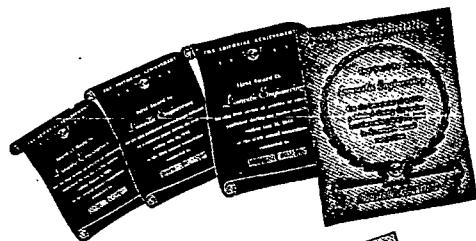


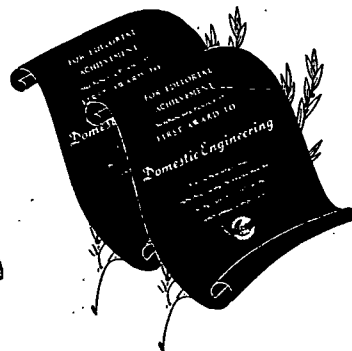
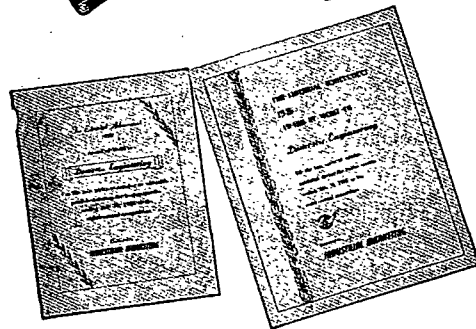
## Domestic Engineering Publications

1900 Prairie Avenue, Chicago 16, Illinois

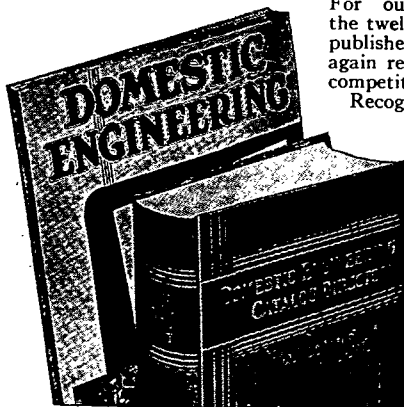


Again . . .  
**DOMESTIC ENGINEERING**  
Receives Awards for  
Editorial Achievement

2 Awards  
in 1947!



### 8 TIMES A WINNER!



For outstanding editorial achievement during the twelve month period ending July 31, 1947, the publishers of DOMESTIC ENGINEERING have again received high honors in the annual editorial competition conducted by Industrial Marketing.

Recognition for two more of its many outstanding accomplishments thus has come again to an organization which has been amazingly consistent in the winning of these awards. 1939, 1942, 1943, 1944, 1945, 1946 and now 2 awards in 1947! 8 times these highly coveted honors have been accorded to DOMESTIC ENGINEERING in acknowledgment of its editorial excellence. Rarely has an honor so great been bestowed on one organization . . . seldom has such a degree of consistency been attained in the face of the keen competition offered by hundreds of the nation's leading business papers.

During its fifty-eight years of continuous publishing experience the DOMESTIC ENGINEERING organization has similarly demonstrated to the industries it serves, as well as to the nation as a whole, the high standard of its editorial accomplishments.

## Fueloil & Oil Heat

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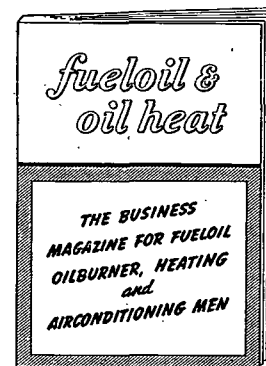
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LExington 2-4566

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A. E. COBURN,  
Editor

ROBERT GRAY,  
Business Manager

ARTHUR G. WINKLER,  
Advertising Manager

**OILHEATING** is a vertical, integrated industry, selling through the same retail outlets: oilburners, oilfired heating and air conditioning equipment, and fueloil.

Starting about 16 years ago, this integration of fuel and the equipment to burn it has grown until in 1947 two-thirds of all oilheating equipment, (including boilers, furnaces and accessories) sales were made by companies that also supply the fuel, and about three-fifths of all heating oil was sold by companies also selling oilheating equipment.

**FUELOIL & OIL HEAT**, the only publication actively covering both the equipment and fueloil interests of dealers, was organized in 1922. It is recognized as the dominant editorial and advertising source for all heating contractors, fueloil dealers, furnacemen and others who actively sell oilheating; also for the many manufacturers who cultivate this vast market for their products and services through our low-cost advertising space.

### Oilheating Manufacturers

Oilburner manufacturers in 1947 had factory shipments of 993,000 domestic burners and oil-boilers or oil-furnaces, more than 67 per cent above the industry's previous peak of 492,593 in 1946. This

was accomplished in a year of constant material shortages.

Approximately 300 manufacturers of domestic oilburners and integral units are now in production, with a dozen of these supplying about half of the total output.

### Dealers

Largest outlets for oilburners and related equipment in 1947 continued to be those firms who specialized in (had largest dollar volume in) oilburners or fueloil, the two groups accounting for 74 per cent of all oilburner retail business. The balance was divided among coal companies, who have added fueloil departments and sold 7 per cent of the oilburners, general heating dealers and contractors, who sold 5 per cent of the oilburners, with the remaining 14 per cent sold by a variety of dealer types.

Chief purchaser of domestic oilburners was the homeowner who had been shoveling coal. Of all 1947 oilburner installations, 57 per cent replaced handfired coal in old homes, 31 per cent went into new homes, 7 per cent replaced old oilburners 5 per cent replaced coal stokers and 1 per cent replaced gas heating burners.

As the home building program got into full swing in 1947, dealers gave it much more attention than previously in the post-war period, since they had ample burners available above the numbers needed for the more profitable individual conversions from coal.

During the two and a half years since the war ended and restrictions on oilburning were lifted, the fueloil distributor has had a very strong gain in annual volume. At the close of 1947 the number of oilheated homes in the country was 57 per cent higher than the number when the war ended, and 27 per cent higher than at the end of 1946. In the oil industry, fueloil continues to expand in volume much faster than gasoline, and may soon become the principal petroleum product.

For a statistical picture of all phases of oilheating—wartime and postwar, send \$1.00 for the January, 1948, Yearbook Issue and for a free copy of "Oilheating Tomorrow"—an 8-page statistical study.