



# COMFORT COURIER

Pollen Season Is 79360 Here!

But why suffer with it in your home?  
See inside now and find out about



Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 24th Year.



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



**Security Pro**

SPRING/SUMMER EDITION 2011

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

Personally Speaking

## PROPANE: New Energy Choice for Deiter Bros. Customers

To broaden the energy choices offered to our customers, Deiter Bros. has recently expanded with a Propane Energy Division to serve homeowners, businesses and farms throughout the Greater Lehigh Valley.

Propane has always impressed us as a versatile source of energy with vast supply sources here in the good old USA. And like heating oil, propane is a better energy bargain than electricity. FACT: According to the US Department of Energy, propane energy is now HALF the cost of electricity!



Dad and I both believe that energy value like this simply has to be shared with our Deiter Bros. customers. So, keeping a keen eye out for the best deals for Deiter Bros. customers, we have invested significantly in the manpower, vehicles, storage, training and operational systems required for top-notch propane delivery and equipment service.

Naturally, the tradition of Deiter Bros.' "Customer First" culture comes along with our new Propane Energy service, just as it has for every product or service our family has provided here in the Lehigh Valley since 1929.

IF YOU CURRENTLY USE PROPANE in your home or business, you can lock in some serious savings by getting on Deiter Bros. Propane A-List. This way, when you use up the propane currently in your tank, you can become a Deiter Propane customer and lock in better prices, responsive service, Reward Points and more. See inside this issue of Comfort Courier 3357 for more facts on getting on our Propane A-List.

Some customers have asked if this new propane service affects our dedication to heating oil service? My answer is a big "Heck No!" As world supplies increase, we feel the future is very sound for heating oil and we remain committed to this energy source. Remember: from a geological standpoint, oil and "petrogases" like propane are usually found in the same place and harvested side-by-side. They are natural partners in the Earth's energy spectrum. And now, they are both available to Deiter Bros. customers as well.

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



## In This Issue

- Weather Forecast
- We Deliver PROPANE, Too!
- Two Choices to Cover Heating Costs
- Hard Water Problem Solutions
- Pollen Season Is Here!
- Your Central Air Conditioning System NEEDS YOU NOW!
- 3 Spring & Summer Safety "MUSTS"

This Issue Contains  
Deiter's Annual



**BUY NOW**

— or —

**CRY LATER Sale!**



**BLOWOUT Discounts & DOUBLE Rewards!**  
See Inside NOW!

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 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**

**Check INSIDE NOW!**

**DON'T FORGET TO CALL**  
For Your Central Air CLEANING & TUNE-UP!

See WHY IT'S SO IMPORTANT Inside This Issue!



# Spring & Summer WEATHER FORECASTS

The overall seasonal forecast calls for cooler temperatures and a bit less precipitation from now until the early Autumn, according to the Weather Wizards of The Old Farmer's Almanac. Yes, we'll have our usual scattering of showers but not enough to dampen what promises to be a Super Summer here in our beautiful Lehigh Valley. Enjoy every moment of it!

## June - Weeks 3 & 4



With average temperatures of 70% it will be muggier than normal with sunny skies in Week 3.

A revolving door of light thunderstorms punctuate the blue skies and hotter temperatures which close out June.

## July

Again, cooler than average temps with a mixed bag of thunderboomers and 78940 sunny days keep the July 4 holiday weekend anybody's guess BUT we hit the jackpot from the 12th to the 17th with a string of sunny, comfortable days and great summer sleeping weather. Not to be too easy on us, Ma Nature teases out the month with a contrast of warm, muggy days interspersed with a scattering of showers.



## August

Hot time...Summer in the Valley! Temperatures climb above average throughout the month. Occasional cooling rains will be welcome to counterbalance the heat during the first two weeks shifting into sunny and hot "shore weather" mode for the balance of the month.



## Labor Day Weekend (September 3, 4, 5)

Another weekend for outdoor events with skies clear, lower temps and humidity. Ideal weather to get together!

## September

Boy, this doesn't happen much...September is predicted to be a big 4 degrees F. colder than average throughout the month. Post-summer days open 2395 beautifully but then the coolness kicks in for the balance of the month bringing occasional showers. Watch the leaves change earlier this year as we close out the month with cooler days and downright chilly nights.

