



warm thoughts and cool ideas

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

summer 2006

PERSONALLY SPEAKING

you can't put a price on service

Dear Friend,

Every day we're faced with advertisements or telemarketers trying to tempt us with the proverbial "great deal." "Buy from us and get a low introductory price."

Well, it's OK to try and save a buck when service and quality don't really matter—like with a magazine subscription or Spot's favorite dog food. But certain things you just don't leave to chance.

For example, you wouldn't change your doctor in order to save a few dollars, would you? Of course not. When it comes to your family's health, it just doesn't pay to cut corners. That's true for your home comfort too—where service, quality and dependability really matter.

At Wilson Oil, we do so much more than deliver your fuel. We work hard every day to keep your fuel prices down,



but we also provide a high level of service so we can keep you and your family safe and comfortable.

If something goes wrong with your heat next winter, you can count on us to leave the comfort of our own homes to come and fix the problem promptly, regardless of the hour. Our "house calls" are an integral and time-honored part of our business.

No, you just can't put a price on service, quality and dependability. So save the "bargains" for your local department store. Don't risk your peace of mind by being penny-wise and pound-foolish with your home comfort.

Warmly,

David O'Connell

tank protection for your peace of mind

An oil tank won't last forever. But thanks to our new, EPA-certified* **TankSure**® program, we can be proactive about finding a problem, if one exists, and quick to recommend a solution.

All our service plan customers now receive TankSure when their plan renews. It's a new benefit of their agreement.

Here's how it works. During your next tune-up or service call, we will test the thickness of your fuel tank. Then, we'll continue the testing once a year, keeping a



THE **TankSure**® PROGRAM

close eye on the thickness of the tank.

If we detect a problem, we'll immediately send you a letter recommending that we replace the tank, *before* you have a problem on your hands. Plus, TankSure provides a **tank replacement warranty** of up to \$1,000 to use toward the replacement.

If your tank passes inspection after we test it for the first time, we'll give you a certificate, which may help you get a discount on your homeowner's insurance. Actually, insurance companies in some states won't issue a homeowner's policy without this type of tank inspection.

* U.S. Environmental Protection Agency

go online and save

Every day we make our website more valuable than ever. Visit us at www.wilsonoil.com to see what's new in the comfort industry and to check out our full range of products and services.

You'll find *money-saving offers* and information about rebates. You can also use our website to schedule your tune-ups, ask questions or give us your feedback—24 hours a day!



the inside (and outside) story on air conditioning

Many people don't realize that a central air system is composed of two parts, each one of equal importance. There is the outdoor unit, also called the condenser or compressor, and the indoor unit, which includes an evaporator coil and a blower. The indoor unit is typically located within your furnace or air handler and is tucked away in a garage, basement, attic or even a closet.

Since the outdoor unit is exposed to the elements, it generally wears out and needs to be replaced before the indoor unit. And that's when you have a decision to make.

getting the proper match

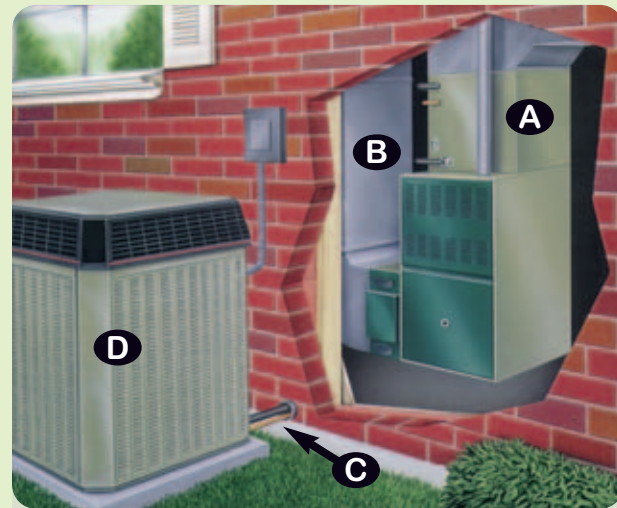
If your cooling system has a relatively low efficiency rating of

6 or 8 SEER (Seasonal Energy Efficiency Ratio), it is not economically practical to replace only the outdoor unit. Your low-SEER indoor unit won't be compatible with the higher efficiency of the outdoor condenser models now being installed.

If you *don't* replace both indoor and outdoor units, your cooling system could be as much as **15% less efficient** than promised—and you won't get the payback on your investment that you had expected.

