



Personally Speaking

Ice to Energy: 90 Years of Delivering on Our Family's Promise of Performance

2019 will be our 90th year serving the families and businesses of the Lehigh Valley. Not many family businesses survive intact for nine decades, much less continue to grow, as we have been fortunate to do. Clearly, the credit for this longevity belongs to two groups which span the generations: our employees and our loyal customers.

Deiter Bros. was founded in 1929, the first year of what would prove to be the Great Depression. My grandfather Sam Deiter was 19 and his brother, my grand-uncle Bill "Buss" Deiter was 15. With strong backs and \$600 borrowed from my great-grandfather, they started delivering ice to families on Bethlehem's south side. They were later joined by their cousin Herbie. While not all brothers technically, here in the family we consider all three to be the "original namesake" Deiter Brothers. A brief pictorial history of how our company evolved from that point through the next 90 years is included in this issue.



Never lost on this first generation of Deiter Bros. leadership, or on the second, third or fourth generations, is the fact that we are here to deliver **much more** than products or services — we are here to deliver *Customer Satisfaction*. Earning the

loyalty of customers like you lives at the very heart of what we have done every day throughout the past 90 years...and, good Lord willing, well into the future.

On the occasion of this rare milestone, I extend my deepest gratitude to all of you loyal customers who have trusted our promise of performance through the years...and to **all** Deiter Bros. employees who have enabled us to keep this promise. **We would not be here today without all of you. THANK YOU.**



James G. Deiter
James G. Deiter
Vice President
Deiter Bros.

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— **TOGETHER** —
Let's make more kids smile
on Christmas morning
(See inside)

Can YOU Find the

10 **WINNING NUMBERS**
Hidden In This Issue?
One of Them Could Be YOURS!

This could be your lucky issue of the *Comfort Courier*. There are 10 customer account numbers HIDDEN throughout the text in this issue. If one of these is your customer account number, you are an **INSTANT WINNER** of \$50 worth of EnviraFuel® heating oil or propane, or \$50 off a Maintenance Agreement.

We have printed your customer account number on the mailing label of this issue. Check it, then read the *Comfort Courier* carefully. If you spot your number, give us a call and we will immediately credit your account with **\$50 worth of EnviraFuel® heating oil or propane, or \$50 off a Maintenance Agreement.**

GOOD LUCK!

**SAVINGS OF HISTORIC
PROPORTIONS!**



**SEE
INSIDE
NOW!**



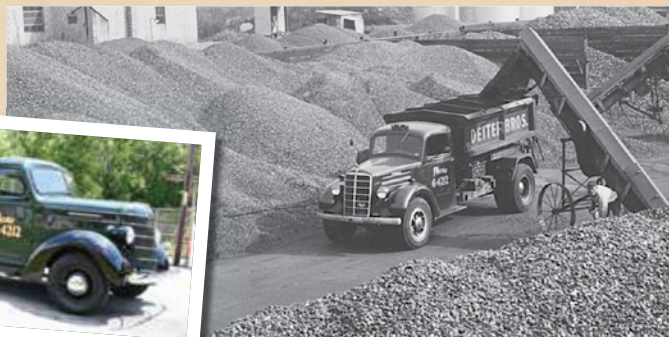
1929

With \$600 borrowed from their father, two brothers from Bethlehem, PA—Sam Deiter, 19, and William “Buss” Deiter, 15—start an ice delivery service. They were later joined by their cousin Herbie. (Little did they know that the start of their business coincided with that of America’s Great Depression.) The original three Deiter Brothers are shown above, from left, Buss, Sam and Herbie. (Photo taken circa 1950.)



1930s – 1940s

Coal sales and service are added. Deiter Bros. moves to 1226 Webster Ave., later renamed as Stefko Blvd, and adds fuel oil delivery and service. One of their fleet’s workhorses was this 1938 International truck. Uncle Herbie reinforced the standard bed with steel beams fitted to handle heavier loads of ice and coal. It was sold in the 1960s, lost to time, then discovered four decades later in a garage in Cetronia, PA. Jim Sr. brought it back home to Deiter Bros. and restored it to its original glory, as shown.



1950s – 1960s

Coal is still king for many Lehigh Valley homeowners and Deiter Bros. delivers more than 18,000 tons a year. But the post-war boom years see more homeowners switching to the convenience of oil heat. “Let Deiter’s Fleet Deliver Your Heat” becomes a popular slogan.



