

# The Comfort Courier

**DEITER BROS!**



Published for the customers  
and friends of Deiter Brothers.



**4 Seasons  
Security**  
A Division of Deiter Bros.



Authorized Dealer  
**Security Pro**

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • [www.dbrothers.com](http://www.dbrothers.com)

Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 18th Year.

FALL/WINTER 2004

## Personally Speaking

### BetterWay Budget Plan Smooths Out the Roller Coaster Ride of Oil Prices



As I write this, oil prices continue to be affected by the winds of nature and international events. Caribbean hurricanes buffeting both refineries and tanker shipping schedules. Mideastern and African political unrest. Russian corporate intrigue. Chinese industrial demand. Worldwide price speculation. These factors add up to a market maze with little, if any, predictability.

The market just topped \$51.00 per barrel and heating oil prices are now over \$2.00 per gallon. The question on everyone's mind is, how long will prices remain at these levels. While there is no easy answer, I believe that once we see some consistent builds in inventory, the market should start to come down. Hopefully before the first cold snap!

Think natural gas is immune to price jumps? Think again. Since making lows for the year just three weeks ago, natural gas prices are now at the HIGHS of the year having risen nearly 60% in less than three weeks—the equivalent of an 85 cent per gallon jump!

But there is a select segment of the U.S. population enjoying the peace-of-mind of predictable energy prices. Are these folks in the power centers of Washington, New York or Texas? Nope. They're right here in our Lehigh Valley.

They're the folks who locked in their heating oil prices with Deiter Brothers BetterWay Budget Plan. And I salute the foresight that will be saving them big bucks this heating season.

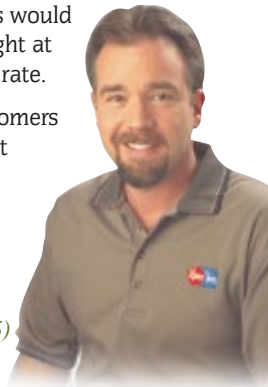
During most years, we promote participation in our Pre-Pay Plans which enable the purchase of your winter heating oil supply during the summer, when prices are traditionally lower. But this summer was far different. Market prices were high so pre-pay prices were less of a bargain. We saw this happening and strongly advised customers to consider our BetterWay Budget Plan instead.

Why? Because this year at least, it's less of a gamble. Many factors drove oil prices up this past summer. Yet prices could very well drop later in the year... but pre-paid gallons would still have been bought at the higher summer rate.

But BetterWay customers lock in at our lowest capped price. They know exactly how much each gallon will cost all year.

**Budget Plan**  
(continued on page 5)

*James G. Deiter*



Deiter Bros. Voted  
**#1**  
in Morning Call's

Readers'  
**CHOICE**  
2004

Many thanks to the local folks who voted Deiter Bros. as the Lehigh Valley's #1 Heating & Air Conditioning Company in the first annual Reader's Choice competition. We are honored by this recognition and vote of confidence. Be assured that we will do everything in our power to live up to this distinction. You can review the "best of the best" winners on The Morning Call's website at [www.mcall.com](http://www.mcall.com)

### Win **FREE** Heating Oil!

Feeling lucky? There are 10 customer account numbers hidden throughout the articles in this issue of The Comfort Courier. If one of these numbers is yours, you're an INSTANT WINNER of 20 gallons of free heating oil.

More than 6,000 gallons of free oil have been won by Deiter customers who carefully read this newsletter.

Maybe this issue is your turn!

We've printed your customer account number on the mailing label. Check it, then read these pages carefully. If you spot your number, give us a call and we'll immediately credit your account with 20 free gallons.

**GOOD LUCK!**



## Fall Is Time To Test Your Smoke Alarms!

Batteries in smoke alarms don't last forever. They must be tested periodically.

It's a fast, simple procedure that could save your life. And now is the time to test *all* your smoke alarms before the cold weather sets in. Do it soon!

## Fall & Winter Forecasts:

Ready for a white Christmas? According to the Farmer's Almanac, it's in the cards for our upcoming winter weather. Predictions are for heavier-than-normal precipitation which could mean lots of either rain or snow.

They are calling for the biggest snows around the holidays. Here are some month-by-month highlights:

### October

Fall foliage displays may suffer because of wet weather. Look for early rains with a mild patch mid-month then more and heavier rain to close out the month.

### November

Clear and crispy early in the month with a rapid cold shift mid-month hanging on until Thanksgiving.

