

Coal-Heat

Published at

20 W. Jackson Blvd., Chicago 4, Illinois

Phone Wabash 2-9464

New York City, MURRAY Hill 2-1647

Editorially

COAL-HEAT puts its emphasis on:

- ways and means of furthering the more satisfactory use and sale of coal.—sales and service—heating merchandising—the fundamentals

The 'Equipment Situation'—

Three times out of four the fuel dealer has two strikes against him because of the design, condition, and operation or the equipment in which much of his coal is used. For instance, findings of the Coal Heating Service inspection campaign in Minneapolis and St. Paul, Minn., covering thousands of individual homes show that:

1. Only one heating system in 10 is in good condition.
2. More than 2 out of 3 need cleaning.
3. More than 3 out of 7 have chimneys or smoke pipe that need attention or replacement.

In the larger field—among the nation's laundries, dairies, hotels, hospitals, apartments, schools, churches, medium and larger sized plants the reader can assume from detailed records of plant inspections of such fuel users in Akron, Canton, Cleveland, Middletown, Ohio; Detroit, Flint, and Lansing Mich.; Durham, N. C.; Altoona and Erie, Pa.; Milwaukee, Minneapolis and St. Paul, Morgantown W. Va., Toronto, Canada, and Wheeling, W. Va., that 'on the average' out of every 100 such plants:

- from 20 to 80% are mechanically defective;
- from 10 to 20% are obsolete;
- from 10 to 15% are overloaded;
- from 20 to 80% are improperly operated;

Obviously, therefore, in all too many cases

- far too much fuel is wasted;
- heating or power costs are excessive;
- heating and operating problems are far too frequent;
- the modernization and replacement market is all but unlimited.

So, if the reader recognizes this situation there can be no question as to COAL-HEAT'S place in the picture from the sales and service viewpoint.

Functionally, the 477 feature articles and regular departments 'indexed' in COAL-HEAT the past 12 months were divided as follows:

Association News.....	19	Operation & Maintenance.....	13
Business Trends.....	22	Personal Relations.....	8
Coal Handling.....	16	Personnel.....	22
Collections.....	13	Research.....	20
Costs.....	18	Sales.....	24
Credits.....		Salesmanship.....	33
Equipment.....	30	Sales Promotion.....	23
Fuels.....	32	Service.....	25
Fuel Engineering.....	13	Smoke Prevention.....	26
Heating.....	23	Training Activities.....	26
Housing.....	22	each of these being covered as	
Markets.....	21	briefly and helpfully as possible.	
New Products.....	14		

1552

Domestic Engineering Publications

1801 Prairie Avenue, Chicago 16, Illinois

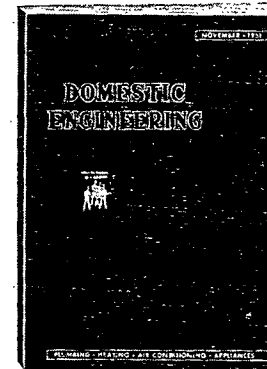
EFFECTIVE 2-WAY COVERAGE OF THE HEATING, PLUMBING AND AIR CONDITIONING FIELD

DOMESTIC ENGINEERING MAGAZINE

DOMESTIC ENGINEERING means leadership! Leadership in advertising... leadership in paid circulation... leadership in editorial content!

DOMESTIC ENGINEERING won ten major national editorial achievement awards in ten years—a record unsurpassed by any business publication in any field. Editorial content is keyed high to attract and hold the reader loyalty of the top third who do eighty per cent of the business. These are inclusive contractor-dealers who sell and install broad lines of heating, air conditioning, plumbing and allied products. DOMESTIC ENGINEERING serves their total business interests—management, merchandising and technical.

Published monthly. Yearly subscription, U. S. and Canada, \$5.00. Foreign, \$8.00.

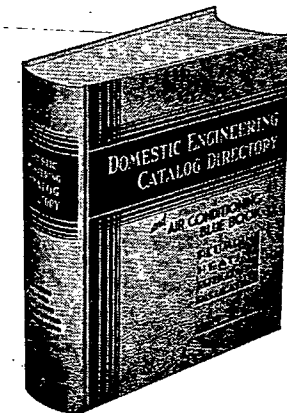


DOMESTIC ENGINEERING CATALOG DIRECTORY

DOMESTIC ENGINEERING CATALOG DIRECTORY is one of the most comprehensive single sources of buying and specifying information for all types of products used in the heating, air conditioning, plumbing and allied products industry. Listing virtually every known product in the field, this volume supplies also names and addresses, trade names and complete catalogs of leading manufacturers.

Published annually. Price, \$10.00 per copy.

Together, DOMESTIC ENGINEERING and DOMESTIC ENGINEERING CATALOG DIRECTORY constitute the backbone of every well-conceived promotional program in this industry. Together, they afford you effective two-way coverage of the important buying factors



that make up this field. DOMESTIC ENGINEERING supplements these leading publications with a secondary package of services including market and research information, manufacturers' agents assistance, complete mailing facilities and lists.

1553