1970s – 1980s

With the second generation of the Deiter family—Jim and Bill Deiter—firmly at the helm, coal is phased out. The heating oil business expands through new products and service innovations. In 1979 we celebrate our 50th Anniversary with a community-wide open house. Deiter Bros. is the first heating/fuel company voted #1 by consumers in the “Who’s Who in Lehigh Valley Business” research surveys.



1990s

Deiter Bros. acquires Easton-based Walters Oil, expanding the customer base and geographic service footprint. Shown here are (from left) Bill Walters and Dick

Ondike with Bill and Jim, Sr. The third generation of the Deiter family—Jim Deiter, Jr. (right) returns from service with U.S. Marine Corps, to join the family business full-time.



Voted #1 for 31 years

2000 – 2018

Deiter Bros. pioneers bold customer experience enhancements: 24/7 account access from mobile phones, Rewards Points, Paygo and other programs. Deiter Bros. expands into propane delivery and acquires Green Works Propane. Geographic service reach extends deeper into new regions of eastern PA and western NJ. 2018 sees Deiter Bros. named **#1 Heating & Cooling Company** for an unprecedented 31st year. The Deiter service legacy continues into its fourth generation as Jennifer Deiter joins the family business.

Community Opinions & Insights: Mass. Natural Gas Explosions Could Happen Here Next

On September 13, 2018, natural gas explosions and fires rocked communities in Massachusetts, causing multiple injuries, one death, and countless properties destroyed.

Why? We know that the local gas utility — Columbia Gas — announced early in the day that they would be “upgrading” gas lines in the neighborhood. Around 4 p.m. that day, reports of gas odors, fires and explosions began pouring into 911.

Roads were closed, 8,000+ people were evacuated from their homes, and power was cut to 18,000 homes. Most tragically, a teenage boy was killed in his family’s driveway when their house exploded. An *Associated News* report from September 18 titled “Pressure before Mass. gas explosions was 12 times higher than normal” said the tragedy is under investigation by the National Transportation Safety Board but early indicators point to excessive pipeline pressure just before the explosions.

It happened there and it has repeatedly happened here in our Lehigh Valley. Sadly, we need not go too far back in history to remember the five deaths and destruction caused by the Allentown natural gas explosions of February 2011.

Old, degrading natural gas lines snake for countless miles under our neighborhoods, in Allentown, Bethlehem, Easton and many Lehigh Valley municipalities. They are the responsibility of our regional gas utility, UGI. But rather than upgrade all old infrastructure to ensure the future safety 13128 of our communities, the gas provider is in a headlong rush to get new customers by building miles of new pipelines out into the suburbs.

Natural gas utilities should be REQUIRED to upgrade all old gas infrastructure BEFORE building their pipeline system out in an effort to keep adding customers. The dirty and deadly secret is that ratepayers (current gas customers) are paying for the utility to add new customers *at no charge* rather than properly upgrade dangerously decaying pipelines on the “other side of town.”

This slapdash approach to older pipelines is in evidence here in Bethlehem, right on Stefko Boulevard in front of Deiter Bros. Crews have been here to repair the gas line over 20 times! Easton Avenue and Butztown Road have the same chronic problems caused by “bandaid” repairs rather than long-term solutions.

Along with the tick-tick-tick of the natural gas time bomb comes the more immediate insult of how they leave our road surfaces after they tear them up repeatedly. Our municipalities should hold them accountable for the conditions of taxpayer roads. At 105991 the very least, make them come back and patch the roads to the point where they can accommodate traffic smoothly, rather than the quick-fix messes of lumpy asphalt they habitually leave behind now.

Don’t gas utility shareholders *know* how decayed these older pipeline infrastructures are? Isn’t it more responsible to proactively protect the safety and health of tens of thousands of people...rather than wait for the next tragedy to happen? Or is it that they just don’t care?

*The preceding is an Opinion Editorial from:
James G. Deiter, Vice President
Deiter Bros. Heating Cooling Energy
Bethlehem, PA*

ENERGY OUTLOOK:



Move Over Saudi Arabia and Russia, U.S. Now the World’s #1 Oil Producer

The U.S. is now the world’s largest producer of crude oil. In February 2018, the U.S. vaulted ahead of Saudi Arabia for the first time in 20 years, according to the U.S. Energy Information Administration (EIA). By August, U.S. output hit an astounding 11 million barrels per day, surpassing Russia for the first time since 1999.

