

AIR CONDITIONING & OIL HEAT

232 Madison Ave.

Lex. 2-4566

New York, N. Y.

Chicago
903 Merchandise Mart
Delaware 9389

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

Los Angeles
DON HARWAY & Co.
318 W. Ninth St.
Tucker 7066

Baltimore
Candler Bldg.
Plaza 7065

ESTABLISHED in 1928, this publication was known as "OIL HEAT" its first 7 years and covered the manufacture, sale, installation and servicing of oil burners and oil-fired units. In 1935 its title was changed to its present form and the editorial content expanded to cover air conditioning and heating as well as oil burners. This inspired and kept pace with the field itself.

The oil burner manufacturers and dealers are a naturally progressive group, else they would not have engaged in the challenging new oil burner business in the first place. They understood and could handle the modern technical and merchandising problems presented by the sale of air conditioning equipment and, joined by an increasing group of similarly alert business men, they entered into air conditioning activity with characteristic vigor and success. They found, then, and still find, all they require of "literature of the art" in this paper.

Today (Dec. 6, 1939) 46.3 per cent of the oil burner manufacturers are also in the air conditioning business, and 54.3 per cent or 7,094 out of the country's total of 12,868 oil burner dealers, are also in the air conditioning business.

Editorial articles cover such subjects as "Summer Air Conditioning Sales, Installation, Service;" "Oil Burner Manufacturing, Distributing, Selling, Installing and Servicing Problems;" "Degree-Day Charts—a monthly service, showing heating loads in various cities;" "Heating Equipment Sales and Installation Problems;" "Winter Air Conditioning Questions—Designs, Ducts, Sales, Servicing;" "Retail and National Market Studies;" "Boiler, Furnace and Accessory Equipment Operation;" "Humidification;" "Summer Cooling Hours—a monthly service showing cooling load for various cities (an exclusive feature);" Complete coverage of the Industry's Activities Each Month. **Subscription Price \$3 a year; 12 issues.**

Booklets and publications available: "What the Air Conditioning- Oil Burner Dealers are Thinking and Doing about Sheet Metal Shops, Ducts, Registers, Blowers, Etc.—"16 pages; "Answers to

Your Questions About Winter Air Conditioning"—16 pages; many reprints of articles on Service, Designs, etc.

For Sale; January, 1940, Annual Forecast and Statistical Issue—a Report on 1939 and previous years, very complete, accurate and interesting—\$1; "Summer Air Conditioning," 28 pages of instruction for dealers—\$1; "Oil Burner Service," 28 pages of valuable data and information—\$1; "Oil Burner Installation," 32 pages—the best thing of its kind published—\$1; "Directory of Oil Burner and Air Conditioning Manufacturers,"—equipment specifications, officers and trade names, etc.

Circulation of this paper:

Combination Power Oil Burner and Air Conditioning Dealers.....	7,094
Additional Oil Burner Dealers (not yet handling air conditioning).....	5,774
Additional Air Conditioning Dealers (not now handling oil burners).....	685
Wholesalers and distributors of air conditioning, oil burner and heating supplies and accessories.....	1,205
Manufacturers, Executives, Branch Offices and Field Men—oil burner and air conditioning.....	715
Accessory Manufacturers—oil burner and air conditioning.....	408
Air Conditioning Departments of Public Utilities.....	10
Advertisers, Agencies, etc.....	583
Unclassified.....	410
Office, Files.....	299
Total.....	17,158

"MARKETING NEWS-BULLETIN" a bi-monthly publication issued by this organization, covered 57 cities and communities, giving sales of oil-burners, stokers and gas burners in many of them, by trade names. Other data, local and national, was included. Available only to sales and advertising executives. Price \$10 per year; \$2.50 per copy. Sample copy on request if you qualify.

Advertisers find AIR CONDITIONING & OIL HEAT a profitable medium in which to cover the field with their message. Readers respect its progressive and trustworthy editorials, and responds very well to its advertising pages. Send for a sample copy.

We also have a "Direct Mail Service" under which literature may be mailed to the groups of readers shown above.

Coal-Heat

Published at

20 W. Jackson Blvd., Chicago, Illinois

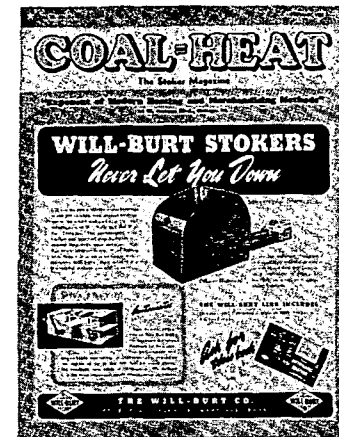
FOR reliable information about small stokers, read COAL-HEAT, The Stoker Magazine. Since the inception of the household stoker industry, COAL-HEAT has been its acknowledged medium and its most active proponent.

COAL-HEAT readers include the men who design, manufacture, sell and service over 80 per cent of the household and commercial stokers in the country. The largest group of these men are coal merchants, but many are also heating contractors, furnace and air conditioning dealers, and electrical appliance dealers.

COAL-HEAT'S primary editorial job has been and is "to further the more satisfactory use and sale of coal and modern coal-burning equipment." COAL-HEAT has been an active exponent of the greater use of scientific and engineering knowledge in the application and sale of stokers, coal and heating equipment.

Editorially, COAL-HEAT is convinced of the engineer's growing significance in the coal stoker and heating industries, and for this reason, it has carried, year in and year out, many articles for and by fuel and heating engineers.

COAL-HEAT has long since recognized the mutual and reciprocal interests of the coal, stoker, heating and air conditioning industries. It has given particular attention, editorially and otherwise, to the "equipment factor" in the use of coal. To those manufacturers who have recognized the value of coal and stoker dealers as outlets for various types of heating and air conditioning equipment, COAL-HEAT has become a most effective advertising medium. Today, it carries more stoker and stoker accessory advertising than all other trade publications combined, and more stoker coal advertising than any other single magazine. With 569,000 stokers in



use, COAL-HEAT'S market is apparent.

COAL-HEAT is published on or about the 15th of each month. There are four special issues each year—the MARKET DATA ISSUE in January; the SPRING STOKER NUMBER in April; the ANNUAL MERCHANDISING NUMBER in August; and the ANNUAL COMBUSTION NUMBER in November.

The January MARKET DATA ISSUE is especially noteworthy inasmuch as it carries many

helpful and interesting graphs, charts and articles containing considerable information and significant sales data about the stoker and coal markets and pertinent phases of the heating and air conditioning industries.

At the beginning of each year COAL-HEAT issues a new and revised list of stoker manufacturers and assemblers doing business in the United States, Canada and certain important foreign countries.

Each listing includes the name of the company and the address, the executive in charge, the trade name of the stoker, the types and sizes of units available, and whether they are manufactured, assembled or handled as a "private brand" line.

COAL-HEAT also publishes books, booklets, manuals and reprints covering many subjects of interest to men in the stoker, coal and heating industries. These are available to readers at a small cost. In every respect, COAL-HEAT is a valuable index to what is going on in these important fields and a source of considerable information to its readers.

Subscription rates—\$1.00 a year; \$2.00 for three years in U.S. and Canada.

Foreign rates—\$2.00 a year; \$4.00 for three years.

Advertising rates will be furnished upon request.