

the ventuno press  
618 Waycross Road  
Cincinnati, Ohio 45240  
U.S.A.

June 7, 1986

Mr. Art Carlucci  
Pergamon Journals, Inc.  
Maxwell House  
Fairview Park  
Elmsford, NY 10523

Dear Art,

Enclosed is the copy for the ad I would like to run in the International Journal of Heat and Mass Transfer (not in the Communications journal mentioned in your letter of June 4).

When you submit the copy for editorial board approval, please indicate to them that I requested that the ad be submitted to them prior to publication.

Please send me advertising rates for the International Journal of Heat and Mass Transfer, since this is the only Pergamon Press Journal I plan to advertise in. Also, please let me know if the fourth cover in that Journal is available for ad space.

Sincerely



Gene Adiutori

dm

enc

## The New Heat Transfer – What is it?

The new heat transfer is a new science conceived by Eugene F. Adiutori and described in the book *The New Heat Transfer*. It is the new way to think about heat transfer, the new way to correlate heat transfer experiments, the new way to design/analyze heat transfer equipment. It is the replacement for the old way conceived by Fourier almost 200 years ago.

## How is it different?

The most notable difference between the new and the old heat transfer is that the new way abandons the concept of the heat transfer coefficient  $h$  and has no use for the old way equation

$$q/A = h \Delta T \quad (1)$$

In the new heat transfer, the old  $h$  concept is replaced by the new concept of thermal behavior, and equation (1) is replaced by

$$q/A = f(\Delta T) \quad (2)$$

where  $f(\Delta T)$  is a function which has different forms for forced convection, boiling, condensation, etc.

## Why is it better?

In mathematics, it has long been recognized that the solution of problems should generally be based on separated variables – i.e.,  $y$  and  $x$  should be kept separate if at all possible. The reason for this is simply that problems are generally much easier to solve if the variables are separate.

In the old heat transfer, problems are solved *without* separating the variables! This is because the  $h$  concept makes it *identically impossible* to separate  $q/A$  and  $\Delta T$ , since  $h$  is actually the ratio of  $q/A$  to  $\Delta T$ . (Note that equation (1) does *not* describe the functionality between  $q/A$  and  $\Delta T$  – it merely defines  $h$  to be the ratio of  $q/A$  to  $\Delta T$ .)

In the new heat transfer, problems are solved with  $q/A$  and  $\Delta T$  *separate*. This vast improvement in methodology is brought about by simply abandoning  $h$  – by refusing to divide  $q/A$  by  $\Delta T$ . The end result is that the solution of every problem is simplified. Problems which have never been solved with the old heat transfer are solved with dispatch using the new heat transfer.

## Who says the book is must reading?

- The *International Journal of Heat and Mass Transfer*, in a review by Professor Sir Owen Saunders, stated: “It is to be hoped that many will read these volumes carefully . . . and that their influence will be brought to bear on the whole community of heat transfer workers.”
- In the foreword to the Russian edition published by Mir (Moscow), Professors I. Aladjev and A. Leontjev state that the book “is of undoubted interest.”
- *La Termotecnica*, in a review by F. Sturlese, stated: “The new heat transfer is simple and clear. It is science, not art.”

Please send me a copy of  
*The New Heat Transfer* on  
30-day approval. If I do  
not return it within 30 days,  
bill me \$34.95.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail to:  
THE VENTUNO PRESS  
618 Waycross Road  
Cincinnati, OH 45240  
USA

OUTER BACK COVER  
OF ASME JOURNAL OF  
HEAT TRANSFER, MAY '86