

The Comfort Courier



Just Right.

DEITER BROS.



4 Seasons Security

A Division of Deiter Bros.



Authorized Dealer
Security Pro

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

Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 19th Year.

SPRING/SUMMER 2006

Personally Speaking

Taking Your Indoor Comfort & Energy-Savings to New Levels of Performance and Value!

Introducing Our Own New SIGNATURE SERIES of Central Air Conditioning and Heating Equipment

It's always been a family dream of ours to create heating and cooling equipment that combines the "best of the best" features available in the heating and cooling manufacturing industry. Through the years, we've seen heating and air conditioning systems that were strong in some design elements, but could be stronger in others. We've always sold the best brands available, but always wanted to push that quality bar higher.

We know that you, our customer, have always wanted the same higher standards, too. We listened to you, and some of the quality points that we've heard you want include the following:

- Longer warranties
- No-hassle guarantees
- Better quality components
- High energy efficiency
- Quiet operation



Owners of Deiter Bros. new SIGNATURE SERIES central air conditioning can opt for a LIFETIME WARRANTY.

- Easy access design so service techs can get in and out quickly for maintenance and repair.



- Controls that are very user-friendly, easy to understand and operate.
- Designed for easy adaption to accommodate other indoor comfort/healthy environment systems, such as 014904 whole house air cleaners, humidifiers, ultraviolet air purification, and the many different thermostat formats available today: set-back thermostats, outdoor temperature modulation thermostats, Internet remote controls and so on.

It took a lot of work, but we are happy to announce the product of you speaking your mind...and Deiter Bros.' Technical Team working to make your wishes happen.

(Continued On Page 5)

James G. Deiter

James G. Deiter
Vice President
Deiter Bros.

Heating • Cooling • Security



In This Issue

- Fuel Prices Tamed with Pre-Purchase Plans
- NEW Summer Service Hours
- Summer Crime Rates: Are You Ready?
- Weather Forecasts
- New Energy-Saving Products
- DISCOUNT OFFERS: Central Air Systems, Security Systems, Heating Systems & 402100 More!

Signature Series

- Longest Warranty
- Highest Efficiency
- Best Long-Term VALUE for NEW HEATING OR COOLING EQUIPMENT

NO HASSLES

REPLACEMENT WARRANTY

YOU'RE COVERED

Win FREE Heating Oil!

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.

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.

●●● WEATHER FORECASTS ●●●

Get ready for a sizzler of a summer. According to The Old Farmers Almanac, we will ease into the warmer months comfortably but the heat turns up significantly in late summer and stays above average right into the Fall. Here are the highlights on a month-to-month basis.



June

Starts out warm and humid with cool nights. Then the weather gets indecisive with scattering of seasonable thunderstorms

interspersed with sunny periods for the rest of June. Average monthly temperature: 70.5 (.5 degrees below average).

July

On again/off again thunderstorm pattern of June continues with comfortable temps until the 22nd when Mother Nature starts to turn up the thermostat with hot, humid days and the occasional rainy day through month's end. Average monthly temperature: 76.5 (1 degree below average).

August

Things heat up! Below average rain at month's start and high temps go even higher as August progresses. Midmonth is hotter, more humid than average broken only by the occasional thunderstorm. Average monthly temperature is 78...a whopping 4 degrees above the monthly average.

September

Mother Nature gets interesting with 3 inches more rain than average...oh, and a hurricane threat. Month opens with sunny, hot days until the 12th when the mercury drops and a hurricane looms midmonth. Fall weather starts around the 26th with rain and cooler temps. Average monthly temperature: 70 (3 degrees above average).

October

Get a taste of nice weather in Week 1 because temps drop and rains fall intermittently until midmonth with another hurricane threat happening sometime between the 17th and 23. The last week will be a true Indian Summer with sun 019279, seasonable temps and, hopefully, some colorful Autumn leaves left on the trees. Average monthly temperature: 60 (4 degrees above average).



Thanks for Stopping By To Say "Hi"

It was great to see so many customers visit the Deiter Brothers and Four Seasons Security booths at the recent Spring Home Show at Stabler. Having been in business since 1929, we're never surprised to see folks who have been our satisfied customers for 30, 40, even 50 years! But what surprised us at this year's show was the number of new faces who have become Deiter Brothers customers. Lots of families have been moving to our Lehigh Valley in recent years. Old or new customers, we welcome all and thank you for the opportunity to earn your loyalty and business.



