



COMFORT COURIER



Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 23rd Year.



4 Seasons Security
A Division of Deiter Bros.



Security Pro

FALL EDITION 2010

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • www.dbrothers.com

Personally Speaking

Historic Bargains on New Heating Equipment: The Silver Lining on Recession's Clouds?

Call me a hopeless optimist but I've always been a "look for the silver lining" kind of guy when it comes to life's challenges. And as challenging as this Great Recession has been for us and thousands of other families and businesses throughout our Lehigh Valley, here's one bright spot that you might consider worth basking in... particularly if your heating system is more than 20 years old.

In the 81 years that our family has been in this business, there has never been a smarter time to invest in a new heating system. Period.

(I'm not real big on exclamation points, but I'm going to use one in the next sentence.)

If you act during these final months of 2010, you'll save a ton of dough with a heating system that can cut future energy bills by up to 40%!! (Okay, so I used two...you get the point.)

On top of those long-term bucks are big short-term savings. Schedule your install before the end of December and you'll also save with "Recession Rebates" from the Federal government (up to \$1,500)

AND top manufacturers, like Lennox (up to \$1,200). Plus, your home is worth more with a snazzy new heating system...ask any realtor.

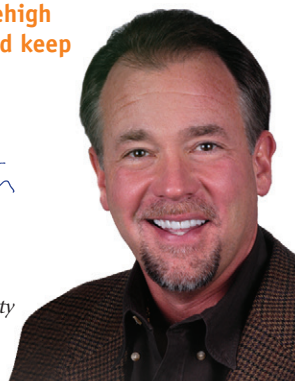
Sweetening the deal even more is yours truly. Because Deiter Bros. will give up to an additional \$400 trade-in rebate on your old furnace, boiler or heat pump. This puts your potential savings on a new energy-efficient system up to a whopping \$3,000!!

It's a great way to keep those family energy bucks where they belong—in your wallet. If you want to learn more, call us or visit dbrothers.com...we're always here for you.

Have a beautiful Lehigh Valley Autumn...and keep an eye out for that silver lining.

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

Heating • Cooling • Security



It's Fall Tune-UP Time!

Save on Fuel this Winter by Getting Your Heater in Top Shape NOW.

Like any mechanical appliance, your 8781 heating system needs a little TLC every now and then...and the "now" is, well, right now. Because Fall is the time to tune-up, test and clean that faithful friend in the basement to make sure it can do its job throughout the coming winter.

Our Service pros do a great job cleaning, lubricating, replacing worn parts, tuning up and efficiency-testing all heating systems: oil, natural gas or heat pumps. It's the

smartest way to get the most out of every energy dollar this winter AND keep your system running strong for many years to come.

WE'RE SCHEDULING FALL TUNE-UPS NOW.

To get near the top of the roster, give us a call today at 610-868-8566. Or schedule on our website at www.dbrothers.com.

We thank you...and your heating system thanks you.



In This Issue

- Weather Forecast
- How Much Could You Save?
- Secrets Burglars Will Never Tell You
- We Get Letters
- Fall Savings 2725

Hospital Clean Air Quality in Your HOME!



Story on PAGE 2

In this issue:

10 More Winners

(And YOU May Be One)

This could be your lucky issue of the Comfort Courier. There are 10 customer account numbers hidden throughout this issue. If one of these is your customer account number, you are an INSTANT WINNER of \$50 worth of heating oil.

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

GOOD LUCK

**Check
INSIDE
NOW!**



Asthma, Allergies or Respiratory Conditions in Your Home or Workplace?

Deiter Bros. now Offers the #1 Rated Whole House Air Purification System



Transforms any home or workplace into an allergen-free zone with hospital-pure air quality.

Ask any health care professionals and they'll confirm that asthma, allergies and other chronic respiratory problems are on the rise. Our Lehigh Valley may seem particularly prone to breathing air conditions but, the fact is, very few population centers 255192 in the US are immune.

Experience with chronic respiratory problems in my own family compelled me to start researching the most effective air purifier on the market and possibly add it to Deiter Bros. product offerings. I was turned on to the #1 system while talking with some health care pros at a local hospital. IQ Air is a Swiss-made system that has been the hands-down choice of leading hospitals for years...and is now available for homes and businesses. An IQAir system professionally installed and serviced by Deiter Bros. will transform any home or work environment into a virtually allergen-free zone with breathing air of hospital-pure quality.

