



Lehigh Valley's #1 Ranked Heating & Cooling Service for the 29th Year



Authorized Dealer

FALL/WINTER EDITION 2016

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Personally Speaking

Gas Heat Prices Rising *FAST*

Heating Oil Prices Projected to "Remain Relatively Low," According to U.S. Energy Information Administration

Mom always told me nobody likes an "I told you so." So I won't get on my soapbox about natural gas prices now going up. (I'll let the news reports in this issue speak for themselves.) But it wasn't that long ago that the natural gas utilities had consumers whipped into a "herd mentality" about it being the cheapest way to heat homes. They spent millions advertising that myth and, unfortunately, plenty of families fell for 761549 it. What those utilities omitted from their "gas line" sales pitch was the cost to switch...costs that may never be recovered now that gas prices are on the rise.

According to the American Energy Coalition (AEC): **"It would cost between \$4,500 and \$10,000 to convert from oil to gas. With today's natural gas prices, it could take you more than 45 years to recoup the cost to convert your heating system! As gas prices keep rising, a payback may be impossible."**

Oh, but natural gas is supposedly better for the environment...or so claimed the gas utilities. Really? Turns out that's another untruth. According to a recent report to Congress by the National Oilheat Research Alliance (NORA), the

new BioFuel heating oil formulations—like Deiter Bros.' own EnviraFuel brand—"produce lower emissions than natural gas over 20 years."

That report also notes that natural gas is 95 percent methane, a gas 28-84 times more damaging to the environment than CO₂. We know from history that the millions of miles of aging gas lines snaking underneath our neighborhoods leak untold volumes of that volatile methane...sometimes with tragic outcomes.

So if you didn't buy into the "gas line" about cheaper heat, your skepticism 800136 was well-founded. According to the Energy Information Administration (EIA), heating oil **prices "will remain relatively low for at least the next few years."**

And if you did switch to natural gas, it's never too late to "come home" to safe, affordable oil heat. Welcome home.



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

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Remembering...



"If there are no dogs in Heaven, then when I die I want to go where they went."

—Will Rogers

IN THIS ISSUE

10 PERFECT Winners of **FREE Heating Oil or Propane**

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 EnviraFuel® heating oil or propane.

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.

GOOD LUCK!



Whatever the Winter Weather... You'll Never Lose POWER!

Deiter Bros. is our region's largest dealer of residential standby generators and a GENERAC Power Pro Dealer.

Call Now for Today's BEST PRICE & INSTALL DATE!

Deiter Bros.
**CUSTOMER
PROFILE**



(From left) Kevin, Kiernan, Patricia and Gary Ward.
For facts and visual tour visit
www.WardsOrientalRugService.com

Ward's Oriental Rug Service & Gallery

Floored by Value of New HVAC System
from Deiter Bros.

Gary Ward knows something about value. By delivering an abundance of it for more than two decades, he and his family have grown Ward's Oriental Rug Service & Gallery into the region's leading source for the sales, service, repairs and appraisals of oriental rugs. Located in an artfully repurposed former factory at 333 West Union Boulevard in Allentown, every visit to Ward's is a totally cool visual feast of hand-woven wonders from exotic origins throughout the Middle East and Asia.

When it came time to install a new high-efficiency central air system to make their 3,500 sq. ft. gallery space even cooler, Gary carefully reviewed the proposals and prices of several HVAC companies...but he chose Deiter Bros. "The price was competitive but I based my decision on their strong reputation for service and standing behind their work. Like us, Jim Deiter's family name is on his business. That says to me that 764149 he and his team will take a lot of pride in their performance."

But what Gary did not bargain for were two additional "bonuses" which came with his decision. "The first bonus came when the Deiter team designed a more efficient way to position the cooling units and the power connection. It was innovative thinking that the other companies never considered...and it saved a lot on the overall project costs."

And the second bonus? "It's so comfortable in here now that customers are staying a lot longer. In the retail world, that's called 'dwell time.' Research shows that by increasing dwell time by just six minutes, retailers can potentially boost sales by more than 30 percent per customer," Gary said, adding with a smile. "Our customers are now staying a lot longer...thanks to Deiter Bros."