American oil output has more than doubled during the past decade, due 150483 in large part to the U.S. shale oil boom.

“It’s all about technological improvements, supported by ample capital to invest, and the ingenuity of American oil drillers,” said Bob McNally, president of Rapidon Energy Group oil industry analysts. “It’s a historic milestone and a reminder: never bet against the U.S. oil industry.”



Two Factors Could Spike Natural Gas Prices This Winter: Less Storage and More Exports

You won’t hear UGI or other natural gas monopolies talking about it, but two factors that could impact the supply/demand balance this winter has energy industry experts watching very closely as the cold weather approaches: less storage and more exports.

According to a July report in *Forbes* magazine: “Natural gas inventories are almost 20% below the five-year average. Storage is crucial to meeting winter needs because we don’t produce enough to 111550 meet demand, as gas is used heavily in heating and power generation by the big utilities.”

Natural gas exports condensed into easily shipped LNG (Liquid Natural Gas) are also rising rapidly. With more natural gas shipped offshore, domestic supplies and limited storage could drive prices upward for American homeowners. According to a report by the Energy Information Administration, LNG exports *quadrupled* in 2017. “As we continue to export more gas, storage will become increasingly critical to meet cold winter demands in two of the largest importers of American gas — China and Europe.”



What's Not To LIKE?

**Join Deiter Bros. Facebook Friends
For Our Latest Specials, Savings and Free Stuff!**

Our *Comfort Courier* newsletter is great but there's always a LOT happening here at Deiter Bros. in between issues. That's why (as more and more of our loyal customers know) we are *always* posting money-saving bargains, special bulletins and Deiter Bros. Rewards Points bonuses on Facebook.

Many of our specials are available only on a first-come, first-served basis, so it's worth it to join Deiter Bros.' FACEBOOK FRIENDS to get the first shot at the savings and free offers.

Keep up with ALL the hottest happenings.

LIKE us on Facebook now: @DeiterBrothers



Will Our State's Elected Officials Vote for This New CASH PIPELINE for Gas Companies?

HB 107 is a new bill going for a vote in the PA State Legislature which would allow natural gas utilities to add a surcharge to customers' bills to help pay for new pipelines to provide gas access to more commercial and residential customers.

According to a recent article in the Scranton Times-Tribune:

This legislation is patently unfair to consumers and bad policy for the state. In effect, it calls for a new tax on one group of Pennsylvanians to subsidize an industry that does not need to reach into consumers' pockets to make a profit. Pennsylvania taxpayers should not be expected to pay a new energy tax to help create better returns for shareholders.

The market, not the State Legislature, should drive natural gas expansion...the gas companies (like UGI) do not need a handout from taxpayers. If passed, HB 107 will order (by law!) natural gas customers in regions already piped for gas to pay the bill for 801687 the utilities to put new pipelines into regions currently free of them. In effect, consumers will be paying for a new CASH PIPELINE for the gas monopolies, fattening profits for them and their shareholders.

Here at Deiter Bros., we believe this is flat out wrong and we have contacted our PA State Legislators to VOTE NO on HB 107. If you agree, please join us.

Hot Water? For Lower Costs, More Comfort "YANK THE TANK!"

The cost of heating hot water consumes about 20% of your home's total energy budget, second only to costs for heating and cooling. Yet many homeowners are still paying more money for less comfort by keeping the old tank-style electric water heaters—by far the most expensive way to generate hot water.

That's why we're seeing more and more homeowners opt to "Yank The Tank" and replace their aging, bulky electric water heaters with a new tankless model powered by propane.

The new tankless hot water heaters are amazing. They use far less energy and produce almost limitless volumes 112706 of steaming hot water on demand. Space wise, they are about the size of suitcase and mount on a wall.

If that old tank in your basement is 10 or more years old, replacement time is just around the corner. Here are some facts to consider:

ELECTRIC	PROPANE
Costs MORE to heat water	Costs LESS to heat water
Longevity: 12 years or LESS	Longevity: 13 years or MORE
MORE TIME to make hot water	LESS TIME to make hot water
WON'T WORK when POWER out	WORKS when POWER out

If interested, here are 3 WAYS Deiter Bros. can save you big bucks if you act soon. **First**, by switching to a propane-powered hot water heater, you can earn a \$250 Deiter Credit. **Second**, you could save another \$250 off a new **Rinnai Sensei** tankless hot water heater. **Third**, your home energy costs for hot water will be a fraction of what you're paying now...and these are *sustainable savings* that will keep your costs down for many years to come.