Not to bore you with technical details, but the IQAir system was the FIRST system rated a perfect MERV 16, the highest filtration system possible. (MERV stands for Minimum Efficiency Reporting Value.) The MERV system was created by the American Society of Heating Refrigeration and Air Conditioning Engineers (ASHRAE). Until IQAir was

available outside of the hospital market, no residential whole-house air cleaning system had ever achieved this ultra-high rating.

IQAir powerfully removes more allergens, bacteria, dust, pollen and other airborne contaminants that are detrimental to the health of your family, your employees and yourself. It's the perfect system for people who suffer from allergies and/or asthma...or for those who simply want to protect their long-term health by breathing the cleanest air possible.

Every IQAir system comes with a 10-Year Guarantee; as an extra bonus, there are no filter replacements required for 3 years.

WATCH THE VIDEO AND LEARN MORE about the IQAir system now available through Deiter Bros. on our website at www.dbrothers.com/iqair. Or give us a call at **610-868-8566** and I'd be happy to get you a copy of IQAir's very informative consumer literature chock-full of educational facts about air purification.



Fall and Early Winter WEATHER FORECAST

As Elmer Fudd would say: "Those wascally weather guys are at it again!" Those kings of the climactic crystal ball, the Old Farmer's Almanac weather forecasters, are calling for this winter to be colder than normal. The good news is that precipitation and snowfall will be below normal. Okay, 66284 enough of the hints...here's your month-by-month forecast:

Late September



Temperatures will be average (59 F.) for the last two weeks of this month with an Indian summer exchange of rain and warm sun during week three, then ending the month with sunny, crisp days and seasonably chilly 251744 nights.

October



Watch for the leaves to be at their colorful peak with average temps around 48 F. The first week will have spots of rain but mid-month will be sunny and warm. Week 3 should present our first snow shower of the season and Halloween week will welcome little ghosts and goblins with sunny, cool weather.

November

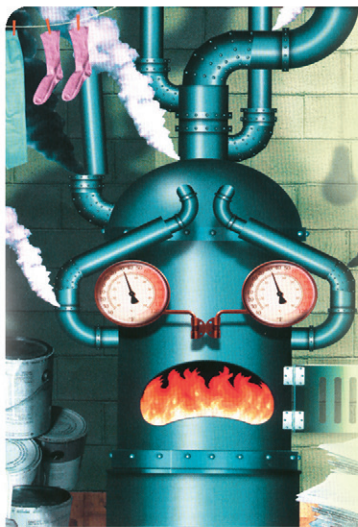


Average temps (47 F.) and drier than the norm with sun and cold in first two weeks. Rain peppers our Valley during Week 3. Thanksgiving weekend is a tossup between rain or soppy snow depending on temperature swing but sunny days and brisk nights will dominate the final week welcoming the holiday season.

December



Only 1-degree colder than average with rain during Week 1 and the Lehigh Valley's first "real" snowfall coming sometime between the 7th and 10th. Cold, dry days lead up to what looks like a mild, moist Christmas. Bearable temps will bid farewell to 2010 with a very good chance of snow for New Year's Eve and a hearty welcome for what we all hope will be a Recession-free year. If so, Deiter Bros. will lead the chorus of "Oh Thank Heaven for 2011!"



How Much Could You SAVE by Investing in a NEW HEATING SYSTEM NOW?

A high-performance furnace, boiler or heat pump can cut your energy bill by 40%... **AND YOU'LL SAVE UP TO AN ADDITIONAL \$3,000 WITH REBATES. Do the Math!**

- ✓ Manufacturer's Rebates up to **\$1,200**
- ✓ Federal Tax Rebate up to **\$1,500**
- ✓ Deiter Bros. Trade-In Rebate up to **\$400**

TOTAL SAVINGS up to \$3,000!

Call **610-868-8566** Visit **www.dbrothers.com**



Valuable Deiter Bros. REWARDS® Points Piling Up for Customers!

Every time you purchase any of our quality fuel products, energy-saving heating OR cooling equipment, OR services **YOU EARN VALUABLE POINTS** redeemable for goods or services from Deiter Bros. Likewise, if you refer new customers OR join our BetterWay® Budget Plan OR enroll for our new Paperless Billing customer convenience option OR sign-up for virtually ANY new program, product or service...you will earn REWARDS® Points.

PLUS, your own personal account containing your Rewards® Certificates and any redemption activity can always be viewed ONLINE in your own, fully secure account at www.dbrothers.com.