What's more, when the indoor and outdoor components can't function as a "team," you sacrifice comfort. Your system may still work, but it won't perform as well as it should. Even worse, a mismatch between a new outdoor unit and an old indoor unit often creates stress on a cooling system. The result can be premature equipment failure.

"Not matching your two air conditioning units is like getting a new stereo and playing it with your old speakers."

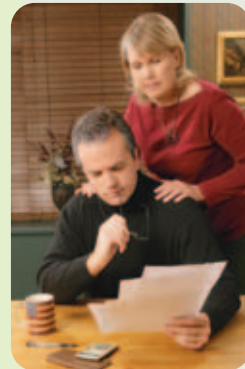


Liquid refrigerant enters the coil of the indoor unit (A), absorbs heat and cools the air, which is then blown through ducts (B). The vaporized refrigerant, which now carries heat, is piped (C) to the outdoor unit (D). It compresses the vapor back into a liquid and releases the heat outside. Next, the entire cycle begins again.

buyer beware

If you get more than one price quote for replacing your central air equipment, make sure the estimates let you compare "apples to apples." The price estimates should be for a full system—indoor and outdoor units—and not half a system.

If you're thinking of replacing your system, call us. We will make sure you get a proper match between the outdoor condensing unit and the indoor coil. We'll also position and fit the indoor handling unit properly and seal your ductwork correctly.



All of this guarantees that you will receive the comfort and savings you deserve.

personal service and value brought right to your home

Although we live in a brave new world driven by technology and labor-saving innovations, there are some "quaint notions" we refuse to give up. Things like personal service, courtesy, true value for your money and house calls.

We're happy our business depends on visiting your home. In an after-hours emergency, our technicians leave the comfort of their own homes to restore comfort and safety to yours.

Of course, in today's competitive business environment, you can always find a home comfort company offering a lower price. But your "best buy" goes deeper than price.

Companies that offer the lowest price are not likely to offer you reliable emergency service or expert service capabilities—or the

willingness to go the extra mile for their customers. If you choose a home comfort provider on price alone, sooner or later you'll discover the truth of that old axiom. You really do get what you pay for.

Here are just a few things we offer you:

- ❖ staff available for emergency service 24 hours a day
- ❖ trained, certified technicians who solve problems correctly the first time
- ❖ protection of your floor and furnishings during equipment installations
- ❖ money-saving options such as service agreements
- ❖ financing alternatives for new equipment
- ❖ full liability insurance coverage

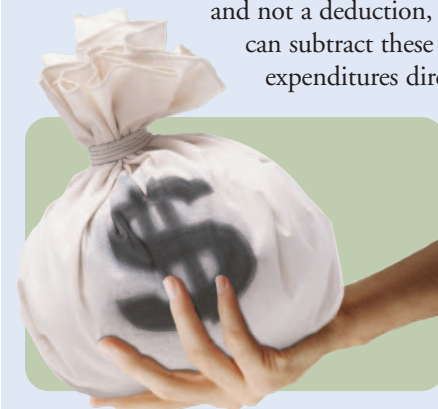


give yourself a \$500 tax credit

Energy prices have soared, but help is on the way. Last summer, Congress passed an energy bill with provisions to encourage and reward energy-saving household improvements.

Homeowners can now get a tax credit for as much as \$500 for money they spend on energy improvements for their homes.

Because this is a tax credit and not a deduction, you can subtract these expenditures directly



from next year's federal income tax bill. As an example, you may qualify for a \$300 tax credit by installing a new, high-efficiency cooling system in your home.

Energy-saving purchases that qualify for the federal tax credit include:

- high-efficiency heating and cooling equipment
- programmable thermostats
- tankless water heaters
- thermal-pane replacement windows
- new doors
- insulation
- appliances with the Energy Star designation

If you've been putting off energy-saving improvements to your home—including the purchase of a new comfort system—now may be the right time to get moving. You can enjoy hundreds of dollars in up-front savings with the tax credit, and continue to save year after year with lower energy bills made possible by the energy-efficient improvements you made.

But don't wait too long. The tax credit applies for 2006 and 2007 purchases only.

For the latest guidelines on the new Energy Tax Incentive Act, log on to www.energycrredit2006.org.

get back into circulation

Is your upstairs too warm? Or, is there a room at one end of your house that never feels quite comfortable?