Look for light snows to appear intermittently from around the 17th on.

### December

Cloudy and cold early on with clear, cold weather until around the 13th then a heavy dose of snow. Mid-month is seasonably mild then turns bitterly cold, setting the stage for a good old-fashioned white Christmas as a storm runs north along the eastern seaboard. The year ends blustery and very cold with frequent snows.

### January

Starts off stormy and wet then teases between fair and foul until the end of the month when the consistent cold returns. New England gets socked with heavy snow of a foot or more but the Lehigh 001785 Valley may only get storms.

### February

Big snows coming to the Valley from the 8th to the 11th, then return around the 20th. Very cold early mornings.

### March

Wet, then clear and cold with heavier snows coming mid-month followed by fair but windy weather and settling to clear skies by the end of the month.

## Furnace Fried? Boiler Beat?

# Our Trade-In Sale Is the Best Time for a New High-Efficiency Heating System

That old monster in your basement may be worth big bucks. During Deiter Bros. Trade-In Sale from now until Halloween (October 31), we'll pay you up to \$500 in trade-in for your old boiler or furnace when you have our professionals install a new high-efficiency heating system.

With heating oil prices up and the efficiency of aging systems way down, this is an ideal time to look into one of our New Generation systems engineered to reduce your fuel consumption by up to 70% without sacrificing one degree of comfort. And if you act soon, you can get up to \$500 in the bargain by trading in your old system.

The ghosts and goblins of Halloween are on the way, but the scariest monster of all may be living in your basement. Make the switch before winter hits with a new boiler, furnace or heat pump expertly fitted to your home and family needs and backed by Deiter Bros.

Early response to our Trade-In Sale has been strong. To have your new system installed before the cold winds start to blow, call us now for your free estimate and trade-in value.



### SCARIEST MONSTER OF ALL?

Halloween is coming but the scariest monster of all may be that old heating system lurking in your basement and gobbling up big bucks in heating fuel. A new, high-efficiency system from Deiter Bros. can cut your fuel costs up to 70%...and you can save even more with our Trade-In Sale. Call now for facts: 610-868-8566.

## Illick's Mill is a Tribute to Lehigh Valley's History

With our Lehigh Valley experiencing a development boom spurred by annual population increases near 7%, it's nice to see local folks who value our past as much as our future. So when a local group banded together to preserve Bethlehem's Illick's Mill, all of us here at Deiter Bros. just had to join in. For those unfamiliar with the landmark, Illick's Mill is a classic example of a Pennsylvania water-powered gristmill built in the mid-1800s. Powered by the waters of the Monocacy Creek, the mill served as a keystone of the Lehigh Valley's agrarian roots for more than a century until its trusty 002155 methods were outmoded by steam power and the stone structure became a victim of neglect and vandalism.

Now a local group called the Illick's Mill Partnership for Environmental Education is working to preserve Illick's Mill and



enhance its surroundings with a 20-acre environmental education park known as the Monocacy Nature Center. The fact that this quality-of-life asset is located in the heart of Bethlehem makes it even more important for our community. We admire the dream and drive of the Illick's Mill preservation group and have made their cause a beneficiary of the Deiter Bros. Environmental Fund. Next time you're in Bethlehem near Illick's Mill Road, stop and take a look at this beautiful old workhorse. To join in the fight to preserve this tribute to our local history, visit [www.illicksmill.org](http://www.illicksmill.org).

# The Future of Security Is Here Today!



**ALARM.COM**  
THE WAY SECURITY SHOULD BE™

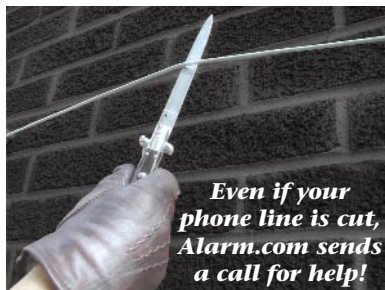
Monitoring Station who then notify the local police or fire department. And that's just the beginning of the beauty of Alarm.com.

Because Four Seasons' Alarm.com is controlled through the web, users can control their security systems from anywhere in the world. With any Internet connection, you can arm and disarm the system, schedule lights, program the thermostat, set up systems access codes for family, friends or other authorized users.

Alarm.com also allows users to see if doors, windows or cabinets are open; detect motion activity, detect power outages, water leaks frozen pipes and much more...with the same ease as going online anywhere, anytime.

