

Personally Speaking

On HVAC Service, Repairs, Replacement and the Wisdom of My Uncle Herbie

My Uncle Herbie could fix anything. During over 60 years here at Deiter Bros., he fixed many makes and models of furnaces, boilers, air conditioners, dozens of fuel delivery trucks, fuel pumps, coffee pots...if it was mechanical, electrical or hydraulic, Uncle Herbie could keep it running. And he did so here 761503 at Deiter Bros. for almost 70 years.



Uncle Herbie Deiter*
1920–2004

"I can make 'em run, but I can't make 'em young."

*If he was a member of the Deiter Family, why is his name spelled differently? See the answer inside under **Deiter Family Fact**.

Herbie was a stickler for regular maintenance. With proper lubrication and service, as he repeatedly reminded me, "it don't get broke in the first place." But even he knew when it was time to replace rather than keep repairing older equipment. Sure, he could find old parts or get creative with tricks to keep any aged machine limping along, but when it was no longer worth the increasing repair costs, Uncle Herbie would declare it kaput. As he repeatedly told me: "I can make 'em run, but I can't make 'em young."

There are two points to this Deiter Family history lesson. First, if you want your home HVAC system running longer and using less energy, be sure to call us soon for your annual spring tune-up. Our Master Technicians will perform 765780 the lubrication and service your air conditioning or heating unit needs to keep running "young."

Second, if your central air or heating system is getting up there in age, you are probably experiencing more breakdowns and repair costs. No machine can toil on forever. And after so many freezing winters and sizzling summers, maybe even Uncle Herbie couldn't keep your old heater or AC cranking through another season.

The good news? Inside this issue of *Comfort Courier* you'll 766754 find exceptional deals on new central air and heating systems engineered to run strong (*goodbye repair worries!*) and use up to 40% less energy (*hello big savings on electricity and fuel bills!*).

So, if you think it's getting near "that time" for your home's cooling or heating system, check out our latest offers. Our Comfort Representatives are here to help you decide on the sensible choices for your home, your family and your budget. No hard sell, no pressure. After all, this is Deiter Bros. Give us a call. Uncle Herbie would be proud of you.



James G. Deiter
Vice President
Deiter Bros.

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A BIG BIRTHDAY is coming for Deiter Bros.! Help us celebrate.
See Inside Now

IN THIS ISSUE

15 MORE Winners of FREE Heating Oil or Propane
FANTASTIC

We've Upped Your Odds to WIN!

In this *Comfort Courier* there are **15 customer account numbers** hidden throughout the articles. (Normally there are 10.) If one of these is yours, 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!

HOME SAFETY:

More Kids Being Injured by TV and Furniture Tip-Overs

How's this for a scary statistic?:

Every 30 seconds, a falling TV or furniture sends a child to the Emergency Room with a serious injury, or worse.

Tip-over accidents involving larger TVs and heavy furniture, like dressers and entertainment centers, are rapidly rising. Children under 5 are most at risk. The increase is attributed to a combination of more TVs in homes and a growing number of them falling from furniture that was not designed to hold them, like heavy dressers or armoires.

With the warmer months come more family visits, often with young children unfamiliar with rooms furnished by and for mature adults. (I'm not saying we're getting old but 267244 sometimes we middle-agers forget about the natural curiosity and climbing tendencies of the younger set!)

To avoid tragedy, do a walk-through of your home looking for any objects that could potentially result in a falling injury. Even picture frames or keepsakes can be knocked off a shelf with devastating effect. Give tables, dressers and other furnishings the common sense "bump test"—if they rock even slightly, chances are they can prove tragic for tots.

What else can you do to prevent tip-over tragedies in your home? There are numerous bracket safety systems 265500 available at home stores to secure heavy furniture and TVs to walls. The *Consumer Product Safety Commission* also has an excellent information campaign called "Anchor It!" with useful facts. Check it out at www.anchorit.gov.

Can you believe it?

Next Year Deiter Bros. Will Be...



2019 will be Deiter Bros.' 90th continuous year serving the families and businesses of our Lehigh Valley community. We started in 1929 as an ice delivery company headed by the "original" Deiter brothers: Sam, Herbie and Bill "Bus" Deiter. Our services evolved through the decades and we've lived through it all: the Great Depression, World War II, the OPEC oil embargo (1973-1974), several recessions, 15 presidents (some better than others) and whatever other highs and lows that history can dish out over 90 years.