StLuke CANCER CENTER:

Providing Health and Hope for Local Cancer Victims

Now here's what WE CAN ALL DO to Help!

Rare is the family story that does not include episodes of loved ones lost to cancer. If there is a bright spot in the ongoing struggle against this devastating disease, it shines on in the heroic work happening daily at St. Luke's Cancer Center. They work tirelessly to support the health and hope for cancer victims and their families. Now here's something we can all do to support them...while keeping the "fun" in a great community fundraising effort.

Join Deiter Bros. for the **8th Annual Cups for a Cure** fundraiser to help those undergoing cancer treatment... all proceeds 4575 benefit St. Luke's Cancer Center. See the facts below. Hope to see you there, then!

8th Annual *Cups for a Cure*

WHEN: Saturday, November 12, Noon to 9 p.m.

WHERE: *Machs Gute Pub and Grille*
713 Linden St., Bethlehem

WHAT: Live music, beer specials, awesome prizes and an amazing amount of energy empowering this community celebration of LIFE! \$5 cups at the door; \$10 T-shirts; raffle tickets and more. Interested in sponsoring a prize? Contact rachelchapman16@yahoo.com.

When Power Goes OUT, Lights Stay ON!

When electrical power gets knocked out by weather, a lot more than the lights go out. Refrigerator...all that food spoiled. Computer...forget about chargers, too. Heat...it's surprising how fast pipes can freeze. Hot water...then again, in a multi-day blackout, personal hygiene may be the least of your problems.

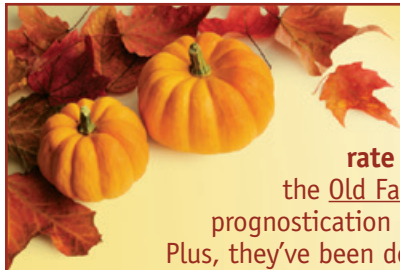


The answer? Home standby generators turn on automatically when the power goes out and—with its own independent fuel source—will stay on until power is restored.

"Within seconds after the power goes out, these generators kick on, maintaining your connectivity, comfort and security," says Jim Deiter of Deiter Bros. Heating Cooling Energy, an authorized PowerPro dealer for Generac—America's leading maker of home standby generator systems. "Navigating through the aftermath of a severe storm is very stressful. Having a reliable power source to 264348 keep your home's system on makes the ordeal far more manageable."

Prices for a Generac system depend on the size and specific needs of your home or business. To have Deiter Bros. perform a no-obligation power sizing calculation for your home or business, contact us at **610-868-8566** or visit dbgenerators.com.

Fall and Winter: 2016-17 WEATHER FORECAST



With an **80 percent accuracy rate claim for weather predictions**, the Old Farmer's Almanac is our preferred prognostication resource here at Deiter Bros. Plus, they've been doing it for 225 years (since 1792) and this is "only" our 87th year in business (since 1929), so who are we to argue?

OCTOBER

Don't get spooked yet but it looks like this bewitching month will be a lot warmer and wetter than usual. Average temps will be 6 degrees hotter and rainfall 4½ inches soggy with most of this heat/rain combo 800756 coming in the first three weeks. (This pattern is rare...should make for an interesting fall foliage season.) Clear skies and cool nights return for neighborhood trick-or-treaters during the last weekend of the month.

NOVEMBER

Does colder-than-normal weather during elections have any bearing on our nation's future? Hope not. The month will be 3-degrees chillier on average but with clear skies called for on Tuesday, November 8, weather will not be an excuse for voters to stay away from the polls! The season's first snow/rain mix falls around the 20th with the winter's first big chills extending through the long Thanksgiving weekend.

DECEMBER

Deck the halls with boughs of...palm trees? Well, not quite, but this holiday month's forecast *will* be unseasonably warmer with the mercury a full 6-degrees above average! Look for Weeks 1 and 2 to be both sunny and mild. As we get closer to the 22nd, it will be grow wetter yet stay unusually warm with only a very slim chance for a fast pressure shift from the North and a Cool Yule. (Just don't bet



the sleigh on a white Christmas this year.) Rain and icy nights for week leading up to New Year's Eve.