## Four Seasons Security First in Area to Offer New Wireless Security Technology

Any security system is only as good as its connection to the central monitoring station. For the vast majority of security systems, that connection is the phone line. But if the phone line is cut, there is no connection, no signal, no notification of a breach of security. That is why cutting the outside phone line is one of the first things that intruders do while breaking into a home or business.



That is also why Deiter Bros' Four Seasons Security division is now offering a new technology which controls security systems through the web. Known as Alarm.com, it offers a wireless connection for signals which are instantly sent to our 24/7 Central Monitoring Station. If the phone line is cut, alarm signals are transmitted wirelessly to Alarm.com and forwarded to the security professionals at Four Seasons' Central

This amazing new security technology is available here in the Lehigh Valley through Four Seasons Security because we are the region's GE (General Electric) Authorized Security Pro Dealer. This recognition from GE is earned for overall excellence in professional security design and installation. A network of GE Security Pros spans North America and each customer's system is backed by a powerful GE guarantee of professional service. Alarm.com interfaces exclusively with GE security systems, the worldwide leader in security 010110 technology.

Call today for more facts on Alarm.com. Or visit our new INTERACTIVE display at [www.4seasonssecurity.com](http://www.4seasonssecurity.com).

## It's Easy Being Green with Deiter Bros.:



Serious about doing your part for a healthier environment? So are we. That's why Deiter Bros. has designed this suite of eco-friendly heating and cooling services and is now offering them at a special package price discount. If you're interested in saving money while saving the planet, give us a call at 610-868-8566.



### Low-sulfur fuel for cleaner, greener heating.

Our exclusive fuel formulation cuts sulfur oxide emissions (a major cause of acid rain) by an amazing 75% while helping your heating system perform better and last longer.



### Protects against fuel tank leaks

Steel fuel tanks are made to last but even they can corrode through eventually. This treatment uses zinc anode technology to protect them from leaks and protect you with a lifetime warranty of leak-free performance.



### Underground tank and soil testing

This non-destructive test determines if underground fuel tanks are intact and if the soil around them is uncontaminated. It's fast and fully approved by all government authorities.



### Zero-freon cooling and heating systems

Deiter Bros. installs Rheem brand ProOzone central air conditioning and heating systems which use advanced refrigerants other than freon. Freon is attributed as a cause of global warming.

*Call Now For Facts on Any of All of These Environmentally Responsible Services!*

# Downtown Allentown Revitalization In Full Swing

## Deiter Bros. Salutes Renaissance of Valley's Biggest City

Downtown Allentown is undergoing a major renaissance that promises to transform the look, lifestyle and attitude of the Lehigh Valley's largest city. And it's now happening very quickly. The rebirth was kicked off last year with the opening of the Plaza at PPL on Hamilton Street. Now a host of other exciting projects are underway to bring new vitality and financial viability to Downtown Allentown.



Projects now blossoming include:

- **New Allentown Brew Works**  
Operators of the successful Bethlehem Brew Works purchased the former Harold's Furniture at 814 Hamilton St. and have been doing a remarkable facelift in transforming the property into a world-class brew pub and restaurant with capacity for 700 patrons.
- **CityLine Construction Building**  
Now nearing completion at 818 Hamilton, three formerly vacant buildings will soon house CityLine Construction's headquarters and 50+ employees.
- **Allentown Center Square**  
Just off Center Square, Pennrose Properties of Philadelphia has begun renovating two huge buildings into 63 units of independent living and senior apartment units.
- **Nic Zawarski & Son Townhouse Project**  
Located just steps away from the Hamilton Mall will be a dazzling 64-unit townhouse community built by the Nic Zawarski Company, a family-owned firm with a proud reputation for excellence in local construction.

Other exciting developments include:

- **New Butz Building**  
Announced last spring, this new 6-story building will stand opposite the PPL Plaza on Hamilton Mall and will feature Class A office space.

**ALLENTOWN VISION CENTER – Hamilton St.**  
*This Downtown Allentown property was retrofitted by Circa Architects into contemporary optometry center for eyesight testing and retail. Deiter Bros.' HVAC team completed their vision in a timely fashion.*



- **ArtsWalk** connecting Allentown Symphony Hall, Allentown Art Museum, Baum School of Art, green spaces and other components is now taking shape.
- **Farr's Building**, a former shoe store in a 4-story building on Hamilton Mall is now being renovated into upscale living units with commercial and retail space on the street-level floor.
- **Schoen's Building**, a former furniture store in a 6-story building at 6th and Hamilton is now being converted into high-end loft apartments.
- And these are just a few of the exciting developments now happening in Downtown Allentown.