There are *affordable* solutions to these problems, which means that replacing your entire air conditioning

system may not be the answer. Instead, you may simply need to **improve the airflow in your home.**

Unfortunately, some companies do not have the expertise to identify airflow problems (although they do know how to convince you that new

equipment will make all of your comfort problems disappear).

why is airflow so important?

A new central air system may generate more cold air than the North Pole, but without proper airflow most of that cool air will end up going to waste, along with your energy dollars.

Before we suggest a solution for you, however, we visit your home and do a thorough evaluation. This includes measuring your home and performing diagnostic tests. The combination of our airflow expertise and our use of diagnostic equipment can increase your comfort and savings significantly.

If your home is not as comfortable as you would like it to be, please give us a call. We'll be glad to help.

Your home may look beautiful, but airflow problems can make things feel ugly and uncomfortable. Airflow problems can usually be traced to poorly designed ductwork, an insufficient number of supply and return registers or a lack of zoning controls.



find the hidden words

We've hidden six words in this puzzle that are related to energy savings. The words may appear horizontally, vertically or diagonally. If you can't find all six, turn the page sideways to check the answers.

X	C	L	P	W	Q	J	R	T	B	A	N	F	E
E	F	F	I	C	I	E	N	C	Y	H	T	M	X
H	G	J	N	O	E	L	N	F	U	O	H	R	N
B	K	P	S	T	U	N	E	U	P	S	E	I	X
M	S	E	U	U	O	I	S	K	L	E	R	Y	T
F	Y	H	L	L	K	W	Q	X	C	V	M	E	U
T	P	L	A	B	V	Q	A	Z	L	B	O	T	Y
G	H	J	T	D	C	A	U	L	K	N	S	N	C
M	N	L	I	N	E	U	P	L	P	L	T	H	E
H	K	J	O	P	O	S	M	E	N	D	A	G	P
N	J	E	N	S	O	L	E	N	F	U	T	E	Y
B	C	X	A	Q	W	I	J	N	D	W	Q	A	C

ANSWERS: insulation, thermostat, shades, caulk, tuneup, efficiency

visit our website at
www.wilsonoil.com

★ TankSure® gives you peace of mind

★ replace your old a/c and be a winner

and the winner is ...

Congratulations to **Steve Holefelder** of **Brookhaven**, winner of our oldest central air system contest. We received some terrific entries describing some astonishingly ancient a/c systems, but



The Holefelders' 40-year-old a/c won our oldest central air system contest ...



... and they're pleased with their prize—a new, 18-SEER a/c system.

Steve's 40-year-old system stood out. Steve says he's pleased with his prize, a new a/c system with a SEER* of 18. We installed the high-efficiency equipment in the spring. "I'm expecting my electric bills to go down sharply," he says.

While we were replacing Steve's old system, we installed a new furnace for him too. "The furnace was as old, or possibly older, than the a/c," says Steve. "My oil bills were higher than you would expect for a house the size of mine."

you could be a winner too

Even though we could pick only one winner for our contest, that doesn't mean you

need to keep your old comfort equipment around. With energy prices so high, that's not a good strategy. A new system will use less energy, saving you money. Plus, there will be additional savings because of fewer, if any, repairs or breakdowns to pay for.

don't wait for a breakdown

Why wait for old comfort equipment to conk out at the worst time? You could be rushing around in the heat—or cold—to replace it. Replace it now instead.

And look no further than the company you already know and trust. We'll do a great job for you—from consultation to installation. Return the enclosed card or call today for a FREE, no-obligation estimate. Also, see the exciting offer below.

*SEER stands for Seasonal Energy Efficiency Ratio.

customer survey winner's circle

Thanks to all of you who have been returning our customer satisfaction surveys and helping us serve you better. And congratulations to **John Nagle** of **Ardmore**, the winner of our latest drawing. He won a complimentary dinner for two, valued at up to \$100, at The Tavern.

Remember, every time you return a survey you become eligible to win a delicious meal at a restaurant of your choice. So keep up the good work. We look forward to hearing from you.

FREE furnace with purchase of central air system

As part of our 80th anniversary celebration, we have come up with another way to help you keep your family comfortable without breaking the bank. Have us install a high-efficiency **Carrier Infinity central air conditioning system** and we'll give you a **FREE furnace**.

Offer valid until Aug. 15 while supplies last. Cannot be combined with other offers. Residential installations only. Promotion is based on installation of furnace and 24ANA air conditioning system simultaneously by Wilson of Wallingford, Inc. Installation of furnace extra.