Very few businesses make it to this milestone. According to statistics from the U.S. Department of Labor, less than 25% of American businesses survive 17 years. It's personally gratifying that our family business has lasted more than 5 times that long. There are lots of reasons Deiter Bros. has made the 90-year mark. Some of our older customers joke that, as four generations of Pennsylvania "Dutchmen" we are just too darn stubborn to quit, even when the going got the toughest. Okay, maybe that's part of it. But in my opinion, it's because we've always worked to win the trust of our customers by keeping our promises and providing real value for their hard-earned money.

Whatever the reasons for Deiter Bros. longevity of service, when you hit 90 and you're still going strong, there's only one thing to do: **Celebrate It!** So that's exactly what 264760 we plan to do...and we're asking you, our loyal customers, to join in the party planning by sharing your ideas on what YOU think would be cool things to do to celebrate this milestone. Some of the creative ideas we've generated so far from our own team include:

- **Longest Customer Relationship** – *Some folks have been Deiter Bros. customers over 60 years!*
- **90 Gallon Giveaway** – Customers can enter to win 90 free gallons of heating oil or propane awarded every quarter throughout 2019.
- **90th Anniversary Open House** – We did this for our 50th in 1979 and it was a lot of fun for our customers...and for us!
- **And how about *this* idea...**

Deiter Bros. CUSTOMERS:

Email Us YOUR 90th Anniversary Idea
and You Could WIN \$90!

Within the next 90 days of your receipt of this issue of *Comfort Courier*, send us your idea(s) on cool ways to celebrate Deiter Bros.' 90th Anniversary in 2019. The Top 3 Ideas will each win \$90 cash. No purchase necessary.



SEND YOUR 90th ANNIVERSARY IDEA TO US AT:

90years@dbrothers.com

THANKS!



Spring & Summer: 2018 WEATHER FORECAST

MAY

A bit cooler and wetter than our average May, opening with some super soakers shifting to a sunny Mothers Day weekend (12 & 13). Temps stay on the cool side with scattered thunderstorms dancing toward what promises to be a near picture-perfect Memorial Day weekend (26, 27 & 28) that our sources assure us will be sunny, warm and very outdoor event-friendly.



JUNE

Overall, June will be warmer and wetter than usual with at least three powerful thunderstorms rocking our Valley, so golfers beware! The first big lightning-and-thunder event happens during Week 1 followed by a week of intermittent rain and sunshine. The second major thunderstorm visits 107517 us around the 23rd followed by the third big rumble rolling our way exactly at the end of the month.

JULY

Now this is the good ol' summertime! If you have PTO (Paid Time Off) take four days off during the first week of this July. Independence Day (4th) is on a Wednesday with

brilliant sun and welcome temps all week. Rain dampens the following weekend. Mid-month is all blue skies and warmth with only small showers taking us into a sunny and warm farewell to a joyous July, weather-wise.

AUGUST

Welcome to the Sahara, Lehigh Valley-style. This month will be significantly hotter — by 3-degrees F. — combined with a lot less rainfall than the average August. Thin, brief rainfalls bookend this desert-like span in Weeks 1 and 4 but in 13011 between will be a summer sweat like we haven't seen in years. (Hope your AC system is up to the challenge.) On the bright side: it's a great month to head for the shore or the mountains.

SEPTEMBER

Slightly warmer and wetter than usual but these rainfalls will be welcome after a lawn-scorching August, plus they are well-spaced making for a very pleasant September. Labor Day weekend (1,2 & 3) will be 801769 absolutely bee-yoo-ti-ful but chilly rains dampen the following weekend. Warm, clear Indian Summer days take us up to the official start of Fall on the 23rd with a few scattered showers dotting the final week of this autumnal debut.



Deiter Bros. Voted #1 for 31st Year

MANY THANKS to all the local consumers who voted Deiter Bros. Heating Cooling Energy as the top company in our field for the 31st time in the **Who's Who In Business – Lehigh Valley** independent consumer survey conducted by *Lehigh Valley Style* magazine.

We are very humbled that our family business is the longest-winning name in the history of the region's leading consumer preference research program. We pledge to continue 33093 this legacy of award-winning service and are always open to any suggestions you may have about ways to serve you even better. On behalf of all of us at Deiter Bros., for your past years of loyalty and the opportunity to continue earning your trust in the future...*THANK YOU!*

It's TUNE-UP TIME for Central Air Conditioning or Heat Pump Systems!

It's worth every penny to keep your home cool and comfortable during the sweltering heat and humidity predicted for this summer. Plus, when you keep up with your cooling system's annual maintenance, you can expect it to use less electricity AND run years longer without major repair bills.

SO, CONTACT US NOW to schedule your Spring Tune-Up. Our team is ready to schedule your visit at a time that is convenient for you...and beat the heat that we all know is just around the corner.