WINNERS Announced From HOME SHOW: OLDEST AIR CONDITIONER Contest:

GRAND PRIZE:

JANE KARB of Bethlehem

Jane's old air conditioner was installed in June, 1974! It will get a well-earned retirement when we provide a new central air unit as her prize.

RUNNERS-UP:

Each receive \$200 Gift Certificates

DEBRA BRADY

RICHARD CLARK

ELDON HENDRICKS

BARBARA MOLITORIS

BOB WEIKERT

SUSAN ZACK

4 SEASONS SECURITY SYSTEM WINNER: VICKI & STEVE MAUND of Coopersburg

Congratulations to All Winners!

DEITER BROS. NEW SUMMER SERVICE HOURS RUN JUNE 5 To SEPT. 1

In our ongoing efforts to provide more customer convenience, Deiter Bros. will start a new "Summer Hours Service Schedule" which will run from June 5 to September 1, 2006.

Service hours Mondays to Thursdays will be from 7 a.m. to 6 p.m. in an effort to provide services during times when our customers are able to be at home. Our office will be closed Fridays.

Like us, many of our customers have to be at work or are taking kids to daycare during the standard 8 a.m. to 5 p.m. schedule. These new extended hours will enable us to serve more customers during the hours when they will be at home.

Studies in our industry have also shown that a 4-day schedule during the summer can help save electricity on air conditioning and computing systems, save fuel by running trucks more efficiently and get more done by being at the home when the customer can. This will be our first summer trying this system and would appreciate any customer feedback on this innovation.

Proper Humidification Is Critical to Healthy Living

The human comfort range for ambient relative humidity is between 30% and 60% at an ambient temperature range of 65F to 75F. The warmer the air temperature, and the more humid it is, the warmer it will feel. Reducing the relative humidity (RH), while keeping the air temperature the same will make you feel cooler. It's not only about comfort. At ambient humidity below 20% RH, your mucous membranes dry out, and itchy, watery eyes result. At RH levels over 70%, mold and other organic growth issues become very significant. Controlling 406175 humidity in the home is just as important as ventilation and temperature control. We can provide solutions for whole house humidification and/or dehumidification.

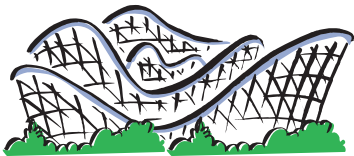


Fuel Roller Coaster Tamed by Budget & Pre-Purchase Plans

What a crazy winter this has been! You would think that with one of the mildest winters on record, resulting in a build in inventories, prices would have dropped considerably. It appears that this market is not moving on fundamentals but rather upon varying assessments of supply and war fears.

So what's it all about? Some are focusing on an "oversold" market while other traders were focusing on a colder-than-normal forecast for the second half of March. While there may be some credibility to both, it is just not enough of a reason for the recent moves higher, considering what was still a warmer than normal winter.

The "real" reason is the constantly changing tone of Iran who, faced with



potential 028189 UN Sanctions, stated that this action would NOT impact their oil business...only to turn around later and state that their policies "might come under re-examination". This spooked traders, as an Iranian official alluded to the fact that, in addition to being a major oil supplier to the world, that Iran had "control over" the world's biggest supply route.

The impact has been on all fuels. Heating oil, Natural gas, Propane, Gasoline and Electricity. We have been buying for next winter's pricing programs. In just a few weeks we will roll-out our programs for this winter. So far, it appears that program prices will be higher than last year. We should have more information to you around the end of May.

Which program is right for you? The market will continue to be volatile for some time. There is just as much risk that Heating Oil can go to \$100 a barrel as there is that it can drop to \$40. Because the market is already trading over \$70 a

barrel, we think a budget plan with a cap makes more sense than a Pre-purchase plan.

With the budget cap plan you are protected from any increases because you have a "cap" in place. You are also protected should the market drop substantially. In the event it drops, you are charged the lower price.

With a Pre-purchase plan, you "lock-in" at a fixed rate. This is good if the market goes up, but offers no protection if the market drops. This type of plan is the plan of choice when the market is trading much lower than where it is today.

If you have any questions on which program works best for you, please don't hesitate to give us a call. We would be happy to go over the various options with you.



Check Your Fuel Level ELECTRONICALLY

Want to check the level of fuel in your tank without going to the basement or outside? We have just the product!

