

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 progressive oilheating dealer sells all four—a good oilburner, using good fueloil, firing a good heating or airconditioning system.

From 1919 to 1930, the principal 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 1940, the average oilheating dealer got only 21.8 per cent of his income from conversion burners. But, beginning in 1932, he added three other major oilheating lines—heating, fueloil and winter airconditioning. 1940 gross dollar volume of the average dealer was divided:

Conversion burner units.....21.9 per cent
Heating equipment, including boiler-burner units 17.4 per cent
Fueloil.....53.2 per cent
Winter airconditioning, including furnace-burner units.....17.5 per cent

In 1940, 22 per cent or 75,227 conversion oilburners were sold with new cast iron or steel boilers. In addition, dealers sold 25,496 boiler-burner units. Total boiler sales by oilheating dealers increased 36 per cent over 1939. These dealers did a winter airconditioning dollar volume in 1940 of \$21,445,264.

SERVICES FOR ADVERTISERS

Specific Products Reports.
Key Market Studies.
Merchandising News.
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, 1941) shows:

Power oilheating and airconditioning dealers and distributors.....	12,394
Key heating contractors, plumbing and heating contractors, and engineers.....	37
Fueloil distributors, selling fueloil and range oil, and their branches.....	3,053
Accessory and heating supply distributors.....	1,275
Total dealers and distributors.....	16,759
Power oilheating and airconditioning manufacturers and their executives.....	515
Accessory manufacturers.....	769
Total manufacturers.....	1,284
Total dealers and manufacturers.....	18,043
Per cent of total circulation.....	99.24
Other miscellaneous.....	128
Grand total.....	18,171

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

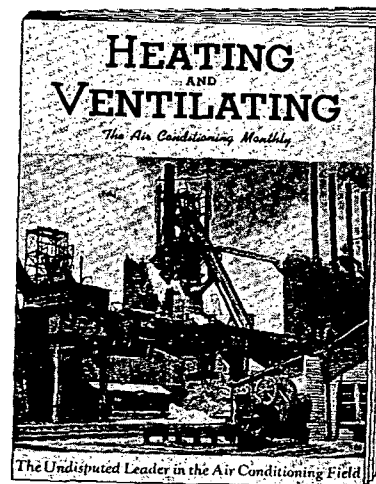
HEATING AND VENTILATING

The Air Conditioning Monthly

THE INDUSTRIAL PRESS... Publisher
140-148 Lafayette St. New York, N. Y.

HEATING & VENTILATING is edited for engineers, contractors, and equipment manufacturers who have the final word in the specification, installation, production and maintenance of mechanical equipment for heating, air conditioning and ventilating.

The editorial content is designed to be of practical use to engineers engaged in the design, installation or operating of heating, ventilating or air conditioning equipment, and is prepared under the direction of field-experienced professional engineers. A maximum amount of space is given each month to articles showing how specific problems have been met, authoritative discussions of timely sub-



jects, compilations of useful data, and descriptions of the latest practice, techniques and equipment.

Generally speaking, the emphasis is on practical rather than on technical considerations.

Each month an original Reference Data sheet is included for permanent use in a standard binder (back copies are available).

Special issues or special sections are published from time to time. Each September a comprehensive Buyers Guide (directory of manufacturers) is included with the usual issue. Special Reference Sections are published several times throughout the year on subjects of timely interest.

A special issue on Industrial Air Conditioning was published in January, 1942.

CIRCULATION

HEATING & VENTILATING'S total distribution (May, 1941)—10,827, classified as follows:

Consulting Engineers (419) and Architects (203) Engineers Employed by them (197)..... 819
Contractors (1,539) and Engineers Employed by Contractors (220)..... 1,759
Governments and School Boards, and their Engineers..... 860
Public Utility Group..... 645
Industrial Firms, their Executives, Engineers and other Employees..... 1,955
Buildings, Real Estate Management Companies, Their Engineers..... 623
Manufacturers of Air Conditioning, Heating, Piping and Ventilating

Equipment, Their Officials and Employees (727) and Designing Engineers (267)..... 994
Manufacturers' Agents and Sales-Engineering Firms (163) Sales Engineers and Salesmen (829)..... 992
Wholesalers (105) and Dealers (321) 426
Educational Institutions, Libraries, Technical Associations..... 661
Miscellaneous and Unclassified..... 653
Field Staff, Correspondents, Exchanges and Advertising Agencies 440
TOTAL..... 10,827
Subscriptions to HEATING & VENTILATING are \$2.00 a year.