## Time to Change Your FURNACE FILTERS

Before we get into the heat of summer, it's time to replace furnace filters that may have become coked with dust from the winter heating season. This is ESPECIALLY IMPORTANT to do before your central air conditioning starts cooling your home this summer. Clean filters allow your system's fan to circulate the cooled air freely and more efficiently...and this helps save on your electric bills all summer long.

# Deiter Bros. NOW Delivers PROPANE, Too!

To accommodate our customers' growing requests and to keep current with consumer energy trends, Deiter Bros. now delivers PROPANE and provides full service for major propane appliances like heating and hot water systems. This new offering is in addition to our traditional energy offerings of heating oil and diesel fuel. Our new propane delivery truck is now on the road and serving homes, businesses and industrial users throughout the entire Lehigh Valley area.

As an energy source, propane (sometimes known as LP or Liquid Petroleum gas) offers several advantages for today's consumers and businesses.

**AFFORDABILITY:** Propane delivers 67373 more per energy dollar spent than electricity. Consider this propane fact: According to the US Department of Energy, it can cost consumers TWICE AS MUCH to operate their range, water heater, dryer or furnace if they use electricity instead of propane. Yes, propane is about HALF THE COST of electricity!

**CLEAN:** Propane is one of the most environmentally friendly energy sources.

**AMERICAN-MADE:** The vast majority of the propane which is delivered by Deiter Bros. originates from geologic sources right here on American soil. The United States has vast reserves of propane gas and this helps protect us from reliance on foreign energy.

**PORTABLE:** Whether you live way out in the country or in the suburbs, the portability of propane from Deiter Bros. makes it possible to enjoy its low cost, efficiency and value.

More than 60 million Americans nationwide choose propane to run:

- Furnaces
- Water Heaters
- Ranges
- Swimming Pool Heaters
- Dryers
- Industrial and Farm Uses
- Generators
- and MUCH MORE

FOR MORE FACTS ON DEITER BROS. PROPANE pricing, volume value pricing and delivery to YOUR home, business, farm, restaurant or ANY enterprise, please contact us at: **610-868-8566** or e-mail [service@dbrothers.com](mailto:service@dbrothers.com)





## TWO Smart Choices to Cover Your Home Heating Costs

Once again starting in June, Deiter Bros. customers will be offered TWO WAYS designed to make it easier to budget for your annual heating fuel costs:

1. Our ever-popular BetterWay Plan
2. Our Prepayment Plan

Watch your mailbox for your FACTS & ORDER FORM on these plan choices. But to help you start your early planning, here are the highlights of each payment plan option.



### 1 BetterWay Budget Plan

- The perfect plan for budget-conscious consumers who also want **price protection...** and **predictable smaller monthly payments.**
- Divides annual heating costs into 12 easy monthly payments with the option of a guaranteed **Fixed Price Cap** on your per gallon costs for the year. Not concerned about a price cap? You may also sign up for the **BetterWay® Plan** without cap protection; market prices will be charged.
- **Downside protection:** With the Price Cap option, if fuel oil prices drop below your Price Cap, **YOU PAY THE LOWER PRICE!**
- **Rebates (similar to interest) are paid to you** on any credit balance at the end of each month.
- **Maintenance plans included:** If you are currently enrolled in any of our Maintenance plans, the cost is automatically included in your monthly BetterWay payment. No need to issue a separate payment.
- **Renewing your 2011 plan?** You don't have to do anything...we will automatically renew you as a BetterWay customer for 2011.
- **250 Rewards Points** for all BetterWay Plan customers who elect for price cap protection.



### 2 Prepayment Plan

- We were the first Lehigh Valley company to offer this locked-in price option over 15 years ago. This program offers peace of mind by providing predictable annual fuel costs.
- Allows you to **LOCK-IN YOUR PER GALLON PRICE** before the heating season.
- Our Prepayment plan is for those who want the comfort of knowing exactly what their fuel price will be...no matter what happens in the international oil markets!

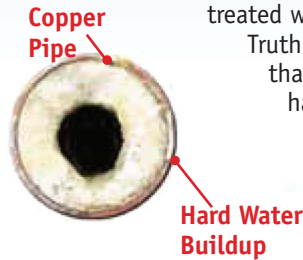
## Here's the NO SALT Solution to Hard Water Problems

No-Salt Water Conditioning System  
**EASYWATER**



**EasyWater** technology basically alters the electrical charge in the water's minerals so they cannot adhere to metal pipes or each other, avoiding the "caking effect" that causes buildup in pipes. **EasyWater** achieves this with an electronic device that installs on the water feed pipe coming into the home, thus treating all 251934 the water used for showers, laundry, dishwashing, drinking, cooking...every household use...and without salt!

