



warm thoughts and cool ideas

from **WILSON** The People You Can Trust.
Heating Oil Air Conditioning and Heating

late fall 2006

PERSONALLY SPEAKING

your loyalty is our reward

Dear Friend,

Thanks to the support of our customers and dedication of our staff, we have had a very enjoyable observance of our 80th year in the home comfort business. To celebrate this exceptional achievement, we gave away more than \$100,000 in special offers and prizes this year.

Now, just because we are in our 81st year doesn't mean the savings are going to stop. Continue logging on to our website, www.wilsonoil.com, to stay abreast of our latest specials and ongoing prize drawings. And, be sure to see page 4 of this newsletter for an outstanding fall special that can save you a bundle on heating costs. With this in mind, I would like to thank all of our customers for their participation and continued support.

With winter just around the corner, our staff is working overtime to make sure we're ready for another heating season. Having 80 years of experience to guide us, we are confident that we'll be prepared for anything the weather might throw at us.

Warmly,

David O'Connell



**On behalf of the Wilson Oil family,
we thank you for your loyalty.**

one less worry this winter

A big fear for many homeowners today is the possibility of their oil tank leaking—because it's NOT covered under most homeowner's insurance plans. Although today's oil tanks are exceedingly safe, an unexpected leak could mean thousands of dollars in environmental cleanup costs.

TankSure® protects your tank and can lower your homeowner's insurance premiums.

That's why we're an exclusive provider of TankSure® protection for aboveground tanks. With TankSure, your tank walls are tested annually and you're covered by a \$1,000 replacement warranty if the test indicates you should consider replacing the tank.

lower insurance costs

TankSure may also entitle you to a discount on your homeowner's insurance premiums, and if you should ever decide to sell your home, TankSure's benefits will make a sale easier.

Also, if you currently have one of our service plans, congratulations—you already have the protection of TankSure. If not, call us to find out how to enroll.

win a new refrigerator—fully-stocked!

Lower your energy bills with the latest energy-efficient kitchen appliance. Enter our new contest

Value: \$2,250

for a chance to win an Energy Star rated, stainless

steel **Maytag refrigerator, PLUS a \$250 gift card to a local supermarket!**

Read this newsletter and answer the questions on the enclosed reply card. All entries must be received by Dec. 20, 2006.

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

- 25.6 cubic ft.
- external water and ice dispenser
- side-by-side model
- exceeds federal efficiency standards by 20%



replacing your heating system: when does it make sense?

In the wake of rising home heating fuel prices, you've probably done your best to cut your heating costs. You may be turning down your thermostat, or perhaps you have recaulked windows or added insulation in your attic.

These are excellent ways to conserve energy, but you could do even better. If you put your focus on your heating system, you could save hundreds of dollars a year. Heating systems represent nearly half the energy consumption in most homes.

maintaining your system

At the very least, make sure your system receives regular maintenance so efficiency and safety are not

compromised. Regular equipment maintenance will save you money on heating costs because it restores most systems to factory-fresh condition.

Even more important, annual equipment service can correct common problems, such as a misfiring burner. Proper adjustment



of the air/fuel mixture for your oil burner will help save a lot of fuel.

improving your system

If your entire system does not need to be replaced, retrofitting it with a new, flame retention head burner is a cost-effective way to upgrade your system. This improvement can often pay for itself in about two years or so with the fuel it saves.

Compared with older, "gun-type" burners, the flame retention head burner does a much better job of mixing the fuel with the air supplied for combustion. It can then burn the fuel/air mixture in a cleaner, more controlled manner, resulting in lower heating costs and less air pollution going out of your chimney.

replacing your system

If your system is 15 years old or older, you should think about replacing it. Depending on the model, your new system may feature the most energy-efficient heating technologies available.

Getting a new heating system is like replacing an old black-and-white TV that has a fuzzy picture, with a high-definition, surround-sound, flat-panel television system.

how much heat do you lose?

Up to 40% of the heat produced by an old heating system can be lost—not only up the chimney or out the flue but through the sides of the heating unit itself. This means losing 40 cents on every dollar spent on heating.



An old heating system can waste 40 cents of every energy dollar.

it's worth the investment

The greater the gain in efficiency from a new heating system, the greater the energy savings. Besides big savings on heating bills, once you've installed a new system, you'll virtually eliminate the need for expensive repairs and the escalating maintenance costs associated with an aging system.

In addition, installing a new heating system could make you eligible for a substantial federal tax credit.

how good is the "mileage" of your heating system?

Efficient, well-maintained cars get more miles per gallon. A high-efficiency heating system that is well maintained gets more "heat per gallon."



system is five years old or newer, equipped with latest technology, receives annual service

rating: 40 mpg



system is 10–20 years old, fuel-efficient technology is minimal, maintenance is sporadic

rating: 15 mpg



system is 20-plus years, "primitive" technology, system serviced only after a breakdown

rating: 3 mpg

Ratings show how fuel efficient different heating systems would be if they were cars.

my, how you've changed

Most people are not aware that oil heat has changed radically over the past 30 years. As a consumer who heats your home with oil, you should know the facts—not the fiction—about your heating fuel.

not your father's oil heat

Oil heat is one of the safest, cleanest and most efficient ways to heat a home. Today's oil heat is so clean and efficient thanks to major improvements in equipment. These have resulted in systems that burn *95% cleaner* than before and high-efficiency furnaces and boilers

that use substantially less oil (about 500 fewer gallons per year per household compared with systems used in the 1970s).

Another significant change has been the virtual elimination of air polluting particulate matter (soot). If you have recently installed a new oil heating system in your home, you already know you don't have any soot, dirt or odors to deal with.