This device easily attaches to the top of your tank. The wireless tank level monitor plugs into a receptacle, normally above your kitchen counter, where it can be viewed. Almost all tank configurations can be accurately monitored. This unique product can be installed for \$149 or, for the do-it-yourselfer, you can stop by and pick one up at our office for just \$99.

Immediate Comfort & Savings at Low Interest & Long Term

This program is a special program for Pennsylvania homeowners to finance energy saving improvements

Special features:

- Fast, preferred rate unsecured financing from \$1,000.00 to \$10,000.00
- 7.99% APR (5.99% APR available for specified income levels)
- Fixed rate, fixed monthly payments
- No lien filed on your home
- No home equity required, new homeowners OK
- No points, fees or closing costs
- Up to 10 years to repay with no penalty for prepayment
- Work must be performed by an Approved Contractor

Only ENERGY STAR rated equipment qualifies for this program. All of our "Signature Series" Equipment qualifies. We are also an Approved Contractor for this program.

Sample payments:

Loan amount	36 month	60 month	120 month
\$2,500	\$78	\$51	\$30
\$5,000	\$157	\$101	\$61
\$7,500	\$235	\$152	\$91
\$10,000	\$313	\$202	\$121

CALL NOW FOR MORE FACTS: 610-868-8566

New cooling or heating equipment!



THANKS For Your Kind Words!

Following excerpts are from recent customer letters:

"...this letter is to express our overall satisfaction with the heat pump installation in our home...whatever your Mr. Begley promised, he kept his word."

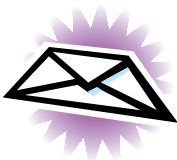
—S.K. - Bethlehem

"I'm writing to let you know the great job Mr. Pat Bicking did in cleaning and servicing our furnace...please convey our thanks..he is an asset to Deiter Bros."

—E.T. - Allentown

"You have a superb team of technicians, namely Pat, Terry and Eric...they are sincere, honest and make you feel comfortable...Selena, too, is very professional!"

—V.G. - Bethlehem





Summer CRIME RATE Jump May Be An Old Story...

But It Is Still Frightfully True!

There's an interesting study that was published in the Journal of Criminal Law, Criminology and Police Science way back in 1952. It's titled "The Influence of the Seasons on the Crime Rate" and it supports the fact that, when it comes to crime increasing during the warmer months, some things never change.

The author Gerhard J. Falk, a faculty member in the Dept. of Sociology at the University of Pennsylvania, cites extensive research studies which conclude "the crimes against persons are more numerous in the summer"; and "Murder, according to the same studies, reaches a maximum in the hottest months."

Today's law enforcement professionals cite many reasons for the summer spike in crime. Homes vacant because of vacations, more outdoor gang activity at night, out-of-school adolescents with more idle time, more windows and doors opened because of the heat, etc. This long list of 404315 reasons boils down to one simple fact: crime here in our Lehigh Valley goes up dramatically in summer. So what can you do to protect your family and property from this inevitable threat?

A logical start would be to consider monitoring your home around-the-clock with an affordable GE-quality security system from the 4 Seasons Security Division of Deiter Bros. As a Deiter customer, you are entitled to our "Customers Only" discount on a system built with some of the best technology in the security industry. Your security system will be installed by Deiter's GE Security Pros. And it will be electronically linked to our Central Monitoring Station manned by live security professionals 24 hours a day.

Here are more facts on this **SUMMER SECURITY SPECIAL** from Deiter Bros. Please call us if you have any questions. It's a smart start to a safer summer. Thanks.

Deiter Customers Only:



Home Security System

FOR JUST \$299 INSTALLED!
(That's a \$850 Value!)

Includes All This:

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



The First 20

Customers responding to this offer get this Electronic Control Key Fob (\$100 Value)

FREE!

Remote control electronic key fob ARMS & DISARMS your security system with the touch of a button! CALL NOW!

Professionally Installed by Deiter Bros.' 4 Seasons Security Experts.
36-month Monitoring Agreement required.

PLUS Less than \$1 a day for 24-Hour Home Monitoring IF YOU AGREE THAT YOUR FAMILY'S SAFETY is worth protecting, please take us up on this special offer. Sorry, at this price we can make it available to Deiter Bros. customers ONLY!

CALL NOW: 610-868-8566

Check us out online at
www.4seasonssecurity.com

New Energy Tax Credit Pays You to Save Fuel

As part of the Energy law passed last year, individual taxpayers can claim a credit for qualified purchases to make their home more energy efficient. As you may know, tax credits are more valuable than tax deductions, because they reduce your total Federal (and possibly State) income tax liability dollar for dollar.