With the **EasyWater** system, showers stay hot, the water cleans better in the laundry and dishwasher, and the newly-treated water actually reverses the old buildup!



Truth is, one of the benefits of **EasyWater** is that it can actually REVERSE the buildup of hard water in pipes, breaking down the electrical bonds holding the lime buildup together and cleaning the "sclerosis" in pipes and fixtures over time.

Here at Deiter Bros., we're installing a lot of **EasyWater** systems with universally positive results. The initial installation cost is LESS than a traditional water conditioner AND YOU DON'T HAVE TO BUY (OR HAUL) SALT EVER AGAIN!

**TAKE A HARD LOOK** at the hardwater buildup on the inside of a copper pipe. We had to replace this "sclerotic" pipe section in an Allentown home because it was so clogged with lime and calcium deposits from hard water.

**INTERESTED?** Call us at 610-868-8566, OR visit [dbrothers.com](http://dbrothers.com)

## OLDEST AIR CONDITIONER CONTEST Winners!



Two historic events happened in August, 1974. Richard Nixon resigned as President of the United States and a new central air conditioner was installed at a home in New Tripoli. That air conditioner recently earned a deserving trip to the boneyard...and a brand new central air unit for homeowner Josh Bower.

Congratulations to Josh on entering Deiter Bros.' Oldest Air Conditioner Contest at the 2011 Spring Home Expo at Stabler Arena and, thanks to his rickety relic, being named the hands down winner of a high-efficiency, energy-saving Lennox-brand central air conditioner expertly installed by our team in time to beat the summer heat.

**Also**, congratulations to all 176869 of the **second place** winners in this year's contest. Each will receive a Certificate of Recognition with a \$500 discount value on any new central air system from Deiter Bros.

Many thanks to all who visited our booths at the 2011 Spring Home Expo at Stabler. And to those who entered our Oldest Air Conditioner Contest, better luck next year...that old cooler ain't getting any younger. Then again, maybe it's time to start saving on electric bills and repair costs by giving us a 113142 call for a great price on a new central air system in time for this summer! Call soon at 610-868-8566.

Once Summer's Heat Kicks In...  
It's Too Late to Turn Back:  
**Your Central Air Conditioning System  
NEEDS YOU NOW!**

**Is central air conditioning a NICETY or a NECESSITY?**

Ask that question of anyone who has ever been stuck in a house or business place without central air on a hot, muggy summer day here in the Lehigh Valley. To keep life livable, central air is clearly a necessity.

THAT'S WHY it's also a necessity to call Deiter Bros. now for your annual cleaning and tune-up. Consider these facts:

• **Minor Maintenance Ignored Now...Major Problems Later.**

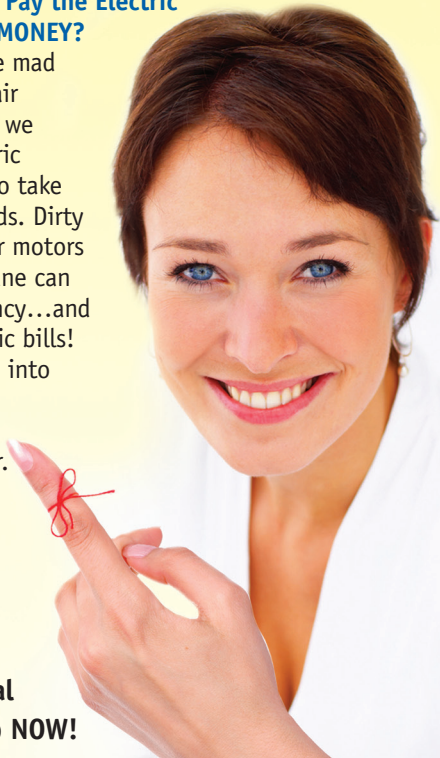
Minor problems now may include a dirty coil, partially plugged drain line, low refrigerant level, loose connections, moving parts that need annual lubrication or settings that need yearly adjustment. Ignore just one of these necessities and your could be in for major problems once the summer hat kicks in.