You can pay for future fuel purchases with REWARDS® points! You will earn up to 10,000 REWARDS® points for purchases on energy-saving heating and cooling systems from Deiter Bros. YES, you can bring a new customer to Deiter Bros. and you'll earn up to 1,000 REWARDS® points.

Check out these highlights of this exciting new program. If you have any questions, click on the REWARDS® 108804 button at www.dbrothers.com. Or give us a call at **610-868-8566**.

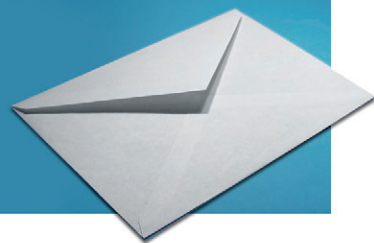


Deiter Bros. REWARDS® Program: A Quick Overview of Rules and Requirements

- Points are transferrable to new owners when a home is sold.
- Points are redeemed online against future purchases from Deiter Bros.
- There is no cash value to points 10562.
- Points may not be redeemed against past due balances.
- Points will expire 2 years beyond the date on which they were earned.
- Points may not be transferred to other Deiter Bros. account holders.

FOR MORE FACTS on the new Deiter Bros. REWARDS® Program, visit www.dbrothers.com or call us at 610-868-8566.

We Get Letters:



"I have never done business with a finer company."

I have been a Deiter Bros. fuel oil customer for about 30 years and have purchased several installations. I have never done business with a finer company.

Your thoughtful gift of a very nice little carrying case packed with cookies has been received. This was a nice surprise and it is appreciated. Thank you very much and I look forward to many more years of your excellent service.

-E. M., Hellertown

"...excellent job."

The work crew did an excellent job. They were very professional and my home was neat and clean.

-S. S., Phillipsburg

"...here in 20 minutes."

I recently had an air conditioning problem. Your service man was here in 20 minutes. Thank you!

-C. S., Hellertown

"a customer for 50 years..."

I have been a Deiter Bros. customer for approximately 50 years. We started as coal customers and are now oil customers. Obviously we like the way you do business. Don't change!

-J. H., Bethlehem

"...interviewed two other security firms, but..."

I was shopping for a home security company and interviewed two other security firms, but chose 4 Seasons because of your people...very knowledgeable and helpful. And THEY LISTENED to what I want. Thanks!

-T.V., Allentown

**LAST CHANCE
TO SIGN UP!**
Call Today:
610-868-8566

Better
Way®
PLAN

Cut Bills Down To Size!

It's not too late to get in on the low pre-season oil price cap available through our Better Way® Budget Plan! Plus, your heating bills will be cut down into 12 **EASY** monthly payments.





4 Seasons Security

A Division of Deiter Bros. Heating • Cooling • Security

Secrets BURGLARS

Will Never Tell YOU:



Actual comments from convicted burglars from throughout the US; taken from actual interviews with security consultant Joseph Hayes, CPP, PSP, SET.

"I was able to look at your "Face Book" site and read where you told a friend the exact dates you'd be out of town. Thanks. That gave me a lot of time to empty your house."

"Of course I look familiar. I was here last week cleaning your carpets, delivering a new appliance or doing other work in or around your home. While I was in your home, I unlatched the back window to make my return a bit easier."

"Yep, I really do look for newspapers piled up in your driveway. And here's a little trick of mine. I leave a pizza flyer in your front door to see how long it takes you to remove it. Gives me an idea of when you're home and when you're not. Cute, huh?"

"I always knock first. If you answer, I'll ask for directions or offer to clean your gutters, paint your house, anything that sounds legit. Uh, don't take me up on it...I'm not really interested in real work."

"If you don't answer the door when I knock, I try the door. Occasionally, I'll hit the jackpot and walk right in. To me, it's not an unlocked door... it's an invitation."

"Sometimes, I carry a clipboard. Sometimes I dress like a lawn guy and carry a rake. I do my best to never, ever look like a crook."

"I'll sometimes break a window to get in. Sure, neighbors may hear one loud sound, stop what they're doing and wait to hear it again. When they don't, they just go back to what they were doing. It's human nature... and the one-sound theory works like a charm."

"There are three things that I really hate the most in my line of work: loud dogs, nosy neighbors and a good security system."



STOP BURGLARS COLD with a security system tailored to your property and your needs by the pros at Four Seasons Security, a division of Deiter Bros. See the special offer on the back page of this issue of Comfort Courier. Call us at **610-868-8566**.

Or visit us online at
www.4seasonssecurity.com.



