

Fueloil & Oil Heat

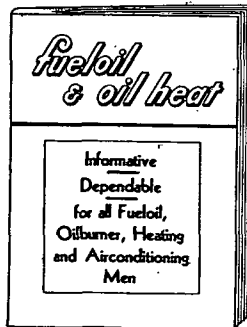
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FUELOIL JOURNAL (20 years old) and AIR CONDITIONING & OIL HEAT (14 years old) were merged and the present paper issued commencing with the May, 1942, Number.

This move was made necessary by the War and though it entailed sacrifices, was made with the best interest of readers, advertisers, the industry generally, and the publishers, in mind.

The Oilheating Industry is surviving during Wartime due to the intelligence and hard work of its members who are doing a creditable job taking care of the heating needs of the Home Front, and producing materials of war for the Fighting Front. FUELOIL & OIL HEAT is leading the industry, attacking its problems, instructing and advising on technical matters, Governmental orders, facts and influences behind the news.

A growing list of responsible advertisers are sharing in this work; keeping their names before the field; obtaining the priorities and parts business from our readers; and co-operating with this publication in the industry's work.

Reader interest in FUELOIL & OIL HEAT is at a high level. Letters and calls pour in, on all phases of wartime operations. Responses to advertising which requests inquiries, are surprisingly high.

THE MANUFACTURERS

Most oilheating manufacturers have war-work. They had shop facilities which could be used for direct war manufacturing; or they are producing their regular equipment for military use. The extent of this military use is surprising, and is too much of a military secret to list here, but it is largely responsible for the average of 5000 oilheating units made per month and shipped by manufacturers during the last quarter of 1942.

THE DEALERS

Our surveys show that up to January, 1943, about 4000 of the original 13,000 oilheating dealers have gone out of business for any of the excellent reasons found in wartime. The remaining 9000 are the better ones, made stronger by inheriting the business volume of the departing minority. 55 per cent of these remaining have oil income to sustain them during the War; 36 per cent operate their own oil trucks; all derive income from selling service and parts to home owners.

The average oilheating user spent \$14.30 for service in 1942. Repair parts needed for each 1000 burners in operation in 1942, compared with 1941, are shown in this table:

	1941	1942
Nozzles.....	47	60
Strainers.....	27	22
Combustion chambers.....	19	17
Pumps.....	10	17
Transformers.....	12	13
Baffles.....	7	11
Motors.....	22	10
Pressure valves.....	5	3
Safety controls.....	7	2
Pipe insulation.....		
Circulators.....		

When these figures are applied to the 2,386,000 burners in operation after one year of War, it is evident a sizable market for parts exists.

Installation of oil heating units during the last quarter of 1942 averaged between a high of 4000 and a low of 2400, mostly replacement sales made under P-84, by dealers, practically all from their own stocks.

For highly interesting and useful data on the Oil Heating Industry in Wartime, send \$1.00 for a copy of the January (1943) Statistical Issue (Year-book). \$1.25 if sent C. O. D. Widely acclaimed for its accuracy.

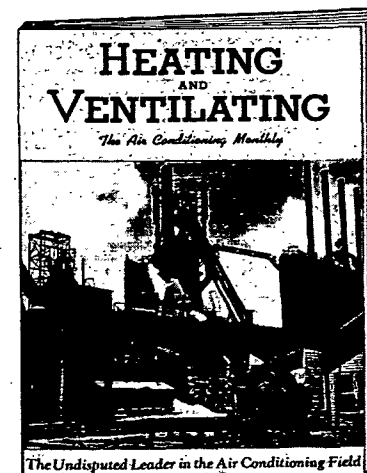
HEATING AND VENTILATING

The Air Conditioning Monthly

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

HHEATING AND 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. A comprehensive Buyers Guide (directory of manufacturers) is published early each fall. Special

Reference Sections are published several times throughout the year on subjects of timely interest, such as Radiant Heating, Food Dehydration, Fuel Conservation, etc.

CIRCULATION

HEATING AND VENTILATING'S total distribution (May, 1942)—11,450, classified as follows:

Consulting Engineers (350) and Architects (184) Engineers Employed by them (282).....	816
Contractors (1,396) and Engineers Employed by Contractors (278).....	1,674
Governments and School Boards, and their Engineers.....	697
Public Utility Group.....	594
Industrial Firms, their Executives, Engineers and other Employees.....	2,897
Buildings, Real Estate Management Companies, Their Engineers.....	661
Manufacturers of Air Conditioning, Heating, Piping and Ventilating	

Equipment, Their Officials and Employees (666) and Designing Engineers (215).....	881
Manufacturers' Agents and Sales-Engineering Firms (156) Sales Engineers and Salesmen (830).....	986
Wholesalers (93) and Dealers (372).....	465
Educational Institutions, Libraries, Technical Associations.....	654
Miscellaneous and Unclassified.....	562
	10,887

Field Staff, Correspondents, Exchanges and Advertising Agencies 563

TOTAL.....11,450
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