

# PORT OIL

## HOT IDEAS

VOLUME 1— SPRING



MAY 1, 2005

### WE'RE ALL IN THIS TOGETHER

You don't need to be an economist to know that heating oil prices — as well as those of all energy sources across the board are significantly higher than they were this time last year. From the price you pay at the pump ... to the cost of milk (brought to you by truck) ... to the toothbrush you use every day (manufacturing costs go up along with energy costs) ... Prices everywhere have been higher than what we're accustomed to. Nobody likes higher prices — no matter how temporary they may be. But you can take comfort in the fact that "what goes up must come down." Historically, energy price spikes are short-lived and prices usually stabilize before too long. Still, you might be asking, "Why is this happening ... and what can I do about it right now?" Why prices are higher: The reasons are numerous. The expansion of the global economy, especially that of China, has led to a pro-

nounced increase in energy demand. As stockpiles shrink, even temporarily, supply-and-demand economics kick in and prices can be elevated for awhile. What you can do now: Fortunately, there are many low- and no-cost ways to reduce your energy consumption and your bills. Conservation is key to easing today's higher energy prices — and every step taken now will continue to pay dividends long after prices fall back to more normal levels. Payment plans can help you manage costs in a way that fits your budget and lifestyle. And service plans can help ensure that you get the most value from every gallon of oil you use. What not to do now: Switching to gas heat would be making a long-term monetary decision based on a short-term situation. The Consumer Energy Council of America tells us that it makes better financial sense to invest in conserva-

tion. Besides, Oilheat has been a better buy for 11 of the past 12 winters — and we predict that it will continue to be. In the meantime, please know that you don't have to go it alone. This is a challenge we can all face together. Fortunately, Oilheat is a fuel that comes with a host of value-added services that can maximize your comfort while helping to minimize your costs. As always, we're here to help in whatever way we can. It is our privilege to serve you.



### MEET YOUR OILMAN: JIMMY O'ROURKE



Jim O'Rourke is the operations manager at Port Oil. He determines the deliveries that must be made and arranges them in geographic routes for the drivers. He also dispatches the service technicians so that your home heating equipment can be repaired in a timely manner.

Jim is the grandson of Phil Reynolds who founded Port Oil 50 years ago. He has worked at Port Oil for the past 7 years. He believes that customer satisfaction is his primary responsibility and will do everything possible to achieve this goal. His hobbies are playing softball and traveling.

## THE EARLYBIRD GETS THE TUNEUP

Here's a timely reminder: spring is a good time to schedule your heating system's annual tune up appointment. Scheduling now means locking-in real convenience for yourself since you'll be ahead of the rush for appointments this coming fall. Then, when your tune-up takes place, it'll be at the time that's best for you. Plus, you'll have peace of mind knowing that your system is ready for what ever Mother Nature sends our way in plenty of time for next winter. Let us help you save time, money, and maybe even a few headaches. A tune-up will save you money ( as much as 15%) on your oil bill for the next year

## Does your oil tank look this?



**It could ! Call Port Oil today**

## CLEANLINESS IS NEXT TO ... OILHEAT

Clean comfort you'll be happy to come home to— that's Oilheat!  
Thanks to the advances of Clearburn Science, today's Oilheat is cleaner than ever!

☘ Today's Oilheat is 99.9% clean. (The soap your mother swore by was only 99.44% clean.)

☘ Clearburn Science has made Oilheat 95% cleaner than 25 years ago.

☘ Achievements in oil burner technology have resulted in emissions levels approaching zero.

☘ Oilheat is so clean, its emissions aren't regulated by the Federal Clean Air Act.

☘ When properly adjusted and maintained, Oilheat systems create no observable soot, dirt or odors.

☘ New, low-sulfur fuels and bio-fuels contribute to Oilheat's "spotless" reputation.

Port Oil  
36-1 Dunham Rd.  
Billerica, MA  
617-926-3500  
portoil@comcast.net