It's Not the Heat, It Really is the **HUMIDITY!**

That old saying is sometimes true. It's not necessarily the heat that makes you uncomfortable. It's the humidity (or sometimes the lack of it) that causes all kinds of problems in your home and for your family.

Not Enough Humidity

- Static shocks
- Dry sinuses
- Excessively dry skin
- Scratchy nose and throat
- Irritation for asthma and allergy sufferers
- Electronic equipment problems

Too Much Humidity

- Damage to wood floors and instruments
- Condensation build-up on windows
- Bathroom mold
- Musty odors
- Allergic reactions
- Water stains on walls and ceilings

In the winter, you may find you need more moisture in your air. In the summer, that same amount of moisture can make you uncomfortable. Let us help balance out your needs to protect your home and ensure the well-being of your family.

We offer complete comfort solutions that can alleviate the problems associated with improper humidity levels, and much more. Call us today to discuss your comfort needs.

Automatic Home Humidifier

**Save
\$100**

- Healthier winter air prevents dry skin and sinuses, and helps to protect furniture.
- Saves fuel: Lets you keep thermostat 3-6 degrees lower without comfort loss.
- This HONEYWELL model uses 40% less water than other brands



Honeywell

Call NOW for Quote 610-868-8566.

Offer expires 12/30/10. Not valid with other offers.



Deiter Home Health Helper: The RIGHT Way to Remove a Splinter

If you're like most of us, trying to remove a splinter is usually a two step process. We start with getting the tweezers in an effort to pluck that tiny piece of wood

from under the skin. But if that fails, out comes the pin or needle, a little heat for sanitizing and then...well, you know the rest. The American Heart Association strongly suggests that you NOT use a pin or needle in an effort to "surgically" remove a splinter. Instead, take a small piece of duct tape (yep, you *can* use it for almost anything) and place it over the area where the splinter entered the skin. With your thumb or finger, hold the tape in place for one full minute. While you're applying light pressure over the tape, your body temperature breaks down the adhesive, allowing it to come into contact with the wood pulp. When you've held the tape in place for a minute, slowly peel it off in the direction the splinter was pointing out. This should remove the splinter or at least pull it out enough to use the tweezers. If you are unsuccessful with this effort, you should consider contacting a trained medical provider to remove the splinter.



Fall
COUPON CLUB
 For Quotes and Information Call:
610-868-8566



FREE
 Security System

Includes all this:

- 2 Door/Window Sensors
- 1 Motion Detector
- Deterrent Package
- Control Panel
- Interior Siren
- Power Supply
- Backup Battery
- Phone Jack Interface



Call now: 610-868-8566 or visit:
www.4seasonssecurity.com

LIMITED TO THE FIRST 25 CALLERS!

*A minimum of 1 year of central station monitoring at \$27.00 per month is required.

DEITER BROS!
 Just Right.

\$25 OFF

DUCT CLEANING OR RENOVATION.

Includes **FREE** Sanitizing
 We Treat Air Ducts with the Same
 Antimicrobial Used in Leading Hospitals!



BEFORE

Limited to the **First 25 Callers!**



AFTER

REFER A FRIEND

For every **NEW CUSTOMER** you refer who becomes a **Deiter Bros. automatic delivery** customer, we'll credit your account **1000 Reward Points!** FOR FACTS VISIT dbrothers.com



Offers cannot be combined with any other offers except trade-in discount.
 Offers subject to change without notice. Additional terms and conditions may apply.

FREE
 UV Air Purifier

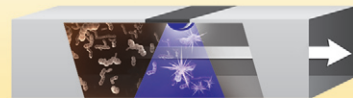
LIMITED TO THE FIRST 10 CALLERS!



With Any New
FURNACE
 or
CENTRAL AIR CONDITIONING

PLUS All Rebates, up to \$3,000! See Inside or visit dbrothers.com for facts.

A Duct-Mounted UV Air Purifier helps eliminate contaminated air particles that could be circulating throughout your home. It works continuously to destroy the bacteria and viruses that are cycling through your air conditioning or heating system 100-150 times per 24 hour period.



\$500 VALUE

Deiter Bros.' Pennsylvania Home Improvement Contractor Registration Number: PA000736



Inside:
 Your WINNING
 NUMBERS, Fall Discounts
 & Now...

Just Right.

DEITER BROS!
 HEATING • COOLING • SECURITY
 1226 Stefkro Blvd. • Bethlehem, PA 18017

Presort-Standard
 U.S. Postage
 PAID
 Bethlehem, PA
 Permit No. 474