Check out the **90th Year Anniversary Sale** section of this issue.

Questions? Our Comfort Advisors are always happy to help —just call **610-868-8566**.



Fall/Winter Weather Forecast: Who's Got the Best Crystal Ball?

Weather experts seldom agree 100% of the time but rarely do they provide prognostications that are polar opposites. But that is the case with this season's "Tale of Two Almanacs."

According to the *Farmers' Almanac* (founded 1818) their prediction "melts rumors of a mild winter! It's going to be a 'teeth chattering' cold one, with plenty of snow."

Yet the rival *Old Farmer's Almanac* (founded 1792) calls for this winter to be "warmer than normal, with above-normal precipitation and near- to below-normal snowfall."

Hmmmm, whom to believe? Here at Deiter Bros. we're sticking with Old Reliable, for two reasons. First, our family business turns 90 in 2019, so we're no spring chickens ourselves...and with age comes wisdom. (At least that's what Dad keeps telling me!) Second reason: A warmer winter would 760892 mean less wear and tear on our service teams and trucks and lower fuel costs for our customers.

How this winter weather will actually play out is anybody's guess. But come what may, foul weather or fair, rest assured Deiter Bros. will always be ready to protect your family's comfort.

NOVEMBER

Big 3° F. warmer than average and slightly drier all month. Starts with two weeks of flip-flopping cold and light snow flurries then sunny skies and uncharacteristic warmth for the long Thanksgiving (11/22) weekend. Wraps up in final week like many of those T-day leftovers still stashed in the fridge: cold and damp.

DECEMBER

Wetter than average with rain and light snow dusting in Week 1 with the season's first "shovel-worthy" snowfall hitting the Valley around mid-month. Dreamers of a white Christmas may have their wishes come true sometime during the 4-day holiday stretch (Sat. 12/22 to Tues. 12/25). 2018 heads into history with sprightly winds, light flurries and a cold kiss goodbye.

JANUARY

Another slightly warmer month overall but the 4-day span leading up to New Year's Day (Sat. 12/29 to Tues. 1/1) will bring icy cold and snow sprinkles for the kick-off of 2019. A crazy quilt of alternating light snow 265886 and sunny days spread over most of this month with the final week taking the cake frosted with two days of ankle-deep snowfall.

FEBRUARY

You're getting warmer! Actually, 3° F. warmer for the monthly average with only light flurries right up until Valentine's Day on Thurs., 2/14. Rainy days with progressively higher temps tempt us throughout the balance of Love Month, but don't fall for the tease just yet...there's still some winter left.

MARCH

Living up to its billing, March will roar in like a lion with frigid temps, blustery winds and more sustained downpours than usual throughout the first two weeks. But the luck of the Irish will break the soaking spell for St. Patrick's Day (Sun. 3/17) weekend. And the first day of Spring is on the 20th, so hang in there. Our last sloppy snowfall of the season hits around the 25th but vanishes quickly with fresh leaf buds and well-watered flowers blooming across the beautiful Lehigh Valley.

***Is Your Home Ready for This Winter?
Call NOW for your heating system
cleaning and tune-up.
610-868-8566***



All Systems Purchased Eligible for
Double Points!

3 Reasons to Switch your OLD Hot Water Heater to a NEW **Propane** Hot Water System

1. Less Energy Cost
2. More Hot Water
3. **\$250** Deiter Credit

Unlimited Hot Water...
Limited Time Offer!



CALL NOW for more info on the COMFORT & ECONOMY of Propane-Powered Hot Water Heating

BIASI Boiler — CAST IRON TOUGH!

- Innovative Triple-Pass Cast Iron Design for **87% EFFICIENCY** and **200% RELIABILITY**
- Oil or Natural Gas
- Produces Rivers of Hot Water for Showers, etc.
- Limited **LIFETIME WARRANTY**

An Excellent Heating System (At A Price You Will Love!)



Tankless Hot Water Heaters

New **UTICA** Model Uses AI (Artificial Intelligence) Technology to Deliver Amazing **95% EFFICIENCY!**

- Natural Gas or Propane Powered
- Home Heat PLUS Hot Water for Showers, Etc.
- Clean Wall-Mount Design Saves Space



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We install & service Rinnai Sensei Tankless Hot Water Heaters, too!

