

# Comfort Courier



Just Right.

**DEITER BROS!**



**4 Seasons  
Security**

A Division of Deiter Bros.



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**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 22nd Year.

HOLIDAY EDITION 2008

## Personally Speaking

### The Greatest Gifts of All

There may have been better years than 2008, but we persevered through the election and much of the economic turmoil...and we're all still here. During this holiday season, I hope you find some time to reflect on three of life's gifts that live on long after the latest media stories have come and gone. The gift of health. The gift of love for family and true friends. The gift of hope for a brighter tomorrow. Not everyone possesses these gifts. If you do, cherish them. From our family to yours, warmest wishes this holiday season...and many thanks for your business and continued loyalty throughout 2009.

## Christmas Is A Time To Count Our Blessings

Okay, maybe the economy looks pretty bleak right now. But as I write this, I'm counting two very real blessings that are warming my heart. The first is that oil prices are down...*finally!* There are many reasons for this—the economic downturn, conservation, etc.—but the fact is that they are down dramatically. I can tell you, it was tough being in the heating oil business when prices were up there...and I hope I never have to go through that again.

The second reason I feel blessed is because I have customers like you. There are lots of heating oil and service companies out there. And you could've chosen any one of them. But you trusted *my* family's company to care for *your* family's warmth. And your loyalty is more than I could ever wish for. Thank you with all my heart. You have my assurance that we will do everything within our capabilities to honor the trust that you have placed in us.

*May your family and loved ones  
enjoy every blessing that life offers  
this Christmas and throughout  
the New Year.*

*James G. Deiter*

James G. Deiter  
Vice President  
Deiter Bros.  
Heating • Cooling • Security

## In This Issue

- Don't Go Dry...Humidify
- Deiter Bros. Celebrates 80 Years
- We Get Letters
- Email Sweepstakes
- Safety Tips

## We Did It AGAIN!

**Who's Who**  
IN BUSINESS  
**Lehigh Valley**

## Are You Already A Winner In Our HOLIDAY

### Heating Sweepstakes

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

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.

**GOOD  
LUCK!**

**See  
Inside  
Now!**

# Here Are Some Hopeful Thoughts for a Brighter 2009

Remember that the TV and newspaper guys thrive on bad news. There's no money in reporting happy stuff...but mix one cup of gloom mixed with a dollop of doom and everybody's glued to the tube waiting for the world to end. Enough already! We all know that we're in a rough patch right now. But this is still America. We've been in tight spots before and came out on top...and we'll do it again. 165432

In the meantime, here are some very positive facts to focus on as we stand on the threshold of 2009.

## Interest Rates Are Down.

The prime rate is now around 4.5. That's the lowest in decades. Even the credit card companies are starting to drop their rates.

## Gas Prices Are Down.

On the day I'm writing this, several Lehigh Valley stations have gas at LESS than \$2/ gallon. (Who'd have called that one 6 months ago?)

## America's Farmlands are Producing Record Harvests

Our heartland is poised to deliver a record harvest. Exports of U.S. farm products will increase more than 40% in value this year. Excellent supplies are expected to curtail further food price increases...and help our international balance of payments.

## Holiday Bargains Abound

Retailers smell the weak economy and are fighting harder to get your holiday dollars. They're cutting prices and many online sites are offering free shipping. Be a smart bargain shopper because, at least this holiday season, cash will be king.

As we enter 2009 together, remember that the Deiter Family has been here for Lehigh Valley families for the past 80 years. And we'll be here for your family well into the future. And thanks for your business.

# Don't Go Dry...HUMIDIFY!

Now that winter is here, you've probably already felt the effects of that dry winter air. That is why I'm always preaching about the value of humidifiers in the winter. Properly humidified air does not only feel better for your skin, it also keeps your family healthier...your home and furnishings in better shape...and it can help you save big bucks on your heating bill. Check out these reasons to consider a home humidifier before we get much further into this winter.

## YOUR FAMILY'S HEALTH:

Winter weather is often blamed as the culprit for respiratory infections, but the actual cause may be a lack of proper humidity in the home or workplace. When the normally moist membranes in the nose, throat and bronchial tubes dry out, they become irritated and easy prey for infectious germs...and there are plenty of those bad guys floating around the Lehigh Valley every winter. 145749

## YOUR HOME:

Winter air dries out homes as well as people. With a home humidifier you can protect your home and furnishings in multiple ways.