New oil heat equipment also features "smart controls" that minimize on-and-off cycling, i.e., when a system keeps turning on and off. This reduces fuel consumption, wear on parts, flue emissions, electrical use—and your fuel bills!

looking ahead

The future of oil heat looks even better. New technology, which is currently being perfected, includes self-diagnostic equipment that will alert you—and us—to potential problems *before* your equipment breaks down.

With growing concern over rising fuel prices, researchers have also been looking for alternate fuels that are compatible with modern oil heating equipment. One of the most promising is **Bioheat**. Derived from domestically grown crops such as soybeans, Bioheat is a renewable resource produced entirely in the U.S. It may very well be the heating fuel choice of the future.

with oil heat, you couldn't be safer

Natural gas is extremely combustible and electricity causes many house fires every year. That's why millions of people wouldn't dream of heating their home with anything else but oil.

nonexplosive

Heating oil can only ignite under certain conditions. If you dropped a burning match into a barrel of oil, the match would go out—just as if you had dropped it in water. Oil must be vaporized before it will ignite and burn. That's why you can safely store heating oil in a tank inside your home.

Oil heat also poses a very low risk of carbon monoxide poisoning. Unlike a natural gas system, if an oil burner malfunctions (typically due to a lack of maintenance), it usually releases a large volume of smoke or soot. This serves as a visible warning that invisible, odorless carbon monoxide fumes are being released into a home. This can be prevented by having your heating system serviced regularly.



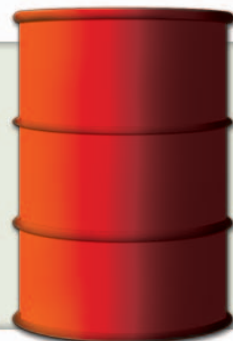
oil heat lets you soak in comfort

a drop in the bucket

When President Bush said the country was addicted to oil, he was referring to crude oil, the raw material from which all petroleum products are made.

This addiction, however, stems mostly from our big thirst for gasoline. Transportation needs account for about two-thirds of all the petroleum consumed in the United States. The chart below shows the range of products refined from a barrel of crude oil. Heating oil is just a small fraction of total U.S. consumption of petroleum. You could say it's just a drop in the bucket.

Refineries take crude oil and turn it into a variety of products. Here's a typical breakdown of what is produced from one barrel (42 gallons) of crude oil.



gasoline	45%
diesel	19%
jet fuel	10%
heating oil	7%
propane	1%
industrial fuel oil	1%
other	17%

Source: U.S. Department of Energy

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Air Conditioning and Heating

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Call us! (610) 566-7600

visit our website at
www.wilsonoil.com✓ you could win a
new refrigerator*✓ get a free
water heater

*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

We accept:



Custom-Made Indoor Weather

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HYDRONIC SYSTEMS

PRSR STD
U.S. POSTAGE
PAID
DATA MANAGEMENT

fall into comfort

When heating equipment breaks down, many people opt for an inexpensive “quick fix” so they don’t have to spend a lot of money, and they can get on with their busy lives. While understandable, this short-term choice means missing out on long-term benefits—savings and comfort.

Installing a new comfort system

can not only eliminate the escalating repair costs of an aging system, but also cut energy use. According to the Consumer Energy Council of America, the energy savings can be dramatic if your new system is significantly more efficient than your present comfort system. In fact, a new,

high-efficiency system can *reduce your energy bills by as much as 30%*. (Read the article on page 2 to see if it makes sense for you to replace your heating system now.)

If you would like a FREE evaluation of your current system or want to learn more about how much you can save with a new system, please call us or mail back the enclosed reply card.

Also, please see below for an exciting offer.

**Get a FREE
water heater**

**Install a new high-efficiency
Carrier Infinity
Heating and Cooling System
and we'll remove your existing gas or
electric water heater and give you
a new 40-gallon replacement unit,
absolutely FREE.***

* Value up to \$750. Water heater change-outs of gas-to-gas or electric-to-electric only. Offer valid through Dec. 31, 2006. Available while supplies last. Cannot be combined with other offers.

winner's circle

Thank you again to everyone who has been returning our customer satisfaction survey and helping us to serve you better. And congratulations to our latest winners, **Mr. and Mrs. Jim McLoughlin** of **Drexel Hill**, who won a \$100 gift certificate to the Towne House Restaurant in Media, Pa.

Remember, every time you return one of our surveys, you become eligible to win a dinner for two at a restaurant of your choice. So keep up the good work and thanks for keeping us on our toes.

SNAPSHOT

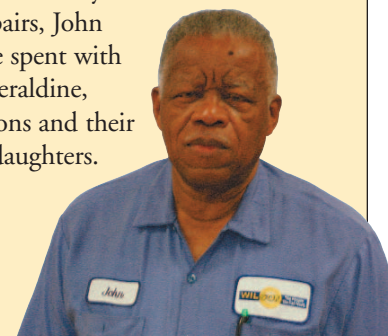
John Daniels has been a Wilson service technician for 10 years. He had previously been employed as a machinist, but when the manufacturing plant where he worked closed its doors, John applied for a position at Wilson Oil after hearing of an opening from a friend who worked here.

Although he took formal training for his certification as an oil heat technician, John also learned a lot working alongside our experienced technicians. “These guys really know what they’re doing. Just watching them was a great education,” he says.

“I like what I do and the people I work with,” says John, “and it’s a really good feeling when you can bring someone’s heat back on a cold winter day.”

His skill as a technician comes in handy off the job too. “As a trustee for my church in Wayne, I try to pitch in wherever I’m needed,” John says. “There are always repairs and maintenance work to be done.”

When he isn’t busy making repairs, John enjoys time spent with his wife, Geraldine, their two sons and their two granddaughters.



John Daniels, service technician