Autumn Special ON A NEW ENERGY-SAVING **Lennox® System!**

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Financing Available As Low As **\$80** Per MONTH!!

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Subject to cancellation based on volume. Cannot be combined with any other offer. Check with Deiter Bros. for complete details.

* Financing provided by Service Finance Company or Synchrony Financial.

** Contact Deiter Bros. for complete program eligibility, dates, details, and restrictions. Special financing offers OR instant rebates from \$100 up to \$1,000 valid on qualifying equipment only. Offers vary by equipment. All sales must be to homeowners in the United States. Void where prohibited.

Call: **610-868-8566** | Email: **comfort@dbrothers.com**



Help to Brighten a Child's Christmas with TOYS FOR TOTS

Drop off a new toy* at either Deiter Bros. location and we'll get it to Toys For Tots in time for Christmas. For pick-up at your home or business, email: T4T@dbrothers.com. More facts? Call **610-868-8566**. Or visit: allentown-pa.toysfortots.org

*Toys, games, arts, electronics or sporting goods appropriate for boys and/or girls up to age 12. **NO NEED FOR HOLIDAY WRAPPING**. Keep all toys in original packaging. No food items or toys resembling weapons, please.

Drop Off Toys **NOW Through Monday, December 10.**
Monday to Friday – 8 a.m. to 5 p.m.

- Deiter Bros. **BETHLEHEM** – 1226 Stefko Blvd.
- Deiter Bros. **EASTON** – 1000 Bushkill Dr.

Thank You!

We delivered a TON of smiles last year. Let's make THIS Christmas even merrier!

Are YOU Or Someone You Know A DISTRACCIDENT Waiting to Happen?

You're driving along when the mobile phone chirps. It's tempting you to pick it up. Many people do. And every day, many individuals and families suffer the tragic consequences of what has now become one of America's most deadly killers: **Distraccidents**.

The statistics driving the current **Distraccident** epidemic are startling:

- **11 teenagers die EVERY DAY** because of texting while driving.
- **1 out of 4 car accidents** in America are caused by texting while driving.
- **DISTRACCIDENTS are the LEADING CAUSE OF DEATH in teens...**
and one of the fastest-growing causes of death among all Americans.

FOR MORE FACTS or to get involved in the **Distraccident Project**, visit www.distraccident.com.



New Sign of the Times on Stefko Blvd.

Plans to Share Message Space with Community Causes

We recently flipped the switch on our new LED sign at Deiter Bros. headquarters on Stefko Blvd. and it is already proving to be an effective messenger for community safety and seasonal energy-saving tips, as well as current time and temperature.

With an estimated 20,000 vehicles per day buzzing by (600,000 per month!) we are also planning for it to serve as an eye-catching way for local non-profits to convey timely facts on fundraisers, health/safety issues and community happenings. 767532 Naturally, content standards must be met. If your organization or community cause is interested, please email us for more facts: signinfo@dbrothers.com. See you on Stefko!





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INSIDE:

*Fall/Winter Weather Forecasts
& 90th Anniversary Specials!*



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Registration #PA000736 / NJ HIC #13VH04248200



Happy Horseplay in Bethlehem

It was an honor to trot over to the Badges & Bridles Open House held recently at the new stables for the City of Bethlehem's Mounted Police Unit. Herds of happy kids and their families had a great time with all the police horses, demonstrations, games, food and fun.

Deiter Bros. Heating Cooling Energy provided the HVAC engineering and equipment installation for this world-class facility and — after seeing these equine officers so happy and healthy in their new home — we couldn't be any prouder of the results. Congratulations to the City of Bethlehem Police Department on 760780 yet another jewel in our community's crown. And thanks to all the contributors and the organizers of the non-profit **Friends of the Bethlehem Mounted Police** for making it happen.



Deiter Bros. CUSTOMERS:

Email Us YOUR 90th Anniversary Idea
and You Could WIN \$90!

Between now and December 15, 2018,
send us your idea(s) on cool ways to
celebrate Deiter Bros.' 90th Anniversary in
2019. The Top 3 Ideas will each win \$90 cash.
No purchase necessary.

SEND YOUR 90th ANNIVERSARY IDEA TO US AT:

90years@dbrothers.com

THANKS!



**It's Time to Book Your Annual
HEATING SYSTEM
CLEANING & TUNE-UP.**

**Call Now!
610-868-8566**

