

Domestic Engineering Magazine

Published by

DOMESTIC ENGINEERING PUBLICATIONS

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Yesterday... It was the 35 per cent who did 81 per cent of the business! Today and Tomorrow... it's the man with the priorities!

YESTERDAY, emphasis was placed on sales... many sales... all kinds of sales. At that time the first consideration of every manufacturer in the plumbing, heating, air conditioning and piping industry was the building of a sound position among contractors, wholesalers and engineers who, in turn, had gained for themselves dominant positions in their respective localities—namely the 35 per cent who did 81 per cent of the business.

Yesterday, when manufacturers were concerned primarily with sales, *Domestic Engineering Publications* made available to them a reader audience and acceptance which provided the basis for these sales.

Today, emphasis must be placed on special types of sales... sales which carry priority ratings... sales which accomplish purposes consistent with the urgent demands of the current war effort.

Domestic Engineering Publications, in keeping abreast of changing conditions

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(and, in many instances a few steps ahead) are in the position of giving manufacturers a reader audience composed of buyers and specifiers for projects which carry high priority ratings.

Domestic Engineering Publications are able to offer manufacturers in our industry that which they require for meeting today's conditions. This is because of its organization, a portion of which includes men who served this industry with *Domestic Engineering* during the last war and thus are able to recognize and make use of parallels having constructive applications to the problems arising out of the present war... because of its close contacts with Washington where the influences affecting today's business are generated... because of its vigorous and energetic determination to serve its industry... because of its long-range editorial program having as its principal objective the furtherance of our industry as an integral part of modern American life.

TODAY, the plumbing, heating, air conditioning and piping industry is mobilized for the opportunities and responsibilities of a great war effort. *Domestic Engineering* is proud of its part in this mobilization and in the continuing effort now being emphasized in *Domestic Engineering's* "Victory" program. Readers and the industry at large... both look to *Domestic Engineering Publications* as the clearing house of ideas and information on which to base their plans.

Manufacturers of plumbing, heating, air conditioning and piping products, regardless of where these products are ultimately installed... whether they be for a Navy Yard in Virginia, a bomber factory in California or an armament plant in Illinois or Ohio... these manufacturers are urged to make full use of the facilities available to them through *Domestic Engineering Magazine* and *Domestic Engineering Catalog Directory*, in planning their advertising and customer-relations programs for 1942.

Domestic Engineering Catalog Directory

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NOW in its twentieth year of service to its industry, the 1942 edition of *Domestic Engineering Catalog Directory* has been designed to meet present day plumbing, heating and air conditioning buying and specifying requirements. A complete, dependable, centralized source of product and technical information, arranged for quick and easy reference, *Domestic Engineering Catalog Directory* has placed buying and specifying on a greatly simplified basis.

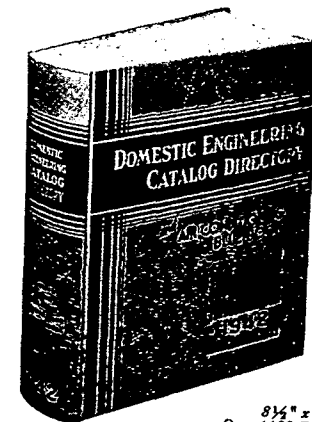
The following are the major sections of *Domestic Engineering Catalog Directory*:

I. MANUFACTURERS' CATALOG SECTION—Containing the up-to-date buying and specifying information on the products of each co-operating manufacturer.

II. CLASSIFIED DIRECTORY—Listing virtually every known product used in heating, plumbing and air conditioning and names of manufacturers who make it. Now condensed and greatly simplified to facilitate its use.

III. TRADE NAME SECTION—This section lists all known trade names of products used in the heating, plumbing and air conditioning field; also gives the names and addresses of the manufacturers.

IV. MANUFACTURERS' NAMES AND ADDRESSES—This section gives the name, street address and city of every known manufacturer of heating, plumbing and air conditioning equipment.



8 1/2" x 11"
Over 1100 Pages
Weight, Approx. 10 lbs.

V. TABLES AND RULES—This section consists of hundreds of charts, tables, standard rules and layout diagrams and explanatory material required in the selection, coordination and design of equipment for heating, plumbing and air conditioning installations.

In constant use, throughout the year, by the leading buyers and specifying engineers in the industry, *Domestic Engineering Catalog Directory* presents to manufacturers a most productive method for the presentation of their product information.

For details of the many services available to manufacturers of heating, plumbing and air conditioning equipment through *Domestic Engineering Catalog Directory*, write Manufacturers' Catalog Service Department, 1900 Prairie Avenue, Chicago, Illinois.