



warm thoughts cool ideas

from H.B. McClure COMPANY

early spring 2012

PERSONALLY SPEAKING

count on us to come through for you

Dear Friends,

Every time you turn around these days, it seems there is another website where customers can review local businesses. We think this is a good thing, and it's why we **encourage customers who have had a good experience with H.B. McClure** to spread the good word on our Facebook page, Google, Yahoo Local and Angie's List.

Based on our experience, customers are most impressed when we come to their rescue. When you've lost your heat and it is 28° outside, or when your water heater dies and there's an inch of water in your basement, these are the times

when you really count on us to be there for you. And we pull out all the stops to get to you as fast as possible to fix the problem.

When bad things happen, you want a heating and cooling company you *know* will come through for you.

H.B. McClure has the resources, the equipment and highly-trained personnel to accomplish this.

We are 100% committed to

your comfort and safety, and you can depend on us to be there no matter what.

Warmly,

Bob McClure
Chairman of the Board

Bob Whalen
CEO

SAVE with preseason specials

instant rebates on new systems

- **\$600 rebate** on a Platinum Tier or geothermal system installed by March 31. [\$400 if installed by April 30]
- **\$400 rebate** on a Gold Tier System installed by March 31. [\$200 if installed by April 30]

home energy evaluations for only \$99! (regularly \$200)

This limited-time offer includes:

- **blower door test** (to check for energy leakage)
- **thermal scan** (to pinpoint problem areas)
- **performance evaluation of HVAC equipment**
- **visual inspection of duct and piping systems**

Special pricing applies to single-family residence of up to 3,000 sq. ft. with one heating and/or cooling unit. Valid through April 30, 2012.

Please call today to schedule an appointment or to learn more.

"Gold Shield" offers savings and peace of mind

Jenny Donnelly of Dillsburg has been a customer of H.B. McClure since 1985, and she's had a Gold Shield Service Plan for almost as long. **Ms. Donnelly says the plan has covered a number of repairs over the years.**

Ms. Donnelly says she likes the peace of mind that comes from knowing that a tune-up is part of her plan. She says, "It's good knowing that they will be here to check everything out before the heating season starts."

She has **never had a bad experience** with an H.B. McClure

employee, Ms. Donnelly says.

"They are excellent. They always give me a time when they will be here. They call before they come, and they don't keep me waiting. They get the job done fast and they clean up after themselves."

To learn more about our Gold Shield Service Plan and our Gold Shield Plus Plan, which offers full parts-and-labor coverage on many repairs, **go to www.hbmclure.com and click on "Gold Shield Contracts."**





Don't gamble with your comfort

Keeping your home comfortable without losing your shirt comes down to smart decisions that minimize risk. To help you come out a winner this winter, we offer some advice.

choose your winners in the race to save money

Suppose you had **four choices** for saving money on heat. Which ones will pay you back with energy savings? Check the board below to place your bets. Beware of choosing the "long shot." They hardly ever pay off!

RACE ENTRIES

- 1 Turn thermostat down to below 60°.
- 2 Replace old equipment.
- 3 Enroll in a level payment plan and automatic delivery.
- 4 Turn off heating system; use electric space heaters instead.



ODDS

30 - 1
3 - 2
3 - 1
75 - 1

race results (answers for above)

- 1 **Loser.** Any savings from setting the temperature this low could be wiped out if your water pipes freeze. Depending on how low outdoor temperatures go, water pipes near poorly-insulated outside walls can freeze if the temperature inside stays below 60° long enough.
- 2 **Winner.** Installing a high-efficiency system is your best bet for saving money. And the payback can be enormous! Annual fuel costs can be cut by 30% or more and you'll eliminate costly and inconvenient repairs.
- 3 **Winner.** Spreading out your payments and getting your fuel delivered automatically eliminates unexpectedly high bills or running out of oil. Fuel run-outs can

leave you vulnerable to frozen pipes, an emergency delivery fee and a service charge for restarting your oil burner or for pressure testing your propane tank for leaks (required by law).

- 4 **Loser.** Depending on its efficiency, a central heating system will provide about 20 times as much heat as a portable electric heater for a lot less. Space heaters also pose a fire risk; they should be used with extreme caution.

a sure bet for power

You can keep everything operating during a power outage by investing in a **propane generator**. If you ever lose power, your generator will automatically start, ensuring that your lights stay on, your heating system keeps running, the food in your refrigerator stays cold **and** any medical equipment remains operational. (A generator is a "must-have" if anyone in your household relies on electric-powered home medical equipment, such as ventilators and nebulizers.)

To power appliances that cannot be unplugged (like your furnace) or to supply power for all of your lighting, you will need a transfer, or bypass, switch. These switches should **always** be installed by a licensed electrician.

increase the odds of restoring your heat

If your heat stops working on a cold night, don't panic. There are many simple reasons that can cause your heat to stop working. Sometimes you may even be able to fix the problem yourself.

