

Fueloil & Oil Heat

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LEXington 2-4566

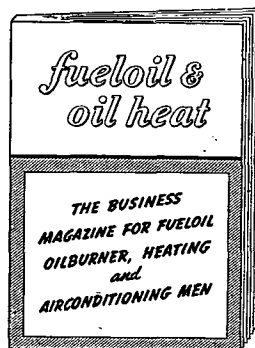
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OILHEATING is a vertical, integrated industry, selling through the same retail outlets oilburners, oilfired heating and air conditioning equipment, and fueloil.

Starting some 15 years ago, this integration of fuel and the equipment to burn it has grown until in 1945 two-thirds of all oilheating equipment (boilers, furnaces and accessories) sales were made by companies that also supply the fuel, and about three-fifths of all heating oil was sold by companies also selling oilheating equipment.

FUELOIL & OIL HEAT, the only publication actively covering both the equipment and oil activities of dealers, was organized in 1922. It is accepted as the editorial and advertising authority for all heating contractors, fueloil dealers, furnace-men and others who really participate in oilheating; also for the many manufacturers who cultivate this vast market for their products.

Manufacturers

Oilburner manufacturers in the late months of 1945 and the winter of 1946 were rapidly getting their production facili-

ties back into high gear on civilian output. With an immediate flush demand for about a half million domestic burners and oilfired heating units, 1946 can be expected to reach new sales peaks. Approximately 200 oilburner manufacturers are now in production. Before the war ten of these were supplying about half of the industry's total output, and when reconversion is completed these companies will probably again sell that share of the total.

The industry installed 145,596 domestic oilburners and oilfired units in 1945, more than half of these in fall months after the war's close. Of these, 58% replaced hand fired coal, 30% replaced old oilburners, 4% went to new homes, 7% replaced coal stokers and 1% replaced gas heating.

Dealers

After a wartime mortality of around 40% in number of dealers, the war's end has brought many of them back to the industry. Present outlook is that within two years there will be considerably more oilheating retailers than the previous peak of 13,000 in 1941. Dealers with oilburner or fueloil background are making 80% of total burner sales; plumbing and heating contractors the other 20%.

Oilheating Tomorrow

According to our projections of post-war activities, there will be a 100 per cent expansion of oilheating markets during the first 5 post-war years; with sales and installations of 2½ million oilheating jobs in all types and sizes of heating plants. They will be divided: 1,544,000 conversions from coal; 561,000 in new homes; and 388,000 replacements of existing jobs.

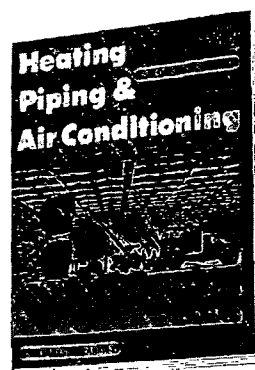
The equipment will be divided into: 1,443,000 conversion jobs; 406,000 boiler-burner units; 644,000 furnace-burner units.

For a statistical picture of all phases of oilheating—wartime and postwar, send \$1.00 for the January, 1946, Yearbook Issue and for a free copy of "Oilheating Tomorrow"—an 8-page statistical study.

KEENEY PUBLISHING COMPANY

6 North Michigan Avenue, Chicago 2, Ill.

Heating, Piping and Air Conditioning



This is the publication which carries the Journal of the A.S.H.V.E. in addition to its own regular editorial section. Its field is that of industry and large buildings. It is devoted to the design, installation, operation, and maintenance of heating, piping and air conditioning systems in such plants and buildings.

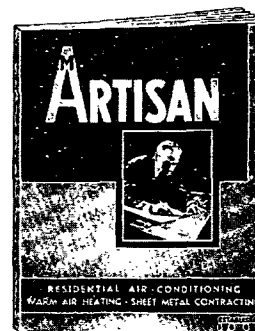
Each January issue includes a complete directory of commercial and industrial heating, piping, and air conditioning equipment, which lists all products, their trade names, and the manufacturers' addresses. It is the established buying and specifying guide of the industry.

H. P. & A. C. is read by consulting engineers and architects . . . contractors . . . and engineers in charge of heating, piping and air conditioning in industrial plants, and other large buildings, federal, state, and city governments, school boards, and public utilities. All A.S.H.V.E. members are subscribers.

Such coverage means, for the advertiser, consideration at all points in the selling of a heating, piping, or air conditioning product . . . consideration in its selection during the preparation of plans and specifications; in its actual purchase for installation; in its year-round buying for operating and maintenance requirements. Without waste, the manufacturer of air conditioning products and equipment can reach through H. P. & A. C. those from whom he is seeking the necessary engineering acceptance. Write for our new booklet "A Quick Picture."

Subscription Price—No. and So. America—\$2 per year. Elsewhere \$4 per year.
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American Artisan



AMERICAN ARTISAN covers the field of warm air heating, residential air conditioning, and sheet metal contracting. Its readers are warm air heating and sheet metal contractors, dealers, jobbers, manufacturers, and public utility companies.

Each January issue includes a complete directory of warm air heating, air conditioning, and sheet metal products and equipment, which lists all products, their trade names, and the manufacturers' addresses.

A special section of each issue has been devoted to air conditioning since 1932, when it first became apparent that air conditioning for homes was to be along the lines of the central forced warm air heating system. As a result of the ready adaptability of this type of heating system to all air conditioning factors, tens of thousands of homes today have winter air conditioning—supplied through forced warm air heating with air cleaning and humidification. Cooling apparatus can be attached to these systems readily whenever year-round air conditioning is desired.

The key man in the residential air conditioning picture is the warm air heating and sheet metal contractor—the one man experienced in "treating air" at a central place and getting it properly distributed. And the key publication—because it reaches these key men with an information service that has made it the recognized authority on residential air conditioning practice—is **AMERICAN ARTISAN**. For full information on this field, write for a copy of "The Residential Heating Market."

Subscription rate—\$2.00 per year. Member A.B.P.—A.B.C.