- ✳ *Low humidity has a bad effect on wood products. It can cause buckling and cracking in hardwood floors, furniture, musical instruments and woodwork.*
- ✳ *With a humidifier, you can reduce static electricity and "shocks" when you touch things. Static electricity can also cause problems with electronic equipment.*

## YOUR POCKETBOOK...HUMIDIFIERS SAVE FUEL DOLLARS!

Dry air makes you feel COLDER than humidified air. If you have the thermostat at 69 degrees at 35% relative humidity, it feels the same as 72 degrees at 19% humidity. So you can keep your thermostat lower and use less fuel...but you'll feel just as warm.

## DEITER BROS. IS YOUR HOME HUMIDITY HEADQUARTERS!

We have lots of different models and one of them is right for your home. Our whole house models use automatically-fed, 96405 maintenance-free technology that has lower water requirements. For more facts on the costs and benefits, give us a call at 610-868-8566. Or visit us at [www.dbrothers.com](http://www.dbrothers.com). And remember that this winter: Don't go dry, **HUMIDIFY!**

## TrueSTEAM™ Humidification Systems

TrueSTEAM™ takes the best features from current steam humidifiers with their efficiency, performance and decreased water consumption, and combines it with the ease of installation, reliability and value of flow-through humidifiers. TrueSTEAM is different from others because it operates independent of equipment operation. And, with its near 1:1 humidification delivery rate, TrueSTEAM delivers the right amount of humidification you need.



- ✳ *Uses up to 90% less water*
- ✳ *5-Year Warranty*
- ✳ *Plus, it's installed and backed by Deiter Bros.*

**Interested? Call now for a quote: 610-868-8566**

## Properly humidified air has these healthful advantages:

- ✳ *Reduces susceptibility and/or symptoms related to respiratory infection, asthma, hay fever, cold and flu.*
- ✳ *Moisturizes the respiratory system allowing easier breathing, more comfortable sleep...plus fewer nosebleeds due to dried out blood vessels.*
- ✳ *Helps soothe dry, itchy skin.*





# 1929 Deiter Bros. Celebrates 80 Years of Serving Lehigh

Funny, we don't feel 80 years old. But 2009 will be our family's 80th year serving local families and businesses. To give you a glimpse back at a bit of history, I've assembled a few photos from our family album. I hope you enjoy them. Thanks for the opportunity to serve you in the past...and well into the future.



The original Deiter Bros.—Sam and Bill Deiter—started as an ice delivery company serving families in Bethlehem. (Remember, this was before refrigerators. "Iceboxes" used real blocks of ice to keep food cold.) This shot is from the late 1930s when we had moved from the 240820 south side of Bethlehem to our current location on Stefko Blvd. By then, we had added coal to our product line. But as you can see by the sign, ice delivery was still a standby. And check out the surface of Stefko Blvd...we needed those rugged trucks to handle the rough road surfaces back then!



To keep the Deiter Bros. name on hand with customers, we gave away these ice picks. Years ago we found this one and saved it for the archives. The phone number on the back of the handle read "Phone 3426".



Anthracite coal was king for heating in the Lehigh Valley, as you can see from this view of the Deiter Bros. coal yards. But by the early 1950s, fuel oil was starting to make the scene as a cleaner, more convenient way to stay cozy. And Deiter Bros. changed with the times...note the early oil storage tanks in the background.



Coal and service trucks on the left...oil trucks on the right. Here's a view of our service fleet from the 1950's. That building on the far right was Pembroke Dress Co.; it's where our neighbor Just Born's property line is today. The quonset hut design proved big enough to house multiple trucks for their maintenance. Not too pretty but it has served us well up to the present day.

## It's Worth Your While to Send Us Your E-Mail Address!

E-mail is the most efficient way to contact you with hot news about Deiter Bros' latest:

- **DISCOUNTS** on Equipment and Service
- **NEW WAYS TO SAVE** with Innovative Fuel-Buying Plans and Fuel-Saving Technology
- **HEATING & COOLING TIPS** to save you Energy & More!

### ENTER OUR E-MAIL SWEEPSTAKES!

Just E-Mail us your E-mail address and we will contact you via E-mail with what you have won in our **E-MAIL SWEEPSTAKES!** E-mail now and you may be one of **5** lucky customers to **WIN 50 GALLONS of ENVIRAFUEL HEATING OIL!**

Drawing held Jan. 31, 2009. Winner will be notified by Email. For facts, visit [www.dbrothers.com](http://www.dbrothers.com).