• **The Secret to Long Life?**

In the world of cooling, regular maintenance is the key to longevity. These are mechanical servants, subject to friction, wear and tear. They work their butts off all summer long. And we still want them to last for 15 to 20 years or more. Guess what? With proper annual maintenance they can! That's why air conditioning manufacturers call for new units to be maintained and cleaned on schedule...or the warranties are voided. Keep the regular maintenance coming even after the warranty period, and you are on your way to low-cost, high-comfort cooling for a long, long time.

• **Do You REALLY Want to Pay the Electric Company 42268 MORE MONEY?**

If you have money you're mad at, forget about annual air conditioning service and we guarantee that the electric company will be happy to take that money off your hands. Dirty coils, misadjusted blower motors and other parts out of tune can kill your system's efficiency...and that means higher electric bills! Play it smart. Put a little into annual maintenance. Put a lot less into your electric bills this summer.



**DON'T FORGET!**  
**SCHEDULE Your Annual  
Cleaning and Tune-Up NOW!**

**Call: 610-868-8566**  
**Online: [www.dbrothers.com](http://www.dbrothers.com)**

**THIS SUMMER**  
**SHOCK**  
**THE ELECTRIC COMPANY**

Like most Lehigh Valley homeowners, my electric bills last summer were, well, shocking. I did some homework about ways to cut my electric bill this summer and figured these are the top habits to focus on this summer to save dough through June, July, August and September. Why don't you try it, too? I figure, the electric company has plenty of dough...why give them more of ours? Let's compare our notes this Fall.

**1. Turn UP the thermostat a wee bit.**

An air conditioner set at 70 degrees can cost TWICE AS MUCH as one set at 78 degrees.

**2. Unplug the "Energy Vampires" in your home!**

This is a 2999 biggie that not a lot of folks know about. See the special article at the bottom of this page.

**3. Reschedule "hot" household chores.**

Appliances that generate heat add to the workload on your AC. These include clothes dryers, dishwashers, ovens, irons, hair dryers, etc. When possible, run them only during the cool of the evening when the burden on your AC is a lot less.

**4. Keep the curtains and shades drawn during the day.** Okay, this one seems obvious but I'm stating it anyway as a reminder to all of us because this simple move can reduce cooling costs up to 30%.

**5. Clean or replace air filters monthly.**

With skyrocketing pollen counts, air filters get clogged faster. Clean filters can cut bills up to 10%.

**6. Got ceiling fans? Use them!**

The humble ceiling fan only uses as much energy as a 100 watt bulb but it can make a room feel up to 8 degrees cooler. Remember that during the warm months, blades should turn counterclockwise pushing air downward.

**7. Call for that air conditioner cleaning and tune-up!**

This is the best way we know to cut electric bills this summer. Why wait? Contact us now at 610-868-8566 or [service@dbrothers.com](mailto:service@dbrothers.com)



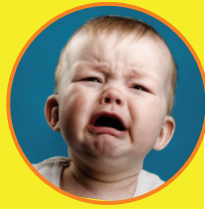
**Energy Vampires In Your Home?**

Cellphone and iPod chargers, microwaves, TVs, computers and lots of other gadgets suck electricity as long as they are attached to a power source. According to Lawrence Berkeley

National Laboratories, standby power for appliances not in use accounts for 5% to 10% of electricity use. They generate unnecessary heat, too. The solution is to plug these devices into a power strip that can be turned off when not in use.



# BUY NOW — or — CRY LATER



ANNUAL "CUSTOMERS ONLY" SPECIALS:



## CENTRAL AIR CONDITIONING



Up to \$1,500 in Federal Tax Credits!

PLUS  
Allergy Relief Package to first 10 orders only.  
A \$\_\_\_\_\_ Value!



Wall-mounted Propane  
*water heater here.*



Home or Business

## SECURITY SYSTEM

\$179 gets you:

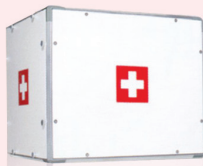
- 2 Door/Window Sensors
- 1 Motion Detector
- Deterrent Package
- Phone Jack Interface
- Control Panel
- Interior Siren
- Power Supply
- Backup Battery



PLUS 3 MONTHS FREE MONITORING (A \$90 Value!)

