatic heating and air conditioning equipment.

Whether or not you obtain your share of business from the automatic heating and air conditioning field depends upon



whether or not you have proper access to desirable, potential dealers. The economical and effective way of doing this is by placing your story in *Automatic Heat and Air Conditioning*.

Business analysis of the readers of *Automatic Heat and Air Conditioning* based on December Issue 1934:

Automatic Heat and Air Conditioning Dealers and Engineers.....8552

While some of these dealers were formed primarily to sell oil burners, room coolers or some other type of automatic heat and air conditioning, the big majority were primarily selling some related line such as steam and hot water heating, warm air heating, electric appliances, refrigerators, etc. Less than 24 per cent of the total comes from any single one of these groups. They are in reality specialty dealers handling more than one line.

Consulting Engineers.....	53
Manufacturers and representatives of manufacturers of automatic heat and air conditioning equipment	1,324
Utilities.....	48
Inspectors.....	54
Advertisers.....	50
Advertising Agencies.....	338
Office, file and men.....	100
Total Circulation.....	10,519

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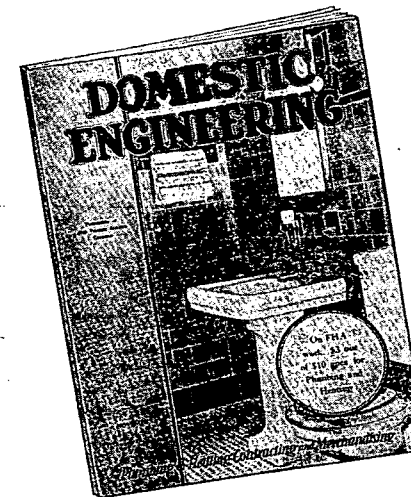
Chicago

DOMESTIC ENGINEERING covers the contracting and merchandising phases of the plumbing and steam, vapor, vacuum and hot water heating, oil burner, gas burner, stoker and air conditioning field. It concentrates primarily on the technical and mechanical developments, merchandising ideas, office and shop methods and news.

The men on the staff of *Domestic Engineering* have a total of over 200 years of experience in the plumbing and heating field. They have been in at the birth of new products and the inception of marketing plans for them; they have sat in at marketing councils where their advice was effective in securing new sales volume.

Experience gives a background to *Domestic Engineering* for which there is no substitute. It shows itself in such obvious ways as files packed with marketing data and in the adequate satisfaction of reader needs.

Since its inception in 1889, *Domestic Engineering's* first consideration—and last—has always been for its readers. Its staff has spared no effort in its endeavor to help these readers; to keep them informed on all of the latest developments in their industry; to provide a wealth of technical information direct from the pens of the leading authorities in the field; to solve for them the many difficult problems which arise in their work and to supply them with all of the important news of their industry, while it is news.



In addition, *Domestic Engineering* maintains a Readers' Service Department. As its title implies, it is the function of this department to furnish accurate, reliable information, at no cost to its readers, on various subjects pertaining to their particular business. Through this department the readers' problems are analyzed and clarified. Engineers, thoroughly familiar

with the field and its problems, offer readers dependable answers to all questions of a technical nature. Merchandising experts, with years of practical training to their credit, assist these men in formulating merchandising plans, preparing mailing pieces and direct mail letters. From this department they may also obtain reliable buying information. Names and addresses of manufacturers of equipment used in this field are available on short notice. Product information, too, may be had by the reader. Time and again this service has worked to the mutual advantage of both dealer and manufacturer; the dealer is put in touch with a trustworthy product and the manufacturer secures a reliable dealer.

The leadership of *Domestic Engineering* in its field, earned by its service to its readers and by its long established, aggressive editorial policy, has been responsible for attracting as its readers the active business builders in the industry. This same leadership has attracted to its pages the advertising messages of many of the leading manufacturers in the industry.