The personal credit has a \$500 lifetime limit and applies only to energy-saving items you put to use after December 31, 2005 and before January 1, 2008. The credit equals 10% of your expenditures for qualified equipment.

The following items are eligible:

- Insulation systems that reduce heat loss or gain.
- Exterior windows (including skylights), however, of the \$500 lifetime credit, only \$200 can be for windows
- Exterior doors
- Metal roofs (meeting Energy Star requirements)

In addition, the law provides a credit for costs relating to residential energy property expenses. To qualify as residential energy property, the property must meet certification requirements prescribed by the Secretary of the Treasury and must be installed in the taxpayer's main home in the United States.

The following are eligible:

- \$50 for each advance main air circulating fan
- \$150 for each qualified natural gas, oil or propane furnace or hot water heater
- \$300 for each item of qualified property

IRS Notice 2006-26 issues guidance on the type of home 001050 improvements that qualify. Should you have any questions, please consult your tax professional or the IRS publication.

Please note that you cannot claim a credit for pool or hot tub heating.



(Continued From Page 1)

We are proud to introduce Deiter Bros. new "Signature Series" line of Air Conditioning and Heating equipment...indoor comfort systems designed so well, and built so strong, that we are willing to extend the option of a LIFETIME WARRANTY.

Deiter Bros. Signature Series air conditioning and heating systems are the only brand built to offer you all the following:

• **BUILT TO SUPERIOR SPECIFICATIONS**

Signature Series design has built-in safeties to protect system components. High-quality technology and ultra-robust construction throughout.

• **WHISPER QUIET**

Specially designed air delivery systems provide more performance without the noise. Signature Series heating equipment design employs variable speed blowers, matching coils, 90-plus gas furnaces, cold-start oil-fired boilers and more. I can say without any doubt that this line is the quietest-running cooling and heating equipment we've ever experienced in our industry.

• **HIGH-EFFICIENCY, BIG ENERGY SAVINGS**

Signature Series air conditioning systems deliver efficiency ratings from the new government-mandated 13 SEER up to an incredibly efficient 18 SEER! Just watch your 019066 summer electric bills plummet with these babies! And our Signature Series heating equipment has equal penny-pinching powers. Count on cutting heat energy bills up to 35% regardless of the

Signature Series energy source you use: oil, natural gas or electric heat pump!

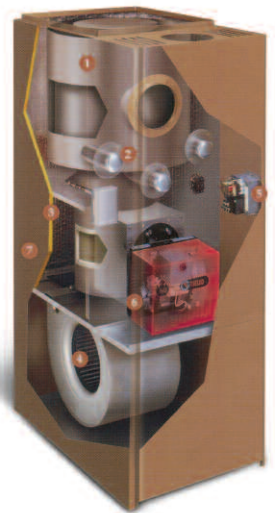
• **LONG, LONG, LOOOOOOONG WARRANTIES**

Most Signature Series systems come with an automatic 10-year warranty. Upper-end models come with a LIFETIME WARRANTY...the longest warranty ever offered.

• **NO HASSLE GUARANTEES**

These central air and heating systems are so solid, that you can expect superior energy-efficiency and reliable performance. But if a major component fails anytime during your "No-Hassle" warranty period, the entire system is replaced...no questions, no costs, no hassles.

You spoke. We listened and made it happen. Deiter Bros.' new Signature Series heating and cooling equipment is now available and ready to start working for your family's comfort and energy-saving enjoyment. Call us now for facts. And thanks for helping us push the standards for indoor comfort to this bold new performance standard.



SIGNATURE SERIES heating equipment can reduce fuel bills up to 35%!

Save Big Bucks With These CUSTOMER FIRST Specials:



Call Now for your FREE QUOTE!

CENTRAL AIR CONDITIONING

Get One of Our ALLERGY RELIEF COMFORT Packages **FREE!** (Up to \$1,000 Value Upgrade)

Any New Installation Booked by June 30, 2006 Includes **ALLERGY RELIEF COMFORT PACKAGE**

Deiter Bros. offers several Allergy Relief Comfort Packages. Features and values of each are determined by central air conditioning model and installation requirements of individual customer. For facts on value best for you, call us today!



610-868-8566

Offer expires 6/30/06. Not valid with any other discounts.



