

'The Emperor's New Heater'

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I RECENTLY saw an advertisement for an electric heater being offered for sale for "one day only" at a local store. The flyer stated that I shouldn't be fooled by imitation infrared heaters, as all electric heaters are not the same.

I was reminded of the children's story, "The Emperor's New Clothes." In this story, two dishonest weavers pretend to sew a grand new set of clothes for the emperor. But these are special, one-of-a-kind, for-one-day-only, clothes. They are invisible!

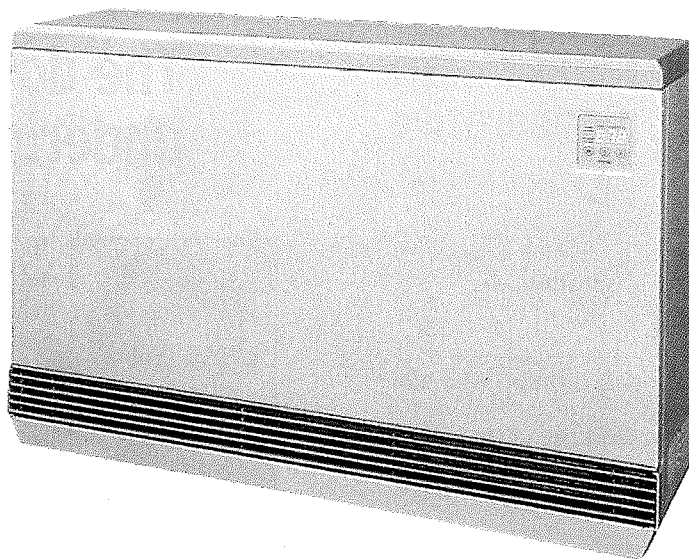
The emperor struts around in his new clothes, and all the people pretend to admire them until a child points out that the emperor is actually not wearing anything. Then everyone realizes the emperor has been swindled, and they had all bought into the lie.

When you see advertising gimmicks

about electric heaters, don't be fooled. All electric resistance heaters produce the same amount of heat: 3,413 British thermal units (BTUs) for each kilowatt-hour (kWh) of electricity used. This is the same whether you are talking about electric baseboard heaters, quartz heaters, infrared heaters, mobile cabinet electric heaters, or electric heaters built by authentic traditional craftsmen.

The only way to increase the efficiency of an electric heating system is through the use of a heat pump. Heat pumps use the refrigeration cycle to transfer heat from one area to another and are able to produce more BTUs of heat with one kilowatt-hour of electricity than any other type of electric heat.

If you have a \$20, plug-in electric heater purchased from the local hard-



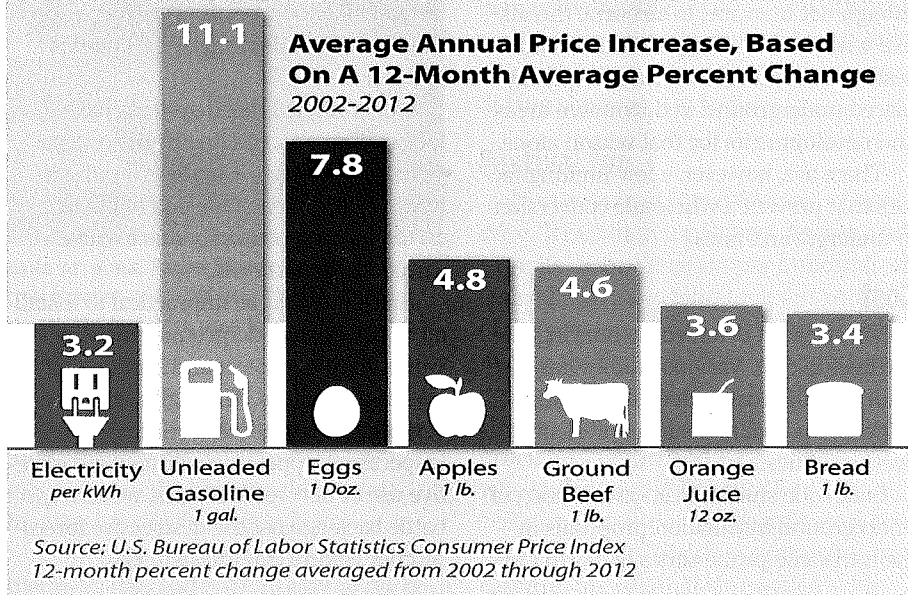
ware store, it will produce the same amount of heat for the exact same cost as an expensive \$329 "special" heater being offered in the advertisements.

I don't know about you, but I can think of better things to spend my money on to keep me warm. Maybe one of those less bulky, fine-looking invisible coats!

For more information on heating options, please visit our website at www.claverack.com.

Electricity Remains a Good Value

The cost of powering your home rises at a slower pace than expenses like gas and groceries. Compare the average price increase of these expenses each year over the span of a decade, and the value of electricity shines.



Claverack to host blood drive

Claverack will host an American Red Cross community blood drive Wednesday, Nov. 27, from 10 a.m. to 3 p.m. at the co-op's Wysox office.

Giving blood takes approximately 30 to 45 minutes. Walk-ins are welcome, although appointments are preferred. To make an appointment, call Claverack at 570-265-2167.

To donate blood, you must be healthy, feel well (no cold or flu) and weigh at least 110 pounds. Prior to donating, you should eat a nutritious meal, avoiding fatty foods like hamburgers, fries and ice cream. It's also recommended that you drink an extra 16 ounces of water or fluid before donating.

Taking certain medications may also determine whether or not you can give blood. If you have medication or medical questions, call 877-842-0631 prior to donating.