Before reporting a no-heat problem, you should check to see if:

- ♦ you **tripped a circuit breaker** (or blew a fuse).
- ♦ the **thermostat is set correctly** to call for heat.
- ♦ the heating system's **power switch is turned on**.
- ♦ you have **fuel in your tank**.

Tip: Pushing the reset button on your oil burner may also get your heat back. (Push it once only.)



To prevent run-outs, call us when your propane tank gauge reaches 30% (or when your oil tank is about one-quarter full). Better yet, join our automatic delivery program to prevent run-outs entirely.

don't get bluffed

Some fuel companies play rigged games that trick unsuspecting customers. They lure you in with a really good price—but then start changing the "house rules." For example:

- **Some full service oil dealers** get you to sign a contract with them and then start stepping up your price until you are paying much more than you would with us.
- **Some propane companies** will quote you one price on the phone, but as soon as they install a tank, they'll surprise you by tacking on big fees to their delivery bill.

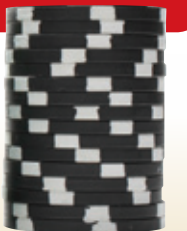
We don't play these types of games. Our pricing policy is consistently honest and fair.

You can also count on us to deliver your fuel dependably and safely and be there for you when you need us the most. **Our superior service**—and integrity—saves you money, reduces your aggravation and gives you real peace of mind.

more hot water for less money with propane



electricity
40 gallons



propane
67 gallons

number of gallons per hour that can be heated with standard electric and propane water heaters

Source: Consumer Guide to Energy Savings

propane over electricity: you can't lose

Just about any appliance that runs on electricity can operate more efficiently on propane.

For starters, propane furnaces can save an average homeowner hundreds of dollars each year, compared to someone who uses an electric heat pump as their primary heat source.

What's more, propane water heaters generally **cost 30% less to operate** than electric ones—or **60% less** if you use a tankless propane water heater. And don't forget comfort! Propane

water heaters can produce twice as much hot water as electric units—in the same amount of time!





❖ Fuel Oil ❖ Heating Equipment Sales & Service
❖ Air Conditioning ❖ Plumbing ❖ Electrical ❖ LP Gas



600 South 17th Street • Box 1745 • Harrisburg, PA 17105-1745

Trust us to deliver comfort to your home or business!

Harrisburg **232-HEAT(4328)** Hershey **534-2661** Carlisle **243-9011** York **845-HEAT(4328)**

Visit us! www.hbmclure.com

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➡ **get the Gold Shield Plan for peace of mind and savings**

➡ **6-month, 0% interest on generators and upgrades**

three solutions for comfort and health

H.B. McClure offers a range of products and services designed to enhance your comfort and make your home a healthier place to live. Three of them are described below. If you'd like to learn more about these and our other offerings, go to www.hbmclure.com or call us today.

Improve indoor air quality with activTek "Air Scrubber Plus"

- ➡ Germicidal ultraviolet (UV) light with catalytic process is installed in ductwork.
- ➡ ActivePure® technology kills bacteria and eliminates odors.
- ➡ Uses same oxidation and ionizing properties as sunlight.
- ➡ 30-day buy-it-back guarantee.



Duct cleaning service

- ➡ Reduces dust, dirt, pollen and animal dander.
- ➡ Reduces mold spores, bacteria, fungus, mildew and other microbes.
- ➡ Lessens negative effects of airborne irritants.
- ➡ Enhances HVAC system efficiency.



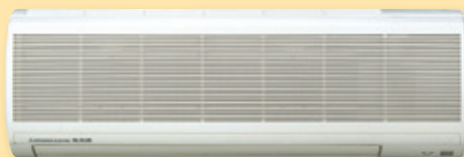
BEFORE



AFTER

Ductless air conditioning

- ➡ Provides an energy-efficient option to central air.
- ➡ Ductwork is not required.
- ➡ Offers quiet operation.
- ➡ Anti-allergen filters available.
- ➡ Low-key design goes with any décor.



keep your power through the storm

All it takes is one big storm and a power outage to trigger "generator envy," the feeling you get when your power goes off—and your neighbor's stays on. More and more homeowners are recognizing the need for a permanently installed backup power source.

The whole-house generators we install are not the same as those noisy, gasoline-powered portable generators you can buy in stores. They operate quietly, on propane or natural gas, and they are available in a range of capacities, including models that can supply power to your entire home.

Generator envy is certainly understandable. After all, who wants to go without power (and heat) for days? Avoid this fate—and generator envy—with a whole-house backup generator installed by our **expert technicians**.

Please call us today to learn more about our backup generator options.

