

Heating Journals, Inc.

232 Madison Ave.

Lex. 2-4566

New York, N. Y.

Chicago
228 No. LaSalle St.
Randolph 6086

San Francisco
DON HARWAY & Co.
155 Montgomery St.
Exbrook 6029

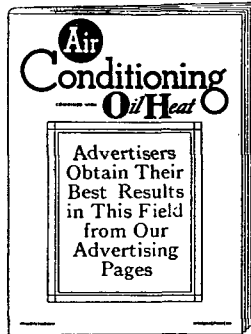
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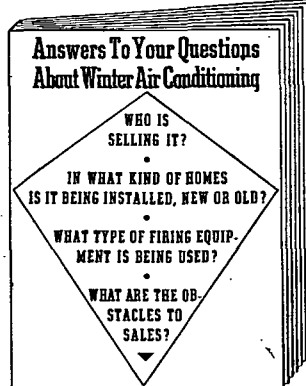
Surveys in 31 typical cities reveal that on June 1, 1937, the Air-Conditioning—Oil Burner Dealer group was selling 64.4 per cent of the winter air conditioning jobs and in some Eastern cities their share was 90 per cent. These dealers, formerly strictly oil burner dealers, are readers of "Air Conditioning—OIL HEAT" and have been educated in air-conditioning by it.

The number of dealer readers handling air conditioning is steadily increasing: winter air conditioning from 48.8 per cent in 1936 to 57.1 per cent in 1937; complete conditioning, 33.1 per cent in 1936 to 39.2 per cent in 1937.

Why do our dealer readers sell air-conditioning? (1) They are progressive; else they would not have been in the oil burner business in the first place; (2) they are used to the educational type of selling required; (3) they understand technical problems of installations and service and are familiar with the mechanical equipment used.



Send for Your Free Copy
of This Valuable Book



During 1937, the number of advertisers using our pages increased to an all-time high of 184, and space used increased 8.9 per cent to a new record of 563.8 pages. This is due to a growing appreciation of the value of our advertising pages in building good will and sales.

During 1937 this publication carried a total of 367 oil burner manufacturer advertisements. These manufacturers have men traveling through the field; they check on the dealer reading habits; and they place their ads where they know the dealer will see and read them. In addition these manufacturers are also readers of the paper, and this selection of it as an advertising medium carries with it their endorsement as readers.

Free lists of dealers "interested in air conditioning", lists of manufacturers, a low-cost mailing plan, and selling helps are available to our advertisers. Advertising rates are low.

Nov. 1937 CIRCULATION—Publisher's Figures

Oil Burner and Other Air Conditioning Manufacturers.....	312
Air Conditioning and Oil Burner Accessory Manufacturers.....	623
Oil Burner and Air Conditioning Manufacturing Executives.....	113
*Prospective Dealers (Heating Contractors, Electrical and Refrigerator Dealers, Oil and Coal Dealers, etc.)..... (Rotational)	6,000
Miscellaneous (Government Bureaus, Schools, Branch Offices, etc.).....	67
Wholesalers of Air Conditioning and Heating Accessories and Supplies.....	834
Oil Burner and Air Conditioning Dealers.....	13,119

94.7% handle oil burners
37.1% handle winter air cond. eqpt.
35.1% handle summer air cond. eqpt.
(artificial cooling and dehumidifying)
21.1% handle single room coolers

21.5% handle coal or oil
62.1% handle furnaces
66.7% handle boilers
38% handle summer central units eqpt. that
cools by circulation only.

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 1937, the average oilheating dealer got only 42.9 per cent of his income from conversion burners. But, beginning in 1932, he had added three other major oilheating lines—heating, fueloil and winter airconditioning. 1937 gross dollar volume of the average dealer was divided:

Conversion burner units.....	42.7 per cent
Boiler burner units.....	7.5 per cent
Heating.....	25.6 per cent
Fueloil.....	17.3 per cent
Winter airconditioning.....	5.3 per cent
Other.....	2.1 per cent

In 1937, 26.4 per cent or 51,968 conversion oilburners were sold with new cast iron or steel boilers. In addition, dealers sold 14,884 boilerburner units. Oilheating dealers did a total dollar volume in 1937 of \$28,529,366 in winter airconditioning. This represents an increase of 57.6 per cent over 1936, the greatest gain in any single branch.

SERVICES FOR ADVERTISERS

The 1936 Key Market Study.

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 (December 31, 1937) shows:

Power oilburner dealers and distributors.....	9,929
Key heating contractors, plumbing and heating contractors, and engineers.....	1,922
Fueloil distributors, selling fueloil and range oil, and their branches.....	2,558
Accessory and heating supply distributors.....	980
Total dealers and distributors.....	15,389
Power oilburner manufacturers and their executives.....	496
Accessory manufacturers.....	250
Total manufacturers.....	746
Total dealers and manufacturers.....	16,135
Per cent of total circulation.....	87.26
Others miscellaneous and paid.....	2,357
Grand total.....	18,492

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