

Fueloil & Oil Heat

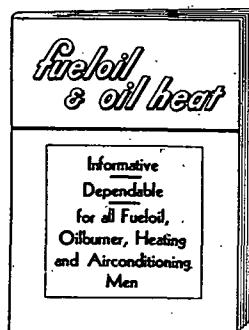
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FUELOIL & OIL HEAT was born of a merger in May, 1942, of **FUELOIL JOURNAL** (20 years old) and **AIR CONDITIONING & OIL HEAT** (14 years old), formerly the leading competitive publications in the oil-heating industry.

Oilheating is a vertical, integrated industry, selling through the same prime outlets oilburning equipment, heating and air conditioning equipment and fueloil. It is not, in its major marketing pattern, closely wedded to either the general heating or the general petroleum industry.

The integration of oilheating equipment and fuel first started in 1932 and has grown progressively until at present more than half of all oilheating equipment is sold, and oilburner service rendered, by dealers who also sell oil, while nearly two-thirds of all retail heating oil volume is distributed by companies selling and servicing oilheating equipment.

The equipment seller has first chance at the new consumer's oil contract, while with old customers the fueloil man has one foot in the door to sell oilburner and heating replacements.

MANUFACTURERS

Oilheating equipment manufacturers, with few exceptions, are presently devoting most of their facilities to the production of war products. In some instances these are their peacetime products, being sold for war uses . . . others are concentrating on unrelated lines. All of these companies, however, are maintaining dealer and product relationships through the sale of repair and replacement oilheating necessities.

Oilburner replacements in 1943 were only 14,000, compared with the last peacetime year with 56,000 replacements, indicating a large replacement deficit that must be met, much of it in 1944. Relaxation of Government restrictions on replacements point to 1944 sales for such purpose of upward of 50,000.

DEALERS

Mortality among oilheating dealers has been severe under the handicaps of wartime restrictions, and while the actual number has declined 42 per cent since Pearl Harbor, these were small companies with little capital investment, and represented only 15 per cent of prewar oilheating equipment sales volume. The larger dealers, with strong service departments or fueloil departments, or both, have not been seriously hurt. Total dealers in January, 1944, number 10,000, compared with 16,000 in 1941. Of the remaining 10,000, upward of 7,200 have income from fueloil.

The dollar value of oilheating service has grown importantly since the war started, and particularly since fuels became less plentiful. Fuel saving accessories, burner adjustments, boiler cleaning, insulation and many other facilities to make a ration stretch have been readily saleable, with the result that the average consumer has been willing to spend enough to make service department income highly satisfactory to the dealer.

Oilheating can be expected to emerge from the war years with a particularly strong distribution nucleus, promising record postwar sales.

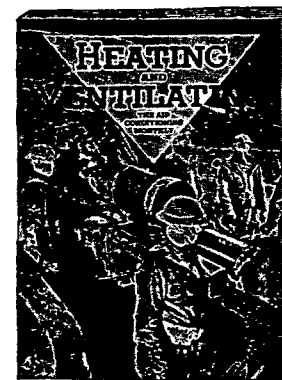
For a statistical picture of all phases of wartime oilheating, send \$1.00 for the January, 1944, Yearbook issue.

HEATING AND VENTILATING

COMMERCIAL, INDUSTRIAL AND INSTITUTIONAL AIR CONDITIONING, REFRIGERATION, PIPING, HEATING, VENTILATION

HEATING AND VENTILATING is edited for engineers, contractors, and equipment manufacturers who have the final word in the specification, installation, and operation of mechanical equipment for heating, air conditioning, ventilating, piping and refrigeration for industrial commercial and institutional buildings.

The editorial content is designed to be of practical use to engineers engaged in this work, and is prepared under the direction of field-experienced professional engineers. A maximum amount of space is given each month to articles showing how specific problems have been met, authoritative discussion of timely subjects, com-



pilations of useful data, and descriptions of the latest practice, techniques and equipment.

Generally speaking, the emphasis is on practical rather than on technical considerations.

Each month an original Reference Data sheet is included for permanent use in a standard binder (back copies are available).

Special issues or special sections are published from time to

time. A comprehensive Buyers Guide (directory of manufacturers) is published early each fall. Special Reference Sections are published several times throughout the year on subjects of timely interest, such as Radiant Heating, Food Dehydration, Fuel Conservation, etc.

CIRCULATION

HEATING AND VENTILATING'S total distribution (May, 1943)—11,354, classified as follows:

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Governments and School Boards, and their Engineers.....1,038
Public Utility Group..... 589
Industrial Firms, their Executives, Engineers and other Employees.....3,009
Buildings, Real Estate Management Companies, Their Engineers..... 761
Manufacturers of Air Conditioning, Heating, Piping and Ventilating

Equipment, Their Officials and Employees (664) and Designing Engineers (181)..... 845
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Wholesalers (72) and Dealers (305)..... 377
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Miscellaneous and Unclassified..... 590
11,010
Field Staff, Correspondents, Exchanges and Advertising Agencies 344
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