JANUARY

Gee, we hope all of 2017 isn't this boring! The month kicks off way more mild than wild with warmth up by 3-degrees average and no big surprises for first 10 days until a steep drop into sub-zeroville breaks in for a brief period. Then intermittent showers and mild temps carry through the rest of this month's forecast with only an occasional snow flurry to bust up the monotony. Good for heating bills, lousy for skiers. Compared to most January weather patterns, this year's is strictly ho-hum.



FEBRUARY

Talk about a cold, cold heart! February starts out the first two weeks all lovey-dovey with average temps and only a bit more precipitation than usual. Then around Valentine's Day we get "dumped" big-time with our first serious snowfall. Fickle February makes up for that cold shoulder 3570 with sunny days and only occasional "wintry mix" precipitation throughout the final two weeks of our icy relationship.

MARCH

Sun? What sun? 2-degrees colder than average with the opening two weeks dominated by sullen gray days, ice water showers and slushy snows. The good news is St. Patrick's Day (the 17th) is on a Friday with blue skies beaming back on the weekend of the 18th for the local parades and pub crawls. Winter marches out with more cold showers and a final wet kiss of snow at month's end. *Welcome Spring!*



PROPANE: Energy Game-Changer Was Invented in the Lehigh Valley!

Here's one to stump the trivia buffs. Propane—that cleanest of fossil fuels now preferred by over 60 million Americans—was invented right here in the Lehigh Valley! In 1912, Allentown chemist Walter O. Snelling first distilled the gas from gasoline and compressed it into a transportable liquid form. According to an article in the New York Times from March 31, 1912, Snelling "has developed a liquid gas and a steel bottle which will carry enough to light an ordinary house for three weeks to a month."

Now the history of Snelling's game-changing energy source is showcased in an exhibit at the National Museum of Industrial History, which opened in August in a former Bethlehem Steel facility on the city's south side at 602 East 2nd Street. The exhibit tracks propane's history through its evolution, including production processes and the many uses it enjoys today as one of the world's fastest-growing, sustainable and most transportable fuels.

Because hot air balloons are powered by it, the exhibit even 15110 features a virtual ride with visitors stepping into the basket for a propane-powered trip up, up and away.

Other exhibits at our area's new museum include iron and steel, machinery and silk. For facts on the National Museum of Industrial History, visit www.nmih.org.



Allentown's House that Propane Built. The well-preserved home of Walter O. Snelling, the inventor of propane, still stands in Allentown's West Park neighborhood.

Photo by Jackie Parlay



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Deiter Bros.' Pennsylvania Home Improvement Contractor Registration #PA000736 / NJ HIC #13VH04248200

UGI Customers' Bills Jump 10%... Could be Up to 16% by December 2016

According to a Sept. 1, 2016 report in *The Morning Call*, UGI residential customers will see their monthly bills jump at least 10%...with another rate hike to follow, just in time for the brunt of the heating season. A

large portion of it is in the "customer charge," a flat fee that covers expenses such as 764906 as billing and meter reading.

UGI has also filed for another hike of 6% for residential customers beginning Dec. 1, 2016. UGI actually wanted a lot more. According to the report: "The overall base rate increase

is less than half of the \$58.6 million UGI sought when it filed for the rate hike in January."

This is just the beginning of big increases. Among the factors driving the price rise are increased exports 2596 to Europe and Asia. Another major driver are costs to rebuild the aging natural gas delivery system. According to *The Morning Call* report: "The base rate increase was filed partly as a result of the company's accelerated cast-iron and bare-steel pipeline replacement efforts following the deadly 2011 gas explosion that killed five people in Allentown."

FALL SPECIALS – Limited Time Offers

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GET UP TO A

\$1,600 REBATE

with 9.99% Financing on a new Lennox® system*



Cut Fuel Bills This Winter! Call NOW! Limited Time!

*The discount on the Lennox Home Comfort System is a limited time offer available September 5, 2016 through November 25, 2016 ONLY. Subject to cancellation based on volume. Demand is expected to be high and Lennox inventories are limited.

Never Run Out of Hot Water AGAIN!

Replace your electric or oil-fired water heater with an **Ultra Efficient Propane Water Heater!**



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Use More Hot H₂O...
SAVE MORE \$\$\$!

Limited time offer available NOW through **11/25/2016** only.

