

Coal-Heat

Published at

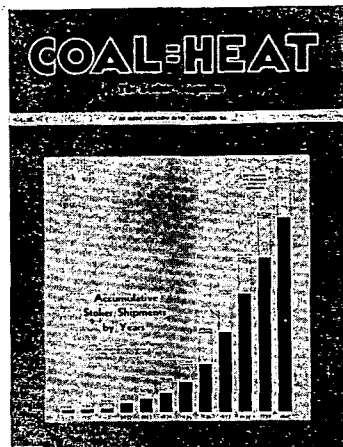
20 W. Jackson Blvd., Chicago, Illinois

COAL-HEAT is unrivalled as a reliable source of information on stoker merchandising and utilization, coal merchandising and utilization, new developments in modern coal-burning equipment, and general news of the stoker industry. Because it was the first magazine to recognize and promote the further sale and use of small stokers, COAL-HEAT has been named "The Stoker Magazine." It has continued to deserve this title by carrying more information, year in and year out, on small stokers than any other publication.

Today, COAL-HEAT's readership throughout the stoker industry and among the more sales-minded groups of the coal industry is unparalleled. In addition, COAL-HEAT now enjoys a friendship and close relationship with many leading fuel engineers, because it has shown its conviction in the value of these men in the coal, stoker and heating industries and has supported them in their work. For a number of years COAL-HEAT has carried many articles for and by fuel engineers.

COAL-HEAT's primary editorial job is to "further the more satisfactory use and greater sale of coal and modern coal-burning equipment." It is an active exponent of the increased use of scientific and engineering knowledge in the application and sale of stokers, coal and heating equipment. Believing that the sale of fuel and equipment is influenced to a large degree by the efficiency of their use, COAL-HEAT has directed its editorial program to both the merchandising and utilization sides of the stoker, coal and heating industries.

The greatly increased sale of stokers in recent years has given added emphasis to the COAL-HEAT market—has established



the importance of COAL-HEAT's readers. As this market continues to grow, COAL-HEAT will become increasingly interesting to men who are concerned with the sale and use of stokers, modern coal-burning equipment and stoker coal.

At the beginning of each year COAL-HEAT issues a new and revised list of stoker manufacturers and assemblers doing business in the United States, Canada and certain important foreign countries.

Each listing includes the name of

the company and the address, the executive in charge, the trade name of the stoker, the types and sizes of units available, and whether they are manufactured, assembled or handled as a "private brand" line.

COAL-HEAT also publishes books, booklets, manuals and reprints covering many subjects of interest to men in the stoker, coal and heating industries. These are available to readers at a small cost. In every respect, COAL-HEAT is a valuable index to what is going on in these important fields and a source of considerable information to its readers.

Subscription rates—\$1.00 a year; \$2.00 for three years in U. S. and Canada.

Foreign rates—\$2.00 a year; \$4.00 for three years.

Advertising rates will be furnished upon request.

COAL-HEAT is published on or about the 15th of each month. There are four special issues each year—the MARKET DATA ISSUE in January; the SPRING STOKER NUMBER in April; the ANNUAL MERCHANDISING NUMBER in August; and the ANNUAL COMBUSTION NUMBER in November.

OILHEATING & AIRCONDITIONING fueloil JOURNAL

Published Monthly at

420 Madison Avenue

New York

MARKET: The oilheating market is a closely knit 4-way market—oilburners, heating, airconditioning, and fueloil. The modern and progressive oilheating dealer sells all four—a good oilburner, using good fueloil, firing a good heating or airconditioning system.

From 1919 to 1930, the only oilheating product sold by burner dealers was the conversion burner. In 1930 the sale of conversion burners represented 77.3 per cent of the dealers' gross income.

By the end of 1939, the average oilheating dealer got only 28.7 per cent of his income from conversion burners. But, beginning in 1932, he had added three other major oilheating lines—heating, fueloil and winter airconditioning. 1939 gross dollar volume of the average dealer was divided:

Conversion burner units.....	28.7 per cent
Heating equipment, including boiler-burner units.....	26.2 per cent
Fueloil.....	28.5 per cent
Winter airconditioning, including furnace-burner units.....	16.6 per cent

In 1939, 29 per cent or 59,685 conversion oilburners were sold with new cast iron or steel boilers. In addition, dealers sold 18,613 boiler-burner units. Total boiler sales by oilheating dealers increased 10 percent over 1938. These dealers did a winter airconditioning dollar volume in 1939 of \$18,216,640.

SERVICES FOR ADVERTISERS

Key Market Studies.
Merchandising News.
Specific Products Reports.
Unit Sale Brand Preference Studies.
Booklets, reprints of special articles.

OILHEATING & AIRCONDITIONING: FUELOIL JOURNAL covers this integrated 4-way market.

It is the oldest paper in the field—established 1922. Editorially, it has consistently fostered every progressive development in the field and it has encouraged the trend to the complete oilheating dealer.

Every issue is carefully balanced editorially to cover the dealers' need for usable information on all four sides of his business.

Heating equipment manufacturers have long known FUELOIL JOURNAL as a powerful sales aid. Its reader interest is unique among trade papers.

CIRCULATION: Like its editorial content, the circulation of FUELOIL JOURNAL is carefully controlled to give complete coverage of this great 4-way market. A detailed breakdown from the latest circulation statement (December, 1940) shows:

Power oilheating and airconditioning dealers and distributors.....	12,234
Key heating contractors, plumbing and heating contractors, and engineers.....	56
Fueloil distributors, selling fueloil and range oil, and their branches.....	2,974
Accessory and heating supply distributors.....	994
Total dealers and distributors.....	16,258
Power oilheating and airconditioning manufacturers and their executives.....	648
Accessory manufacturers.....	546
Total manufacturers.....	1,194
Total dealers and manufacturers.....	17,452
Per cent of total circulation.....	99.19
Other miscellaneous.....	142
Grand total.....	17,594

FUELOIL JOURNAL circulation covers the oil heating and air conditioning field at the minimum rate per thousand copies. It will pay you well to get full details. Write, wire or telephone.