

## Heating Journals, Inc.

232 Madison Ave.

Lex. 2-4566

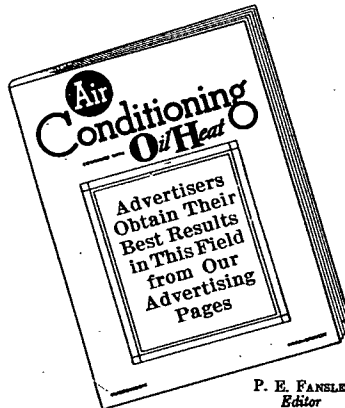
New York, N. Y.

Chicago—228 No. LaSalle St., Randolph 6086

San Francisco—DON HARWAY & Co., 155 Montgomery St., Exbrook 6029

Los Angeles—DON HARWAY & Co., 318 W. Ninth St., Tucker 9706

Baltimore—Candler Bldg., Plaza 7065



P. E. FANSLER  
Editor

A. G. WINKLER  
Advertising Manager

THE air conditioning equipment for the home is being sold installed and serviced in increasing volume by the group formerly known as "oil burner men"—both manufacturers and dealers.

The two basic reasons for this are: (a) the merchandising problem involved; (b) technical problems of installation and service.

Air conditioning equipment selling requires customer education and specialty merchandising tactics at which the oil burner dealers have been unusually successful for years. It also requires figuring heating loads and knowledge of firing equipment, automatic controls, etc., and the oil burner man has these, else he could not survive.

The air conditioning-oil burner men (manufacturers and dealers) are taking on other forms of automatic firing equipment. 75 per cent of the manufacturers are

either producing or developing air conditioning equipment.

This paper with its large circulation among oil burner air conditioning men enjoys reader interest that is extremely keen; its editorial content is outstanding in the excellence of its air conditioning articles; advertising rates are 10 per cent lower than any paper of comparable circulation; its record of producing results for

advertisers is excellent. In 1936 we carried 518 pages of advertising and 175 advertisers used our pages.

Available on request: Reprints of articles "How About Air Conditioning?"; "Do you Know the Air Conditioning Market in Your Town?"; etc. For advertisers: Regularly issued free lists of dealers who want air conditioning equipment; other valuable lists and services.

### CIRCULATION

|                                                                                                                               |        |
|-------------------------------------------------------------------------------------------------------------------------------|--------|
| Oil Burner and Other Air Conditioning Manufacturers.....                                                                      | 402    |
| Air Conditioning and Oil Burner Accessory Manufacturers.....                                                                  | 513    |
| Oil Burner and Air Conditioning Manufacturing Executives.....                                                                 | 180    |
| *Prospective Dealers (Heating Contractors, Electrical and Refrigerator Dealers, Oil and Coal Dealers, etc.)..... (Rotational) | 6,000  |
| Miscellaneous (Government Bureaus, Schools, Branch Offices, etc.).....                                                        | 87     |
| Oil Burner and Air Conditioning Dealers.....                                                                                  | 12,199 |

|                                                |                                                                      |
|------------------------------------------------|----------------------------------------------------------------------|
| 100% handle oil burners                        | 61.0% or 7,441 handle furnaces                                       |
| 48.8% or 5,953 handle winter air cond. eqpt.   | 69.2% or 8,442 handle boilers                                        |
| 36.2% or 4,416 handle summer air cond. eqpt.   | 21.9% or 2,672 handle stokers                                        |
| 33.1% or 4,038 handle complete air cond. eqpt. | 26.6% or 3,245 handle gas burners                                    |
| 22.2% or 2,708 handle coal or oil              | 38.0% or 4,636 not now selling air conditioning but are "interested" |

## Plumbing and Heating Trade Journal

Published by

PLUMBERS TRADE JOURNAL PUB. CO.

515 Madison Ave., New York City

PLUMBING and Heating Trade Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. To this end, it covers both the technical and business phases of their work, as well as many minor but exceedingly important ones.

It gives free technical service through a staff of practical engineers; expert merchandising assistance, and its technical and business articles are by men of recognized competence.

Thousands of readers come to THE JOURNAL each year for solutions to their technical problems and while some of the questions and answers are published in the Readers' Technical Service section in each issue of the magazine, the vast majority of them—having to do with practically every phase of heating, ventilating and air conditioning as well as plumbing—are answered by mail, because most of the requests for help are urgent and a delay in answering would, in some cases, entail actual monetary loss to the contractor.

The Readers' Technical Service Department of THE JOURNAL is staffed by editors who have spent their lives in the business; men who were successful plumbing, heating, ventilating and air conditioning engineers before they wrote a line for publication, and who now devote their entire time to keeping abreast of the field's technical developments and using their knowledge and experience for the benefit of JOURNAL subscribers.

The technical service rendered its readers by THE JOURNAL is closely paralleled by what it strives to do for them in a business way, for it also publishes



many authoritative articles on and answers questions concerning the various ramifications of business management and prints as part of every issue, a special section devoted to selling.

One associate editor spends his entire time in the field writing articles on the business management problems of JOURNAL readers, and the practical solution of those problems.

Supplementing the business and technical articles

is a large amount of exclusive, staff-gathered news that highlights the background of the trade's activities.

This news background is vital. It completes the industrial picture for the reader. It keeps him in intimate touch with what the various important associations and his fellow members of the craft are doing throughout the nation and it charts the trends that are likely to have a very definite influence on the future operation of his business.

THE JOURNAL editorial department draws its news from over a hundred trained correspondents located at strategic points throughout the country—by far the largest group of exclusively editorial workers used by any paper in the industry.

It is this combination of the technical, business and news aspects of the industry that enables THE JOURNAL to achieve a finely balanced magazine that gives the reader the type of information he wants and needs, in brief, compact, time-saving form.

THE JOURNAL is a member of the A. B. C., and costs \$2.00 per year by subscription.