

The nine McGraw-Hill publications upon whose experience and resources *Ingenieria Internacional* is built. Though no effort has been made to extend their distribution beyond the United States they are read by engineers in every corner of the globe.



Established 1874; published weekly with an average of 250 pages. The recognized voice of the industries in the field of civil engineering and construction.



Established 1877; published weekly with an average of 422 pages, and consulted wherever machines and tools are made or used.



Established 1884; published weekly with an average of 128 pages; for the promotion of progress and efficiency in electric railway transportation.



Established 1907; published monthly with an average of 133 pages. A marketing journal for widening the use of electricity in home and office, farm and factory.



Established 1902; published semi-monthly with an average of 250 pages. A leader of thought and opinion in the application of chemistry and metallurgy to the development of new products, new by-products, and new industries.

HOME of the ten McGraw-Hill Publications, employing 1050 people, and representing an investment of seven millions of dollars.



THE first issue of *Ingenieria Internacional* was published April 15, and contains 232 pages.

Ingenieria Internacional—The Tenth McGraw-Hill Publication—To Develop Industry In Latin America and Spain

IF America helps the Latin-speaking countries to develop, American business will share in the fruits of their development.

The McGraw-Hill Company, Inc., has recognized this fact. The resources of the organization, and of its nine engineering publications, have been put behind a tenth publication—*Ingenieria Internacional* (*International Engineering*). It is published in Spanish, and designed to promote the best American engineering practice in Central and South America, Cuba, Porto Rico, the Philippines and Spain, as the other nine publications have served American industry at home.

Fifty Years of Serving the Great Engineering Industries

Before a nation can have great buying power it must first have industries. Before it can have industries it must first have engineers. The engineering industries are the great service industries, the

pioneers, on whose broad foundations all subsequent development is laid.

For more than half a century—since the establishment of the first McGraw-Hill publication in 1866—the powerful publications that have been developed under this ideal of service have been ministering to the five fields of engineering industry.

Last year American manufacturers testified to their faith in these nine publications by placing in them 55,000 pages of advertising.

The World-Wide Circulation of the McGraw-Hill Publications

The problem of foreign markets is not a new one to the McGraw-Hill organization. It has its own large foreign market. Thousands of copies of its publications circulate outside the United States, reaching literally into every corner of the world.

No effort has been made to recruit these readers. They have voluntarily paid from \$7 to \$9 for one of these publications, because it was vital to them in their enterprises.

In answer to a similar demand the English edition of the *American Machinist* published in London, was established.

Ingenieria Internacional represents merely an

extension of this service to 15,000 Spanish-speaking and reading engineers and their associates.

These men for whom *Ingenieria Internacional* is designed are the pioneers of industry in the Spanish speaking countries, men of the Herbert Hoover and John Hays Hammond type; and their co-workers. On the plans and foundations laid by this group of men the future development of their respective countries will largely be built.

Let McGraw-Hill Service Help You

To all American manufacturers who are interested in foreign markets, the McGraw-Hill Company, Inc., offers the service, not merely of *Ingenieria Internacional*, but of its whole organization.

If your product lies within the scope of these publications the Company has the information you want or knows where it may be obtained. It stands ready to help you or your advertising agency, in analyzing your market, laying out your campaign and preparing your advertising copy. A letter addressed to the McGraw-Hill Company, Inc., which is on Tenth Avenue at Thirty-sixth Street, New York; or to Real Estate Trust Building, Phila., will put this service entirely at your command.

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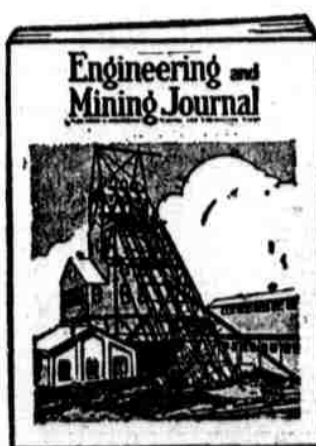
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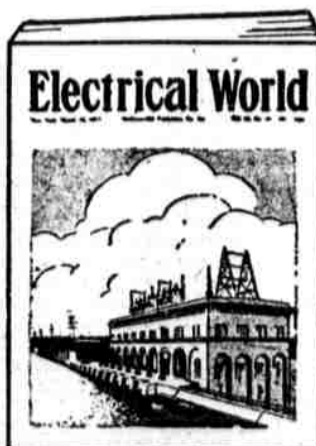
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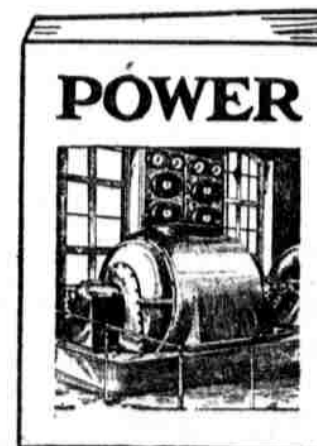
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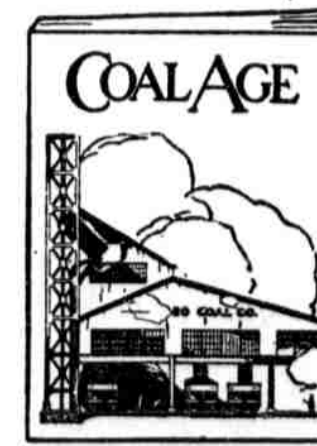
Established 1866; published weekly with an average of 144 pages. Records and leads practice in metal mining, metallurgy, and smelting, the world over. All American copper is sold on its quotations.



Established 1871; published weekly with an average of 195 pages. Recognized by the engineers and business men of the electrical industry as the leader of engineering and industrial thought in its field.



Established 1880; published weekly with an average of 219 pages; and read wherever power is generated, whether by steam, electricity or water.



Established 1881; published weekly with an average of 138 pages. The accepted representative of the coal industry which lies at the foundation of all industries.