Hospital-Quality Whole-House

10% OFF - PLUS



## AIR PURIFIER SYSTEM

The BEST SYSTEM at the BEST PRICE!  
See article in this issue and CALL TODAY.  
Offer Limited to first 10 orders.



## DUCT CLEANING

\$100 OFF - PLUS



Includes FREE Sanitizing—We treat  
air ducts with the same antimicrobial  
used in leading hospitals!



Offers end July 31, 2011— No exceptions. We cannot afford to repeat these offers!

CALL for QUOTE: **610-868-8566**

E-MAIL for QUOTE: **service@dbrothers.com**

Please reference your customer # on address mailing portion.

# Pollen Season Is Here!

It's bad enough that our sinuses and eyes are already getting assaulted by the pollen floating around the outdoors this time of year. But why suffer with it in your home?

Unfortunately, pollen and other allergens have a nasty way of invading our homes and workplaces. And with these invaders can come chronic health conditions...runny sinuses, irritated eyes or worse. If anyone in your home has asthma, COPD or other respiratory conditions, exposure to pollen, dust, pet dander, bacteria and a host of other airborne contaminants can be downright dangerous.

Sure, you can try so-called "air purifiers" but they only help in a single room and simply cannot filter out all of the contaminating elements floating constantly in your home's air.

The long-term answer for healthier air—and healthier living—is a whole house air purification system. With our Lehigh Valley air being particularly prone to pollen and other airborne irritants, we get a lot of calls for air purification advice and system installations. In our experience, the best technology on the market today is a Swiss-made system named IQAir. It's the same system specified for decades by leading hospitals...and now IQAir's hospital-proven performance is available for homes and workplaces.

How good is IQAir? It was the world's first system to rate a perfect MERV 16, the highest filtration level achievable. IQAir removes more allergens, dust, pollen, bacteria and other contaminants better than any system we've ever studied...and our team has studied them all. It's the perfect solution for folks suffering from pollen allergies, asthma or other chronic respiratory conditions...or for any family leader or employer who simply want to provide the healthiest breathing air for loved ones or employees.

Every IQAir system installed by Deiter Bros. comes with a 10-year guarantee and there are no filter replacements required for 3 years. The price for IQAir's world-class quality is also very affordable, too. For more facts, check out the video on our website at [www.dbrothers.com/iqair](http://www.dbrothers.com/iqair). Or give us a call at 610-868-8566. You'll breathe a lot easier during pollen season and all year round...guaranteed!



## Are Those Gadget Air Cleaners Worth It? American Lung Association says "Nope!"

You see them advertised on TV. Tabletop or gadget air cleaners that make big claims. But according to one of America's leading research authorities on healthy air, they are a waste of money.

According to an American Lung Association report: "The reviewed data provide little reason to endorse the use of inexpensive tabletop, appliance-type air cleaners, regardless of the technology they employ. In general, high-efficiency particle collection requires larger filters or electronic air cleaners."

# 3 Spring & Summer Safety "MUSTS":

## 1. Check Your Smoke Detectors

Daylight savings time came early this year, and that's usually the best semi-annual reminder to check your smoke alarms. If you haven't already done so, don't delay any further. Replace the batteries, clean the covers and test each detector's operation.

## 2. Check or Install CO<sub>2</sub> Detectors

If you have any gas-fired appliances, especially a water heater, now is also the time to check on the operability of your CO<sub>2</sub> detectors. If you have not yet installed these lifesavers, put them on your "honey do" list. They are inexpensive (available at any home center) and easy to install.

## 3. Practice Barbecue Burn Safety

Now that we're into barbecue and outdoor camping season, the incidence of burn accidents will soar. For minor burns that may happen, remember these guidelines:

- **DO** run cool water over the burn for 15-20 minutes. Moisten the burn, but don't use cold water or ice.
- **DON'T** use oil or butter on the wound.
- **DO** use a cool, wet dressing on the burn. Keep sterile bandages handy but if unavailable, use a wet towel or cloth.
- **DON'T** use alcohol-based gels, fresh aloe or ointments. These can cause irritation and make the wound worse.
- **DO** get proper medical attention for all burns. Contact your doctor or an emergency medical center immediately.

Deiter Bros; Pennsylvania Home Improvement Contractor Registration Number: PA000736  
Text HEAT to 24587 to receive Deiter Bros. Promotions on your mobile phone



Inside:  
Your WINNING  
NUMBERS, Spring Discounts  
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