

OILHEATING & AIRCONDITIONING *fueloil* JOURNAL

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MARKET: The oilheating market is an integrated 4-way market—oilburners, heating, air-conditioning, fueloil. The complete oilheating dealer sells all four—a good oilburner, using good fueloil, firing a good heating or air-conditioning system.

From 1919 to 1930, the only oilheating product sold by burner dealers was the conversion oilburner. In 1930 the sale of conversion burners represented 77.3 per cent of the dealer's gross income.

By 1936, the average oilheating dealer got only 44.1 per cent of his gross income from conversion burners. But, beginning in 1932, he has added three other major oilheating lines: heating (starting with boiler-burner units in 1932, now including all types of heating); fueloil; and winter air-conditioning. 1936 gross dollar volume of the average dealer was divided: Conversion burners, 44.1 per cent; boiler-burner units, 7.3 per cent; heating, 25.7 per cent; fueloil, 16.8 per cent; winter air-conditioning, 3.5 per cent; other, 2.6 per cent.

In 1936, 23.3 per cent, or 45,691, conversion oilburners were sold with new cast-iron or steel boilers. In addition, dealers sold 14,761 boiler-burner units. Oilheating dealers did a total dollar volume in 1936 of \$74,385,540 in heating, and \$18,102,390 in winter air-conditioning.

SERVICES FOR ADVERTISERS

The 1936 Key Market Study.
Oilheating & Air-conditioning
Merchandising News.
Specific Product Reports.

Unit sales and brand preference
summaries for many heating products
and installation materials.

OILHEATING & AIR-CONDITIONING: FUELOIL JOURNAL gives coverage of this integrated 4-way oilheating 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 dealer's need for workable 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 4-way market. A detailed break-down from the latest circulation statement (June 30, 1936) follows:

Power oilburner dealers and distributors.....	9,949
Key heating contractors, plumbing and heating contractors, and engineers.....	2,053
Fueloil distributors, selling fueloil and range oil, and branches.....	3,053
Accessory and heating supply distributors.....	682
Total dealers and distributors.....	15,737
Power oilburner manufacturers and their executives.....	541
Accessory manufacturers.....	357
Total manufacturers.....	898
Total dealers and manufacturers. 95.71 per cent of total circulation.....	
Others, and miscellaneous.....	746
Grand total.....	17,381

FUELOIL JOURNAL circulation covers the automatic heating field, and its rate per thousand readers is low. It will pay you to get full details. Write, wire, or telephone.

HEATING & VENTILATING

AIR CONDITIONING

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HHEATING & VENTILATING reaches the "key men" of the industry—the engineers, contractors and manufacturers who have the final word in the specification, installation, production and maintenance of the mechanical equipment utilized in the heating, ventilating and air conditioning fields.

An editorial program of outstanding alertness and authority is directed by qualified heating and ventilating engineers. Special sections and timely feature articles are included from time to time in line with the forward-looking policy that has characterized the publication since its inception in 1904. News, trends, developments, personalities—every side of this important industry is faithfully and authoritatively reported in this outstanding publication.

There is a regular section devoted to new equipment, profusely illustrated and comprehensively reported. Degree-days and unit fuel consumption for various large cities in the country has been a regular monthly feature of the publication for over eight years. The weather in large cities in typical localities of the country is

accurately charted. Two pages of reference data appear in every issue. Reports of meetings, the activities of manufacturers, abstracts of current papers, books and pamphlets, and editorials on the planning, installation and operation of heating, ventilating and air conditioning systems in public buildings, offices, factories, schools, hospitals and homes are other contents

of continuous interest.

Air conditioning, now coming into its own, has had a champion in HEATING & VENTILATING since 1904 when, in its very first issue, an article on this then infant industry appeared. Since that time, for more than thirty years, HEATING & VENTILATING has consistently published the news and developments of air conditioning up to its present high state of perfection and its pages have carried an impressive total of editorial lineage on this subject.

Subscriptions to HEATING & VENTILATING are \$2.00 a year. Advertising rate cards, sample copies and market data will be gladly submitted on receipt of application.