



Serving homeowners and businesses  
in the Greater Lehigh Valley

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

SPRING/SUMMER 2024

## Personally Speaking

### 1929: Tough Times and Life Lessons Lasting 95 Years

Because 2024 is Deiter Bros.' 95th year in business, I thought I'd check out the local history of our founding year just for laughs...turns out it was not so funny.



October, 1929 was the beginning of the Great Depression. Back then, the Lehigh Valley's three main cities were factory towns. Allentown alone had 283 manufacturing plants. But the Great Depression hit the Lehigh Valley hard. Between October 1929 and April 1933, factory employment in Allentown plummeted 50 percent, factory wages dropped 74 percent and unemployment soared. Bethlehem Steel laid off 40 percent of its workforce.

Yet at the start of this economic doomsday in 1929, my grandfather and two of my great uncles scraped together enough money to buy a used truck to deliver ice, and later coal, to families in South Bethlehem. That family business that became Deiter Bros. began 801676 during some of the darkest times in America's history. I know from family stories that there were some very trying times back in that era. But trying times made for tough people. With a lot of sweat, neighbors helping neighbors, and faith in

America's resilience, the Deiter Brothers and many thousands more families here in the Lehigh Valley worked their way through those darkest days of the Great Depression...and never forgot the lessons

learned: work hard, stick together, trust must be earned.

Reflecting on the 95th anniversary of Deiter Bros. makes me think about the work values then versus the values of today. There's no doubt that technology, prosperity and societal safety nets have made all of us a more tender breed than those tough survivors of the original Deiter Brothers' era.

Still, staying in business for 95 years is a pretty good indicator that at least some of their lessons have not been lost to time. I sure hope so. To all the generations of local families that the Deiter Family has

been privileged to serve through the past 95 years: **Thank You!**  
(We would not be here without you!)



James G. Deiter  
President, Deiter Bros.



#### IN THIS ISSUE

- HVAC Cleaning & Tune-Up
- Planned Maintenance Agreement
- Spring & Summer Weather Forecast
- Speak Fluent HVAC
- Extreme Heat and Severe Storms This Summer
- GENERAC® Generator Summer Special Offer
- NEW: Deiter Bros. Customer Web Portal
- "Our Hometown Heroes" Tribute at SteelStacks
- We Get Letters

#### IN THIS ISSUE

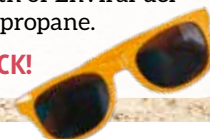
**10** **Winners of FREE Heating Oil or Propane**

#### Are YOU a Winner?

In this *Comfort Courier* there are **10 customer account numbers** hidden throughout the articles. 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!**



# Is Your Home's Cooling System Ready for This Summer Sizzlers?

The hottest weather of the year is just weeks away (see *Weather Forecasts* in this issue of *Comfort Courier*). Want to make sure your central air conditioning system is ready to take the heat? **NOW** is the time to schedule your...

## ANNUAL AIR CONDITIONING/HEAT PUMP Preventive Maintenance Cleaning & Tune-up

Remember: Your AC system is a mechanical marvel designed to fight even the hottest summer heat. But it is still a machine that requires regular maintenance to keep running properly. That's why manufacturers recommend (and warranties require!) this 94136 annual maintenance. Why risk a costly breakdown? Protect your family's health and your investment!

### SCHEDULE YOUR PRE-SEASON CLEANING & TUNE-UP NOW:

Call: **610-868-8566**

OR

Schedule Online: [www.dbrothers.com](http://www.dbrothers.com)

Please don't wait. The best time slots for this Deiter Bros. service fill quickly. To ensure the most convenient time for you, contact us soon.

Thank You!



## Speak Fluent HVAC

### Speaking of BTUs

It stands for British Thermal Unit and it's a measure of fuels or energy sources. Ironically, the U.S. is the last major nation to use the BTU as a unit of measurement...even the British no longer use it.

### AFUE

Nope, it's not the sound made when somebody sneezes. It stands for Annual Fuel Utilization Efficiency and it rates how efficiently furnaces perform. The closer to 100%, the better.

### SEER

Sounds like it could be describing a fortune teller, but it actually stands for Seasonal Energy Efficiency Ratio and it applies to your central air conditioning system. It's the ratio of output cooling (measured in BTUs) to input of electrical energy at any given point.

### HSPF

Important for you heat pump owners, it stands for Heating System Performance Factor. It defines the measure of efficiency in residential heat pump systems.

### MERV

Sorry, it's not a guy's nickname. It's the acronym for Minimum Efficiency Reporting Value. It's the rating given to air filters based on their ability to trap minuscule particles. Higher MERV rating means smaller holes in the filter. The MERV scale ranges from 1 to 20 but MERV 7 or 8 is the highest you want for residential use.



