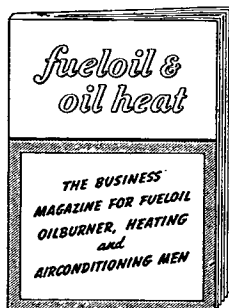


Fueloil & Oil Heat

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

Starting about 18 years ago, this integration of fuel and the equipment to burn it has grown until in 1949 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 oil-heating 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 oil-heating; 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 1949 had factory shipments of 570,000 domestic burners and oil-boilers or oil-furnaces, more than 38 per cent above 1948.

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 1949 continued to be those firms who specialized in (had largest dollar volume in) oilburners or fueloil, and two groups accounting for 77.6 per cent of all oilburner retail business. The balance was divided among coal companies, who have added fueloil departments and sold 5.5 per cent of the oilburners, oilburner service companies, 2.9%, general heating dealers and contractors, who sold 6.5 per cent of the oilburners, with the remaining 7.5 per cent sold by a variety of dealer types.

Chief purchaser of domestic oilburners was the homeowner who had been shoveling coal. Of all 1949 oilburner installations, 53.5 per cent replaced handfired coal in old homes, 30.2 per cent went into new homes, 10.2 per cent replaced old oilburners, 5.2 per cent replaced coal stokers and 0.9 per cent replaced gas heating burners.

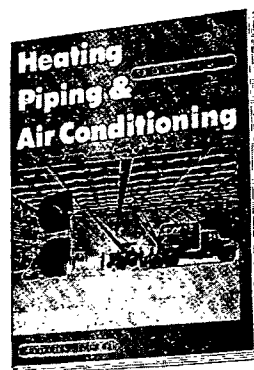
As the home building program got into full swing in 1949, dealers gave it much more attention than previously in the postwar period, since they had ample burners available above the numbers needed for the more profitable individual conversions from coal.

During the years since the war ended and restrictions on oil-burning were lifted, the fueloil distributor has had a very strong gain in annual volume. At the beginning of 1949 the number of oilheated homes in the country was 76 per cent higher than the number when the war ended. 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 send for "The January Statistical Section," "Study for Warm Air Furnace and Accessory Manufacturers," "Study of Heating Supply Jobbers," and many similar studies of this market.

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.

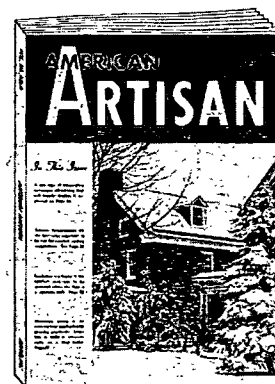
Each January issue includes a complete directory of commercial and industrial heating, piping, and air conditioning equipment, which lists all products, their trade names, and the manufacturers' addresses. It is the established buying and specifying guide of the industry.

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.

Member—A.B.P.—A.B.C. Subscription Prices—U.S. \$3 per year.
 Canada, Central and So. America—\$4 per year. Elsewhere \$6 per year.

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.

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, hundreds 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.

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.

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.

Member—A.B.P.—A.B.C. Subscription Prices—U.S. \$3 per year.