CALL:
610-868-8566

EMAIL:
service@dbrothers.com





The
Easton
Playground
and
Gardens
Project

**Vision to Grow
Healthier Kids & Community
in the Heart of Easton**

Since 1974, the Boys & Girls Club of Easton has provided a safe and healthy environment for young people during non-school hours and summer. Yet despite serving up to 140 children every day, there are no outdoor recreational options at the urban facility. But if two long-time community leaders and their team of dedicated volunteers have their way, that is about to change.

Bill Walters, president of the Kiwanis Club of Easton, and **Dean Young**, Chief Professional Officer of the Boys & Girls Club of Easton have teamed their organizations together in the pursuit of a mutual vision: The Easton Playground and Gardens Project. Built on 26006 the grounds of the Boys & Girls Club, the project features two primary components: a sustainable community garden, and a contemporary-style playground offering kids of all abilities healthy opportunities for fitness and skill development.

The project is an outgrowth of the 100th year anniversary of the Easton Kiwanis Club and Foundation. But the scope of its \$290,000 construction costs will require additional support from caring partners throughout the Lehigh Valley community.

If you, your company and/or civic organization are interested in helping to make this worthwhile project happen for thousands of kids in the Easton community, several tax-friendly donation, sponsorship and community recognition opportunities are now available.

For more facts on The Easton Playground and Gardens Project, please contact either of the following Project Leaders:

Dean Young
Boys & Girls Club of Easton
484-239-2075
gabriel5@rcn.com

Bill Walters
Kiwanis Club of Easton
610-826-3507
billwalters.kiwanis@vectored.com

ENERGY OUTLOOK:



U.S. Oil Supplies **Tops** in World for Next 5 Years

For those who heat our homes with oil, supplies will be plentiful well into the future, according to a leading energy authority. Following are excerpts from a March 5, 2018 report from the Paris-based International Energy Agency (www.iea.org).

“Oil demand will keep expanding over the next five years, and the United States will fulfill most of the world’s growing appetite, according to the International Energy Agency.

“The IEA projects the U.S. will pump 17 million barrels of oil a day of crude oil, condensates and natural gas liquids, easily defending its title as the world’s top producer of petroleum products. That’s up from 13.2 barrels a day in 2017.”



Natural Gas Prices **Up** by This Summer

Late cold snaps in the Northeast have 38431 driven natural gas inventories down and, according to a March 27, 2018 report from *Oilprice* magazine, billed as the industry’s “#1 source for Oil & Energy News”: “the U.S. will enter summer months with (natural gas) inventories 17 percent below the 5-year average.” It states that “prices will have to go up” to replace those inventories prior to winter 2018.

How much natural gas prices will rise is anybody’s guess. But, in my view, when you figure that it costs from \$5,000 to \$10,000 to convert from oil to gas heat, sticking with safe, abundant oil heat is a “sure thing” for the foreseeable future.

Deiter Family Fact *(From Front Page)*

Back in the early part of the last century, to avoid classroom confusion with all the Deiter brothers, sisters and cousins at one south Bethlehem school, a teacher began spelling one group of our family Deater while keeping the original spelling — Deiter — for another branch. No one 801244 seemed to have a problem with the difference and it stuck. Simpler times, for sure. But can you imagine that happening today?



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Find **LENNOX SPECIALS** on Back Page 

Subject to cancellation based on volume. Cannot be combined with any other offer. Offers expire 6/30/2018 unless otherwise noted. Check with Deiter Bros. for complete details.

Call: **610-868-8566**

Email: **comfort@dbrothers.com**



us on Facebook at www.facebook.com/DeiterBrothers

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

4 Signs It Might Be Time to Replace or Repair Your Central AC Unit

1. Limited Airflow & Low Cooling

An obvious sign of AC issues, if the air doesn't come out cold within 800266 a few minutes or there's a lack of airflow, it may be time to repair or replace.

2. Moisture Buildup

All units create some moisture but if it seems excessive or leaks around the AC unit, future performance could be a problem.

3. Strange Sounds

We all get a bit creaky with age, but if you hear unusual sounds like squeaking, grinding or chattering, might be time to have a Deiter Bros. professional give it 800512 a listen.

4. Higher Electric Bills

You won't know until we get a full month of warm weather and see your electric bill, but if it looks like your old AC unit is gobbling up more power than ever, it could be time to replace it with a new energy-efficient unit. Newer AC system engineering technology is way ahead of where it was just 10 years ago. A new unit could cut your power bills up to 40%...and deliver cooler, quieter comfort in the bargain.

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 See Inside for More **SPRING SPECIALS**