

OILHEATING & AIRCONDITIONING fueloil JOURNAL

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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, 1939) shows:

Power oilheating and airconditioning dealers and distributors.....	11,905
Key heating contractors, plumbing and heating contractors, and engineers.....	54
Fueloil distributors, selling fueloil and range oil, and their branches.....	2,952
Accessory and heating supply distributors.....	1,081
Total dealers and distributors.....	15,992
Power oilheating and airconditioning manufacturers and their executives.....	634
Accessory manufacturers.....	298
Total manufacturers.....	924
Total dealers and manufacturers.....	16,916
Per cent of total circulation.....	98.91
Other miscellaneous.....	194
Grand total.....	17,110

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 & VENTILATING

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

HEATING & VENTILATING reaches the "key men" of the industry—the 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.

An alert, authoritative editorial program directed by qualified heating and ventilating engineers assures reader acceptance and continuous interest. Regular features include news, trends, developments, personalities. In each issue a section is devoted to a comprehensive and concise report of New Equipment. Other features in-



clude Degree Days and unit fuel consumptions for winter and a record of Degree-Hours for the hot months in important cities. Two pages of Reference Data appear monthly.

Every January issue is devoted to a review of events and equipment of interest during the preceding twelve months, while from time to time special issues and special editorial sections are included to cover timely trends. Notable in this respect is a special issue devoted to apartment buildings scheduled to appear in the July 1940 issue. This is illustrative of the care with which any major trend in building types or construction is followed editorially.

CIRCULATION

HEATING & VENTILATING'S total distribution (May 1939)—10,124, classified as follows:

Consulting Engineers (535) and Architects (152) Engineers Employed by Consulting Engineers and Architects (178).....	865
Contractors (2046) and Engineers Employed by Contractors (400).....	2,446
Governments and School Boards, and their Engineers.....	487
Public Utility Group.....	691
Industrial Firms, their Engineers, etc. Buildings, Real Estate Management Companies, their Engineers.....	825
Manufacturers of Air Conditioning, Heating, Piping and Ventilating Equipment, Their Officials and	571

Employees (806) and Designing Engineers (411).....	1,217
Manufacturers' Agents and Sales-Engineering Firms (177), Sales Engineers and Salesmen (796).....	973
Wholesalers (89) and Dealers (347).....	436
Educational Institutions, Public Libraries, Associations.....	587
Miscellaneous and unclassified.....	685
Field Staff, Correspondents, Exchanges and Advertising Agencies	341
TOTAL.....	10,124

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