

Air Conditioning & Oil Heat

232 Madison Ave.

Lex. 2-4566

New York, N. Y.

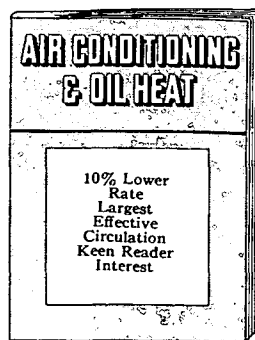
Chicago
903 Merchandise Mart
Delaware 9389San Francisco
DON HARWAY & Co.
155 Montgomery St.
Exbrook 6029Los Angeles
DON HARWAY & Co.
318 W. Ninth St.
Tucker 9706Baltimore
Candler Bldg.
Plaza 7065

PRIOR to 1935, this publication was known as "OIL HEAT" and its editorial content consisted entirely of articles about the manufacture, sale and installation of oil burners. The title was expanded to its present form in 1935, and inspired a change in the oil burner field. The oil burner manufacturers and dealers are a naturally progressive group, else they would not be in the oil burner business at all. They understood the modern merchandising and technical problems presented by the sale of air conditioning equipment, and they entered vigorously into this new activity.

The result is that today (January 4, 1939) a total of 44.2 per cent of the oil burner manufacturers are selling (many of them also manufacturing) air conditioning equipment. And 6698, or 54.4 per cent of the 12,298 oil burner dealers now are selling some form of air conditioning.

Editorial content includes articles on "Air Conditioning Schools," "Winter Air Conditioning Equipment—Sale, Installation and Service," "Summer Air Conditioning—Application, Sale, Dealer Problems," "Oil Burner Service; Dealer Problems; Selling and Installing," News items about all forms of heating, air conditioning and firing equipment. A complete coverage of the industry's activities each month. Subscription price \$2 per year.

Surveys and publications available: 16-page booklet on "Answers to your Questions About Winter Air Conditioning," 16 page booklet entitled "What the Air Conditioning-Oil Burner Dealers are Thinking and Doing About Sheet Metal Shops, Ducts, Registers, Blowers, Etc.," January, 1939, Annual Forecast & Statistical Issue—a report on 1938 and intelligent opinions about 1939; Directory of Oil Burner and Air Conditioning Manufacturers, giving equipment specifications, officers' names, trade names, etc.



"The paper with the bright orange cover"

Circulation of this paper:
(Publisher's Statement)

Air Conditioning & Power Oil Burner Mfrs.	423
Additional Mfr. Executives	183
Air Conditioning & Oil Burner Accessory Mfrs.	445
Mfgs. Branch Offices & Field men	148
Air Conditioning Depts. of Public Utilities	107
Combination Power Oil Burner and Air Conditioning Dealers	6698
Additional Power Oil Burner Dealers (not yet handling air conditioning)	5600
Additional Air Conditioning Dealers (not yet handling oil burners)	1040
Wholesalers and Distributors of Air Conditioning, Oil Burner and Heating Supplies & Accessories	1,172
Advertisers, Agencies, Unclassified	1300
Total	17,116

"Our two previous ads in AIR CONDITIONING & OIL HEAT secured us approximately \$30,000 of new business." Dewey-Shepard, P. 53, May, 1938, issue.

"We have been pleasantly surprised with the tremendous response to our ads in the August and September issues of AIR CONDITIONING & OIL HEAT." Eds-Wil Burner Corp., Chicago, Sept. 9, 1938.

AIR CONDITIONING & OIL HEAT also has a Mailing Service, under which, for very low cost, literature may be mailed to all of the groups indicated in the Circulation Listing, above.

OILHEATING & AIRCONDITIONING

fueloil

JOURNAL

Published Monthly at

420 Madison Avenue

New York

MARKET: The oilheating market is a closely knit 4-way market—oilburners, heating, airconditioning, and fueloil. The modern and progressive oilheating dealer sells all four—a good oilburner, using good fueloil, firing a good heating or airconditioning system.

From 1919 to 1930, the only oilheating product sold by burner dealers was the conversion burner. In 1930 the sale of conversion burners represented 77.3 per cent of the dealers' gross income.

By the end of 1938, the average oilheating dealer got only 28.7 per cent of his income from conversion burners. But, beginning in 1932, he had added three other major oilheating lines—heating, fuel-oil and winter airconditioning. 1938 gross dollar volume of the average dealer was divided:

Conversion burner units	28.7 per cent
Heating equipment, including boiler-burner units	26.2 per cent
Fueloil	28.5 per cent
Winter airconditioning, including furnace-burner units	16.6 per cent

In 1938, 42 per cent or 57,141 conversion oilburners were sold with new cast iron or steel boilers. In addition, dealers sold 10,934 boiler-burner units. Total boiler sales by oilheating dealers increased 11 percent over 1937. These dealers did a winter airconditioning dollar volume in 1938 of \$21,324,383.

SERVICES FOR ADVERTISERS

Key Market Studies.
Merchandising News.
Specific Products Reports.
Unit Sale Brand Preference Studies.
Booklets, reprints of special articles.

OILHEATING & AIRCONDITIONING: FUELOIL JOURNAL covers this integrated 4-way market.

It is the oldest paper in the field—established 1922. Editorially, it has consistently fostered every progressive development in the field and it has encouraged the trend to the complete oilheating dealer.

Every issue is carefully balanced editorially to cover the dealers' need for usable information on all four sides of his business.

Heating equipment manufacturers have long known FUELOIL JOURNAL as a powerful sales aid. Its reader interest is unique among trade papers.

CIRCULATION: Like its editorial content, the circulation of FUELOIL JOURNAL is carefully controlled to give complete coverage of this great 4-way market. A detailed breakdown from the latest circulation statement (June 30, 1938) shows:

Power oilheating and airconditioning dealers and distributors	10,764
Key heating contractors, plumbing and heating contractors, and engineers	1,866
Fueloil distributors, selling fueloil and range oil, and their branches	3,107
Accessory and heating supply distributors	1,075
Total dealers and distributors	16,812
Power oilheating and airconditioning manufacturers and their executives	587
Accessory manufacturers	428
Total manufacturers	1,015
Total dealers and manufacturers	17,827
Per cent of total circulation	97.27
Other miscellaneous	501
Grand total	18,328

FUELOIL JOURNAL circulation covers the automatic heating field at the minimum rate per thousand copies. It will pay you well to get full details. Write, wire or telephone.