Our hats are off to the City of Allentown and Community and Economic Development Director Ed Pawlowski for making this dream of a revitalized city a glowing reality.



## EMPLOYEE HAPPENINGS:

### New Controller Appointed

Deiter Bros. warmly welcomes the newest member of our team, **Al Bova**. Al now holds the post of Controller and will lead our financial and accounting activities.



A graduate of Allentown Central Catholic and Lehigh University, Al is a Certified Public Accountant with more than two decades of experience. Welcome, Al!

### Fourth Generation of Deiter Family Continuing Tradition of Customer Service

We are pleased to report that the fourth generation of the Deiter Family is now at work continuing our company's 75-year tradition of customer service.

**James M. Deiter**, 21, was appointed Systems Engineer last summer and is assisting that department with customer inquiries, in-home energy usage surveys and heating equipment sales and service.



**Jennifer Deiter**, 19, is now working for our Four Seasons Security division as Administrative Assistant and is responsible for fielding customer sales and service requests to the appropriate response and service specialists. She is also a college student at DeSales University.



They will both be working side-by-side with their father, James G. Deiter, and grandfather, James A. Deiter. The tradition continues!

### Two Familiar Faces Wearing Retirement Smiles

Two figures who have helped define Deiter Bros. family-style of business for many years have recently announced their retirements.

**Ed Thomas** joined Deiter Bros. in 1983 as a Division Manager and has been a stalwart of our Quality Service operations in Northampton. Eddie has always been a favorite for his friendly, helpful style and his cheerful presence.



**Pat Maloney** joined Deiter Bros. in 1989 as our Sales Manager for bulk oil and transportation accounts. His territory



included the entire Lehigh Valley and he was well known and even better liked by our corporate customers for his buoyant spirit and conscientious service.

Both of these gentlemen have been important members of the Deiter Team through the years. We are grateful for their invaluable contributions and wish them the best as they finally take some time to smell life's roses and enjoy more time with their families and their favorite leisure pursuits.

# Think Like A Thief

It's the Best Way to Protect Your Home from **BURGLARS!**

Keeping burglars at bay works better if you start to think like they do. Here are some tips on how to make your home or business safer by thinking the way the bad guys do.

## ■ Look at all your door locks.

Many doorknob locks can be popped open with a screwdriver. Don't trust them. Back them up with deadbolt locks on every door.

## ■ Check all your windows.

Windows must be completely closed and latched securely. Basement windows are particularly vulnerable and a favorite



entry spot for thieves. If possible install security bars or replace 037130 basement window panes with glass blocks to boost security without sacrificing light.

## ■ Don't "hide" keys.

You may think under the flower pot or stairs is a great place to hide a key, but so do burglars.

## ■ Still using window air conditioners?

It's a cinch for crooks to remove these and get in, particularly on ground levels. Think about getting central air conditioning. The initial cost may be more but the savings in energy and security are worth the price in peace-of-mind.

## ■ Are your routines predictable?

When thieves "case" a neighborhood, they're looking for predictable patterns so they know when the house is empty. Throw them off by keeping a TV or radio on while at work. Have timers switch on lights at times when 200117 you're out. Don't leave notes for deliverymen. If away for more than a day, have a neighbor pick up your mail, newspapers and other delivered items.

## ■ Get the Lehigh Valley's best "Burglar Repellent."

One of the best ways to keep burglars away is with a great security system. The Four Seasons Security division of Deiter Brothers installs excellent GE systems that monitor your 200390 home or business around the clock for just pennies a day. For more facts, call us at 610-868-8566 or visit [www.4seasonssecurity.com](http://www.4seasonssecurity.com).

## Budget Plan

*(continued from front page)*

For added convenience and predictability, their entire year's heating fuel costs are divided into 12 easy monthly payments. And if we have a warmer-than-predicted winter, the credit balance for unused gallons rolls into the next year, reducing that year's costs even more.

We believe it's our responsibility to advise our customers on the most affordable ways to heat their homes. That's why we spent a lot of time and postage this past summer sending repeated mailings on this recommendation to you.

Many customers responded and we salute those who took our advice and signed up for this year's Better Way Budget Plan. When the cold winds start to blow, you'll be glad you did. To those who did not respond, you can still join the BetterWay Budget Plan. Even though the per gallon locked-in rate is now higher, you can still enjoy the convenience and predictability of this locked-in price plan.