YOUR E-MAIL ADDRESS WILL BE SECURE AND USED ONLY FOR COMMUNICATION BETWEEN DEITER BROS. AND YOU!



# Valley Families and Businesses 2009



Here's Dad, Jim Deiter Sr., confirming delivery 108995 orders with one of our faithful drivers, nicknamed "Tiny" for his well-rounded profile. This shot is from 1979. I guess this was before we even had area codes, judging from the phone number on the door.



We've won many awards through the years, but this one was really special. It was the "Business of the Year" award from the Bethlehem Chamber of Commerce, awarded back in the early 1990s. Center is Dad holding the award and Uncle Herbie is on the right. I'm the guy on the left with the wide lapels and full head of hair...my, how times change!



I like this shot because it shows three generations of the Deiter Family. In the foreground are Dad and me and on the wall are portraits of Uncle Herbie Deiter (left), Sam Deiter (center) and Bill Deiter.



## 4 Seasons Security

A Division of Deiter Bros.

### CUSTOMER PROFILE



Success begets success. So when the City of Bethlehem called us about a custom security and fire system for the new restaurant facility at the renovated Bethlehem Golf Club (still referred to by us old hackers as Beth Muni), I was excited to learn that it will be run by the Starters group, headed by local businessman, Dave Rank. This is the same organization that has chalked up big successes with its Starters Pub on Rt. 378 south of Bethlehem and the dazzling Starters Riverport on Bethlehem's 249567 Southside. It's great to see the Starters name (and expertise!) associated with the Bethlehem Golf Club and we wish Dave and his team much success with their newest asset on the Lehigh Valley hospitality and entertainment scene.

## Driving Less Helping To Drive Down Gas at the Pump

Who said supply and demand is outmoded? Certainly not U.S. motorists! According to the U.S. Department of Transportation, in September of this year Americans drove 11 billion miles LESS than we did the previous September. And over the past 11 months of the fiscal year, we drove a whopping 90 billion fewer miles.

Maybe next time the "shadow forces" that control crude oil 147654 commodities start thinking about manipulating oil prices to feed their greed, they'll think twice. Keep conserving, America...the message we're sending is coming through loud and clear!



## Deiter Bros. Voted "Best" for 22nd Year!

For an unprecedented 22nd year, local consumers have voted Deiter Bros. #1 in the independent research survey conducted by Who's Who In Business - Lehigh Valley. For 2009, Deiter Bros. was named the top performer in two categories: Heating & Cooling Service and Fuel Delivery Service.

Throughout the long history of this annual consumer survey, it is rare for one company to remain at the top for more than a decade. And even more rare for one company to be voted tops in two categories. All of us here at Deiter Bros. are humbly honored by all

these votes of consumer confidence and pledge to continue winning your trust with the strategy that has worked for our family since 1929: Quality Service at an Honest Price!

*Thanks to all who keep us #1*





## Holiday & Winter Security Tips

### What if a Stranger Comes to Your Door?



I hate to be grinch-like about this, but the reality is that this lousy economy has more criminals out on the streets, desperate and looking to take advantage of homeowners any way they can. And the holidays are a time when folks are feeling generous...a perfect time for ill-willed thieves to strike. 255465

Crooks sometimes pose as couriers delivering gifts. If you don't see a real delivery truck out front (UPS, FedEx, flower delivery, etc.) take a look at the "delivery" person through a peephole or other window. (If you can't get a glance at who is outside your door, it's high time you had a viewing device installed!) If the person is not uniformed or appears suspicious in any way, do not open the door until they hold up company ID to the viewing window.

It's also not uncommon for crooks of all ages—kids to oldsters—to go door-to-door for holiday donations when there's no legitimate charity involved. Ask for identification and find out how the funds are to be used. Ask for some type of printed material on the organization or cause. All legitimate charities have some type of printed material on their cause. If ID or print are missing, don't give..chances are you're being scammed.



## Thanks, Art...We'll Miss You.

After 29 years of dedication on our Service Team, our dear friend and co-worker Art Kufrovich will be enjoying his well-earned retirement. He was honored in a special presentation at our holiday party on December 6 and, since Art has always been a solid family man, we were particularly please that so many members of the Kufrovich Family could be there to see this fine gentleman and leader recognized for his long and productive career. (We hope everyone enjoyed the surprise video show of Art's recent skydiving adventure...I guess it's true, 65 really is the new 40!) Best wishes to you Art, and thanks...we'll miss you!

