

October 1, 1993

Professor Peter J. Heggs  
Chemical Engineering Department  
University of Bradford  
Richmond Road  
Bradford, West Yorkshire BD7 1DP  
ENGLAND

Dear Professor Heggs,

The following are enclosed:

- A copy of the second edition of *The New Heat Transfer*, the book I send to anyone who remits the postage.
- A copy of the letter from Harnett, Minkowycz, and the Coordinating Editors to Eugene F. Adiutori dated November 19, 1990, which states that "the Editorial Board by unanimous vote has recommended to Pergamon Press that they not accept any additional advertising for *The New Heat Transfer*."
- A copy of an ad for *The New Heat Transfer* which appeared in the August '93 issue of ASME's *Mechanical Engineering*, and which offers to send a copy of the book to anyone in the world who remits the postage.
- An ad identical to the above from the August '93 issue of ASME's *Journal of Heat Transfer*. (Incidentally, that ad is my last in that journal. The Editorial Board has recently decided to discontinue all advertising in the Journal!!!)

As we discussed by phone yesterday, I would like to place an ad like the enclosed in the IJHMT. I have indicated the considerable opposition to my ads, not to encourage a negative response, but rather to ensure an informed response--which is also the reason I offered to send you the book.

I hope you will see your way to a positive response to my request. In any event, please be aware that I recognize you do not own the IJHMT, and although I would be delighted by a positive decision, I will have no difficulty accepting a negative one.

Sincerely,

Eugene F. Adiutori

1/84

## SPECIAL OFFER

**FREE COPIES OF THE NEW HEAT TRANSFER  
BY EUGENE F. ADIUTORI WILL BE MAILED  
TO INDIVIDUALS ON REQUEST.**

TO OBTAIN YOUR FREE COPY, SEND \$3.22 POSTAGE (\$1.91 WITHIN  
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VENTUNO PRESS  
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THIS OFFER IS MADE BY VENTUNO PRESS IN ORDER TO HASTEN THE  
UNIVERSAL ACCEPTANCE OF THE NEW HEAT TRANSFER. THE OFFER  
IS EXTENDED ONLY TO INDIVIDUALS (COMMERCIAL ORDERS WILL  
CONTINUE TO BE BILLED \$39.95), AND EXPIRES APRIL 1, 1994.

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