Oil prices may continue to roller coaster due to market influences. But as a Deiter Brothers customer, we can smooth out the ride with our BetterWay Budget Plan. Call us now for more facts.



## REMEMBERING UNCLE HERBIE

Last spring we lost one of the founding members of Deiter Bros. and one of the best men who ever touched our lives. Herb Deater was born in 1915 in Bethlehem and worked at Deiter Bros. from the age of 15, back when our family business was hauling ice and coal. With his brothers, Herb served four generations of Lehigh Valley families with steady energy, strong skills and an endearing smile. "Uncle Herbie" worked alongside us and always carried more than his share of the load well into his eighties. His life was a tribute to the traditional American work ethic and pride that built Deiter Bros. We loved him dearly and will never forget him.



For the record and a bit of Deiter Family trivia: Yes, Uncle Herbie's name was spelled Deater. Back in the 1920's his branch of the family opted to change the spelling to provide a distinction from those who stayed with the traditional spelling of Deiter.

## Protect Your Family from CARBON MONOXIDE

# THE SILENT KILLER



Carbon monoxide gas is a combustion byproduct known as The Silent Killer because it is odorless, colorless and hard to detect. Yet it is deadly and responsible for thousands of deaths annually, especially during the colder months when homes are closed up tighter. To protect your family from carbon monoxide, consider a carbon monoxide detection system from Four Seasons Security. Not much bigger than a smoke detector, this affordable lifesaver

emits loud signals if carbon monoxide reaches unsafe levels. It can be installed alone or as a component of an existing security system. For more 310385 facts on how you can protect your family from carbon monoxide gas, visit [www.4seasonssecurity.com](http://www.4seasonssecurity.com).



## 4 Seasons Security

A Division of Deiter Bros.



## EnviraFuel™: One Year Later

Last year at this time, Deiter Bros. introduced EnviraFuel, a new low-sulfur heating fuel formulated exclusively for our customers. Along with the environmental advantage of cutting sulfur oxide emissions (a major cause of acid rain) by 75%, EnviraFuel contains a blend of proprietary enhancers which enable heating systems to burn cleaner, more efficiently and with fewer repair calls.

Now that we have a year of delivering EnviraFuel under our belts, we're starting to see the results. We know for a fact that the environmental benefits exist from industry research on low sulfur fuel. So there is no disputing that the environment now has 402194 less sulfur oxide pollution thanks to Deiter Bros. customers heating with EnviraFuel.

But the tangible evidence of EnviraFuel's cleaner, greener combustion is now being seen daily by our service technicians

making the rounds for annual cleanings. The interior surfaces of customers' boilers and furnaces are the cleanest we have seen in the 79-year history of Deiter Bros.! Because of EnviraFuel's unique formulation, there is far less buildup on heat exchangers and other key components of customers' heating systems. And that means better heat transfer efficiency and less corrosion. Corrosive sulfuric compounds exist in heating system 417669 buildup and can eventually waste away heat exchangers, boiler tubes, even the masonry in chimney flues.

We're pleased to report that our customers' heating systems are operating better and will last longer as we look back on the past year...and forward to another winter of cleaner, greener heating with EnviraFuel.

### Look at the difference EnviraFuel makes.



**Ordinary Heating Oil**

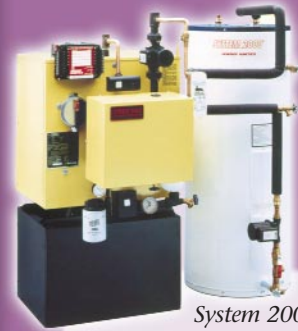
Heating equipment after 500 operating hours



**EnviraFuel™**

Heating equipment after 500 operating hours

## Deiter Bros. & Energy Kinetics Team Up for Flood Victims Relief



*System 2000 heating units rank among the most efficient in the industry, typically reducing fuel bills up to 70%.*

Deiter Bros. and a major manufacturer of high-tech heating equipment are making a special offer to help victims of the floods which recently ravaged our Lehigh Valley.

A \$500 rebate on a new System 2000 heating system is available to owners of homes or businesses which suffered damage during the recent floods. Deiter Bros. is contributing \$200 and Energy Kinetics is contributing \$300 to this effort.

If you or anyone you know may be eligible for this relief, please 012430 contact us for more facts at 610-868-8566. This is a limited time program. Please contact us soon.