

Fueloil & Oil Heat

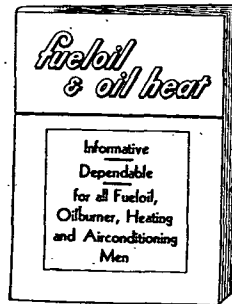
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OILHEATING is a vertical, integrated industry, selling through the same prime outlets; oilburning equipment (including boiler-burner and furnace-burner units), heating and air conditioning, and fueloil.

The integration of oilheating equipment and fuel has grown until in 1944, exactly 82.3 per cent of all oilheating equipment was sold by companies also selling fueloil; while 54.2 per cent of all fueloil was sold by companies also selling burners.

This publication's organization dates back to 1922. It is alone in the field and is read by all elements—manufacturers and dealers.

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 prod-

uct relationships through the sale of repair and replacement oilheating necessities.

The industry produced 49,915 oilheating jobs in 1944, under wartime restrictions—38,280 replacements and 11,635 to new users.

DEALERS

Mortality among oilheating dealers has been severe under the handicaps of war, though the larger dealers, with strong service department and fueloil departments, have not been seriously hurt. In January, 1945, the dealers total 10,000 compared with 16,000 before Pearl Harbor. Of these about 7200 have income from fueloil.

OILHEATING TOMORROW

According to our projections of post-war activities, there will be a 100 per cent expansion of oilheating markets during the first 5 post-war years, with sales and installations of 2½ million oilheating jobs in all types and sizes of heating plants. They will be divided: 1,544,000 conversions from coal; 561,000 in new homes; and 388,000 replacements of existing jobs.

The equipment will be divided into: 1,443,000 conversion jobs; 406,000 boiler-burner units; 644,000 furnace-burner units.

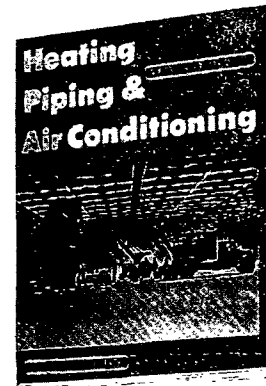
The factors aiding this expansion include: (1) large amounts of fueloil on the civilian market when the military forces stop their present wartime 40 per cent of all petroleum products; (2) there will be 25 per cent to 40 per cent fewer cars on the road for some years after the war, to consume petroleum products; (3) possible lower prices for fueloil; (4) large home-building program; (5) public preference for oilheat—varying from 35 per cent to 55 per cent, depending on area.

For a statistical picture of all phases of oilheating—wartime and postwar, send \$1.00 for the January, 1945, Yearbook Issue and for a free copy of "Oilheating Tomorrow"—an 8-page statistical study.

KEENEY PUBLISHING COMPANY

6 North Michigan Avenue, Chicago 2, Ill.

Heating, Piping and Air Conditioning



This is the publication which carries the Journal of the A.S.H.V.E. in addition to its own regular editorial section. Its field is that of industry and large buildings. It is devoted to the design, installation, operation, and maintenance of heating, piping and air conditioning systems in such plants and buildings.

Each January issue includes a complete directory of commercial and industrial heating, piping, and air conditioning equipment, which lists all products, their trade names, and the manufacturers' addresses. It is the established buying and specifying guide of the industry.

H. P. & A. C. is read by consulting engineers and architects . . . contractors . . . and engineers in charge of heating, piping and air conditioning in industrial plants, and other large buildings, federal, state, and city governments, school boards, and public utilities. All A.S.H.V.E. members are subscribers.

Such coverage means, for the advertiser, consideration at all points in the selling of a heating, piping, or air conditioning product . . . consideration in its selection during the preparation of plans and specifications; in its actual purchase for installation; in its year-round buying for operating and maintenance requirements. Without waste, the manufacturer of air conditioning products and equipment can reach through H. P. & A. C. those from whom he is seeking the necessary engineering acceptance. Write for our new booklet "A Quick Picture."

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American Artisan



AMERICAN ARTISAN covers the field of warm air heating, residential air conditioning, and sheet metal contracting. Its readers are warm air heating and sheet metal contractors, dealers, jobbers, manufacturers, and public utility companies.

Each January issue includes a complete directory of warm air heating, air conditioning, and sheet metal products and equipment, which lists all products, their trade names, and the manufacturers' addresses.

A special section of each issue has been devoted to air conditioning since 1932, when it first became apparent that air conditioning for homes was to be along the lines of the central forced warm air heating system. As a result of the ready adaptability of this type of heating system to all air conditioning factors, tens of thousands of homes today have winter air conditioning—supplied through forced warm air heating with air cleaning and humidification. Cooling apparatus can be attached to these systems readily whenever year-round air conditioning is desired.

The key man in the residential air conditioning picture is the warm air heating and sheet metal contractor—the one man experienced in "treating air" at a central place and getting it properly distributed. And the key publication—because it reaches these key men with an information service that has made it the recognized authority on residential air conditioning practice—is **AMERICAN ARTISAN**. For full information on this field, write for a copy of "The Residential Heating Market."

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