Call Now for your FREE QUOTE!

HEATING - Any Energy: **\$250 OFF** Oil, Natural Gas, Heat Pump

Any New Installation Booked **This Summer!**

SLASH NEXT WINTER'S HEATING BILLS NOW!

Deiter's new HIGH-EFFICIENCY heating systems can **Cut Your Home Heating Bills Up To 35%!**

Offer expires 8/31/06. Not valid with any other discounts.



610-868-8566



Call Now for your FREE QUOTE!



BACKUP POWER GENERATOR **\$250 OFF**

Automatically starts and transfers selected circuits over to the generator when power fails.

Offer expires 8/31/06. Not valid with any other discounts.



610-868-8566

Our FAST-GROWING Lehigh Valley:

DID YOU KNOW...?

- Our Lehigh Valley is ranked **THIRD AMONG FASTEST POPULATION GROWTH RATES** for markets in the Northeastern United States with minimum populations of 500,000.
- From 2000 to 2004, the Lehigh Valley Metro Area population grew by over 4%, from 740,395 to 771,039.
- 85% of our growth is due to migration from 200150 NJ, NY and the Philadelphia suburbs.
- The Lehigh Valley now has more people than the respective populations of these states. Can you name them? (Answers on Page 6)



New Heat-Manager Product Guarantees 10%-20% Fuel Savings

Looking for a simple, guaranteed way to lower your fuel costs? If you're heating with hot water, the installation of the Beckett Heat Manager is your answer.

The innovative Beckett Heat Manager boiler control offers these great benefits to make your home more comfortable and energy efficient:

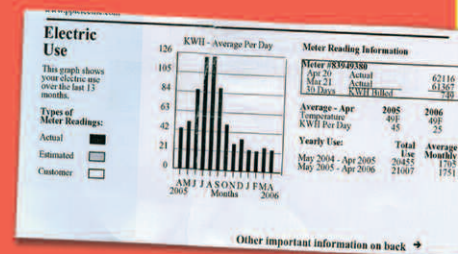
- Keeps your boiler running at peak efficiency.
- Saves fuel and money by automatically adjusting boiler output as energy requirements change.
- Far less expensive than alternative upgrades.
- Cost is recoverable in 12 to 24 months. After that, you continue to save money year after year.
- Installation by a qualified technician is fast and easy. No programming or follow-up visits are required.
- Provides worry-free, fail-safe operation at all times.
- Works with any heating fuel.
- Can be installed on most new or existing gas, oil, or propane fired boilers.
- No outdoor temperature sensor—no holes in your walls!
- More even comfort level, since the heat being delivered exactly matches what is needed.
- Less wear and tear on your boiler due to fewer on/off cycles.
- Sold by R.W. Beckett Corp., dedicated to the heating industry for more than 65 years.
- Backed by a 5-year replacement warranty.
- Guaranteed to reduce energy consumption at least 10% or we will refund the full purchase price of the product.



Beckett's new **HEAT MANAGER** guarantees 10% fuel reduction.

PRE-SUMMER AC Tune-Ups Scheduling Now

See the chart on the right? That's from the PPL electric bill of a home with oil heat and central air conditioning...and a homeowner who did NOT have his central air system tuned up before summer hit last year.



Note how the chart "spikes" in the warmer months from June to September? That's because this homeowner's rough-running central air conditioning system was working harder than necessary to keep his house cool. That takes 406889 more electricity than usually necessary...and costs more than it should. (I guess this guy had money he was mad at...so he gave it to PPL.)

Moral of story? Call NOW to schedule YOUR tune-up...and save more when the heat hits. It's the most effective and affordable way to control your summer energy costs and keep your central air conditioner working longer and stronger.

CALL NOW: 610-868-8566

Beware New Scam for IDENTITY THEFT!

If you get a call threatening arrest because you didn't show up for jury duty, DO NOT give out your Social Security number or other "verification". This phone scam by thieves posing as "jury coordinators" has been reported in 11 states. Don't be bullied into surrendering your information by these crooks claiming to be with the court system. The FBI and federal courts have issued alerts on their websites about this fraud. Be warned and beware.

DID YOU KNOW Answers: A. North Dakota, B. Alaska, C. Vermont, D. Wyoming

Printed on recycled paper



Summer Heat Is Coming.
(Are You Ready For It?)



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

DEETER BROS.
HEATING • COOLING • SECURITY
Just Right.
❄️ 🔥 🌞 🌿