

Air Conditioning
WITH FLUID FUELS

Combined with

Oil Heat

Published by

HEATING JOURNALS, INC.

167 Madison Avenue
New York, N. Y.

TO the manufacturer wishing to reach the air-conditioning field in all its phases, OIL HEAT, with which recently has been combined AIR CONDITIONING with Fluid Fuels, offers great opportunities as an advertising medium. Its editorial content, initially devoted to the oil-burner industry alone, has broadened with the wider interests of its readers, presenting a useful and inspirational content suited to the wider field of operation.

AIR CONDITIONING's editors are widely known in the field for their fairness and knowledge and their unselfish service. They have made the editorial content valuable to the manufacturer, dealer, salesman and service man, by combining technical articles with merchandising information.

As a member of Controlled Circulation Audit, AIR CONDITIONING presents bi-annual statements covering its circulation. The last statement shows its distribution to be:

Dealers,*	12,082
Manufacturers, burner	429
Manufacturers, air-conditioning and accessory	395
Manufacturing executives	166
Branch offices	60
Miscellaneous	32

In addition, AIR CONDITIONING is sent on a rotational basis to 6,000 selected prospective dealers as follows:

Heating contractors	2,000
Electrical contractors	1,000
Fuel dealers	2,000

Specialty dealers and public utilities..... 1,000

Each name on this rotational list is selected on the basis of (a) location in known market, (b) credit rating, (c) organization and facilities for selling and installing air-conditioning equipment.

*A recent individual survey of readers shows the following pertinent facts: Of the 12,082 rated as dealers, 42% are handling winter air-conditioning equipment; 36% summer air-conditioning equipment and 30% complete air-conditioning equipment, while 69% handle boilers, 62% furnaces and 24% stokers. 100% handle oil-burners. These percentages, of course, are overlapping.

The total distribution is 16,500 copies per month.

Advertisers get excellent results due to this complete coverage, keen reader interest and responsiveness of the readers. Advertising is low cost—and produces direct business while building good will.

"We have been decidedly pleased with the results obtained since we started to use your publication this year. Your cooperative attitude also has been appreciated very much."

O. A. REITER,
Hotstream Heater Company,
Cleveland, Ohio.

AUGUST 9, 1935.

(More than 50 inquiries from a quarter-page ad in one issue.)

Plumbing and Heating Trade Journal

Published by

PLUMBERS TRADE JOURNAL PUB. CO.

515 Madison Ave., New York City

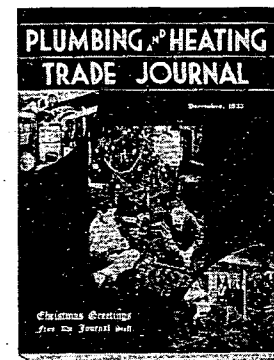
PLUMBING and Heating Trade Journal is edited to furnish a well-rounded, efficient service to the men engaged in the plumbing, heating, ventilating and air conditioning fields. To this end, it covers both the technical and business phases of their work, as well as many minor but exceedingly important 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 high-lights 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., costs \$2.00 per year by subscription and has the largest paid circulation in the heating field.