

Coal-Heat

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To Get the Facts

about heating and fuel requirements, heating costs, operating and maintenance problems, the equipment situation, personnel, performance standards, fuel economics, sales and service—this is what we are trying to do, here at COAL-HEAT:

These are the fundamental factors that affect the market, the use and sale of fuel and equipment, one's job, or business.

So, it is our aim to get and print "the low-down" on these in each of the following markets:

1. Apartment houses
2. Churches
3. Dept. & other stores
4. Dairies
5. Greenhouses
6. Hotels
7. Hospitals
8. Institutions

To find out what each of us concerned should know about the particular needs, problems and possibilities in each of these fields, and to help make more of the facts known where they will do the most good—this is our purpose!

Together, these groups represent some 20-million plants, buildings, homes, 160-million tons of coal annually—the nation's largest fuel market, in either number of tons or customers. See "Heating-Fuel Markets"—\$1.00 a copy.

FUEL AND HEATING EQUIPMENT—SALES AND SERVICE

Many of these plants and buildings are old, the equipment is in poor condition, operation leaves much to be desired, costs are excessive.

Since most janitors, building owners, members of school and hospital boards are not well informed about heating or the proper use of fuel, we face a tremendous educational job—a job that rests largely on the retail dealer and the salesman because they alone come in

9. Laundries
10. Municipal & govt. bldgs.
11. Mfg. plants
12. Office bldgs.
13. Residential
14. Schools
15. Theaters & other bldgs.

periodic contact with these 20-million fuel users. To help provide the essential educational sales and service tools—that's what we're trying to do.

To help keep more customers happy, get into more of the new buildings, help develop new business—these are the objectives of COAL-HEAT. It can help you get more business!

DOMESTIC ENGINEERING COMPANY

1801 Prairie Avenue, Chicago 16, Illinois

DOMESTIC ENGINEERING

Editorially keyed to the total business interests of qualified plumbing-heating-cooling contractor-dealers who specify, sell, install and service. DE covers every phase of the contractor-dealer's business: engineering, servicing, merchandising, research, financing, new products, legal, news, legislation. Winner of 16 out of the 17 national editorial awards presented to publications in its field by

Industrial Marketing since 1939, DE holds the loyalty and confidence of "buying core" contractors who do more than two-thirds of the industry's total annual volume—loyalty and confidence that pays dividends to Domestic Engineering advertisers. Member, Audit Bureau of Circulations. Published monthly, \$5.00 per year.

ACTUAL SPECIFYING ENGINEER

The only business publication written specifically for the engineer who actually specifies products into heating, piping, plumbing, ventilating and air conditioning systems. Editorial formula and performance are completely geared to the subject of specifications and product choices and to the application of products in various systems. Circulation is made up of men who design systems and

specify products, and includes: independent consulting engineers specializing in mechanical systems; consulting engineers; engineers associated with architects; and specifying engineers associated with large industrial companies, institutions and commercial chains, big contractors and distributors, government (in all categories), utilities, etc. Published monthly, \$5.00 per year.

DOMESTIC ENGINEERING CATALOG DIRECTORY

Published annually as a buyers' guide for large contractor-dealers and wholesalers. Contains 6 sections of MANUFACTURERS' CATALOGS on: Boilers, Burners, Furnaces, Controls, Air Conditioning, Refrigeration, Insulation, Pipe, Valves & Fittings, Pumps, Tanks, Appliances, Water Heaters & Softeners, Brass, Drainage Pipe, Tools, Compounds and Oil. PLUS... CLASSIFIED DIRECTORY OF PRODUCTS with 3,000 main

classifications and 4,600 cross references. TRADE NAMES, an extensive list of over 10,000 with corresponding manufacturers' names. NAMES AND ADDRESSES of approximately 5,000 manufacturers in the industry. TECHNICAL ENGINEERING DATA, complete array of easy-to-read, easy-to-use charts, graphs and tables. \$12.50 per year. \$25.00 for three years.

ENGINEERS' PRODUCT FILE

Published annually for engineers who specify Heating-Cooling-Plumbing. Contains 8 sections MANUFACTURERS' CATALOGS: Heating, Air Conditioning, Ventilating; Heating-Cooling Controls, Specialties; Tanks, Heat Transfer Equipment, Water Heaters, Water Treatment; Piping, Tubing, Valves, Fittings, Fire Protection Equipment, Pipe Hangers, Pipe Insulation; Pumps, Lawn Sprinkler Systems; Plumbing Fixtures, Accessories, Plumbers' Brass,

Specialties; Plumbing Drainage Products. CLASSIFIED DIRECTORY of thousands of products, names, location of manufacturers. TRADE NAMES, lists thousands with product, manufacturer. MANUFACTURERS' NAMES, ADDRESSES, thousands whose products are specified. TECHNICAL, ENGINEERING DATA, 160 pages, basic tables, rules commonly used in systems layout, design.