*Art Kufrovich retires after 29 years with Deiter Bros. Service Team*

**Here are more  
"SAFETY SMART"  
tips for the holidays:**

❄️ **WHILE YOU ARE SHOPPING:**  
Stay alert and aware of what's going on around you. Park in well-lit spaces. Lock the car, close the windows and hide shopping bags and gifts in the trunk. Don't overburden yourself with packages. Keep an eye on your purse at all times and keep it close to your body...not dangling on straps. Avoid carrying large amounts of cash...pay by check or credit card whenever possible. 35768

❄️ **PROTECT YOUR VEHICLE:**  
Don't leave gifts (or anything of value!) inside your car where thieves can see them. There's been a rash of thefts from cars throughout the Lehigh Valley. The crooks have been very bold about smashing into cars to take GPS systems, laptops, briefcases, CDs, spare change AND gifts. Don't become a victim...remember: out of sight, out of mind.

❄️ **AFTER YOU'VE OPENED YOUR GIFTS:** Don't put the boxes that electronic equipment and other expensive gifts came in out in the trash right away. This only makes it easier for thieves to know exactly what's inside your home. Break down the boxes and store them in the basement or garage until after the holidays...then put them in garbage bags and out for the trash in the evening before your regular trash pickup.

## We Get Letters



Many thanks to those customers who feel compelled to write us letters about our service.

It may be turning into an e-mail world but there's still nothing sweeter than sharing a traditional "Thank You" note with the team here at Deiter Bros. for jobs well done. Here are highlights from a few received in the past few weeks.



*"Thank you so much for recommending the BetterWay plan for us this year. It has really helped us with our budget and it was nice to recently receive a letter announcing a drop in prices."*

*"It is nice to see Deiter Bros. using an environmentally friendly fuel. We all need to be doing more to protect our environment. You guys always seem to be the first out with the newest technologies!"*

*"The new heating system you installed for us last year has really been a blessing. We have saved at least 20% in fuel costs so far!"*

*"We are really pleased with our new security system. Jim did a great job of explaining its operation to us. Couldn't imagine being without it today."*





# Holiday Coupon Club

## Earn a Customer Referral BONUS of 100 FREE GALLONS!

Are you happy with our service? Refer a friend or family member to Deiter Bros. and if they sign on as an automatic fuel delivery customer, you'll BOTH receive 100 gallons of our EnviraFuel heating oil **FREE!** Fill out this coupon and mail today. Call or visit [dbrothers.com](http://dbrothers.com) for more facts. **THANK YOU!**

*Fill out, clip and mail today.  
Offer expires 1/31/2009*

Person Referred—NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Referred By—NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CALL NOW for Quote

## SAVE \$250

Protect Your Home & Business from  
Power Outages with  
GENERAC - America's #1

### POWER GENERATOR

- Quietest generator on the market.
- BEST SELECTION and value in the industry.
- Designed for high performance and long life.
- No extension cords or refueling.



ACT NOW! Offer Expires 1/31/09

*All offers are for Deiter Bros. customers only. Not valid with any other discounts. Offers expire 1/31/09.*

## Kruise 4 Kids Raises \$20,000 for Local Children's Charities

Guy Randall Ackley was a good friend and motorcycle riding buddy of mine for many years. Even though he was an expert rider for 30-some years, a tragic collision with an SUV ended his life in September, 2007. Many of us from the Lehigh Valley remember Guy from his career as a radio personality...he was one of the original WAEB "Good Guys" of 1970s fame. Along with his outrageous humor, Guy Randall was known for dedicating much of his airtime and energy to raising funds for local children's causes. When I learned about the formation of the Guy Randall Ackley Memorial Kruise 4 Kids Motorcycle and Classic Car Poker Run fundraising event to benefit four Lehigh Valley children's charities, Deiter Bros. was proud to join up as a supporting sponsor.



The inaugural event was held on Sunday, October 19, 2008 and drew over 400 riders and drivers. Everyone had a great time (as Guy would've demanded!) and it raised over \$20,000. The four charities—Camelot House for Children, Big Brothers Big Sisters of the Lehigh Valley, Miracle League of the Lehigh Valley and the Patriot Guard Riders of Pennsylvania—each received a check for \$5,000. And during times like these, when charitable giving is understandably tight, that was like money from heaven.

The date of October is set for the second annual **Guy Randall Ackley Memorial Kruise 4 Kids**. For facts, please visit [www.kruise4kids.com](http://www.kruise4kids.com).

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*Holiday SAFETY Tips, How to Earn 100 FREE Gallons & More!*

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