# DEITER BROS!

## PLANNED MAINTENANCE AGREEMENTS

Nobody likes HVAC system breakdowns. Including us. Repair service calls are costly and usually happen at the worst possible times...holidays, weekends, during weather extremes. That's why we always do our best to stay ahead of repairs with pro-active maintenance...and why our **Deiter Bros. Planned Maintenance Agreements (PMA)** are so popular. They help protect the heating and/or cooling systems in your home, including:

- Heat Pumps
- Natural Gas or Propane Heating Systems
- Central Air Conditioning Systems
- Oil-fired Furnaces or Boilers
- Oil or Gas Hot Water Heaters

Among the many benefits included are:

- **Annual Cleaning and Tune-Ups** for any heating or cooling system.
- **Priority Dispatch** should you ever need to place a call for service.
- **Never An Overtime Charge.** Even on holidays or weekends.
- **20% discount on Repairs.**
- **Discounts for Multiple Agreements.**

### How Much Does This Peace-of-Mind Cost?

All annual costs and the many benefits they provide are posted at [www.dbrothers.com](http://www.dbrothers.com). If you have 40973 questions, give us a call any time at 610-868-8566. We'll be happy to provide any facts you may need...and deliver the HVAC system coverage proven to provide the protection and peace-of-mind you deserve.

### – NOTICE –

Our **2024-2025 Payment Plan mailers** have been sent. If you have not received yours yet, please call us at **610-868-8566**.



## **\$ FUEL FACTS: WHICH IS CHEAPER? Natural Gas or Propane ?**

As an energy source, propane is far cheaper than natural gas. Yes, one CF (cubic foot) of natural gas costs less than one CF of propane. But the real "money measurement" is how much energy is produced by the same volume. And in that contest, propane wins the cost comparison hands down. Why? Natural gas burns TWICE as fast as propane. One CF of natural gas produces only 1,030 BTUs while the same volume of propane produces a whopping 2,516 BTUs. So you can heat TWICE as much space (or water) with propane as you can with natural gas!



## **Reverse Ceiling Fan Direction Now for Warmer Weather Ahead**

Your ceiling fans should spin COUNTERCLOCKWISE during the warmer months. This forces air down for a cooling "wind chill effect" on your skin which can make you feel a lot cooler...and save on your air conditioning costs. Remember: 56532 ceiling fans don't cool rooms, they cool people. By creating a breeze which helps evaporate natural perspiration and lowering body temperature, a ceiling fan can make a room feel much cooler...even though the actual room temperature is unchanged.

## **The Weather Channel Says Prepare for Unsettled Summer of Extreme Heat and Severe Storms**

According to a recent forecast from The Weather Channel, we're in for one of the hottest summers on record, with strong chances for major storms 1035 resulting from the extraordinary heat. The reason is La Niña, a weather event which can last 9 to 12 months, according to the National Oceanic and Atmospheric Administration.

### **Hottest Temps, Severe Storms**

The effects shake the whole US, including Pennsylvania, resulting in some of the hottest temperatures on record and hurricane-level storm severity. "By June, Pennsylvanians will already be feeling above-average temperatures as a swath of heat settles across the Northeast," according to The Weather Channel.

### **Prepare for Power Outages**

Extreme heat means every air conditioning system in our region will be running flat out for many days on end. If history serves, there could be brownouts or even blackouts caused by extreme demand taxing the power generation and delivery grid. Because the natural counterpoint to extreme heat is extreme air

turbulence, the possibility for strong storms with very high winds will also be punching their way through the Lehigh Valley.

### **Backup Power Systems Save More Than Groceries**

When the power goes out, most homeowners think about the food in the fridge spoiling. But the effects can be much more devastating. Oftentimes, residents are dependent upon electric-powered medical devices for respiratory or cardiac care. Air purification systems going down intensify indoor air pollution. Communication and computer systems linking families to healthcare information and providers can be compromised.

### **Deiter Bros. is Our Region's Leading Provider of GENERAC® Backup Power Systems**

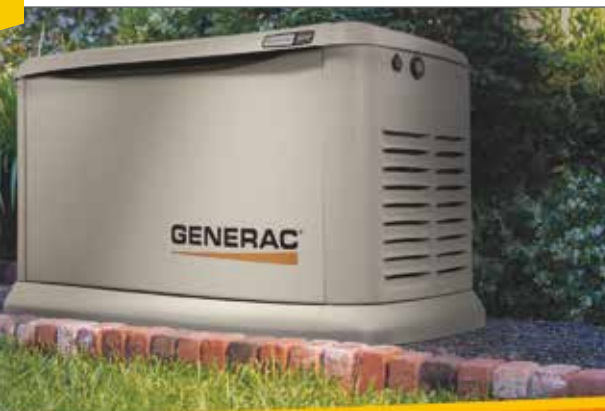
If the power at your home or business goes out for any reason, these amazing workhorses start immediately to keep electricity flowing and all your appliances, devices and home safety systems on.

**Installations Are Now Being Scheduled**

**STAY IN POWER!**

Product shown with optional fascia kit

**GENERAC**



*Special Summer Offer*

**FREE Extended Warranty to First 10 Installations**

**Keep Your Power On** with a **GENERAC® Standby Generator** from Deiter Bros.

Request a Free Quote at [www.dbgenerators.com](http://www.dbgenerators.com)

Act Now: **610-868-8566**

## Wow! Our New Customer Web Portal Is a SMASH HIT!

Our goal in designing the newly launched Customer Web Portal was to give Deiter Bros. customers ADDED VALUE by providing the most convenient, secure and hassle-free way to work with us on fulfilling any of your energy, heating or cooling needs. Our team really swung for the fence in creating this amazing new online tool...and judging from your response, we hit a grand slam.

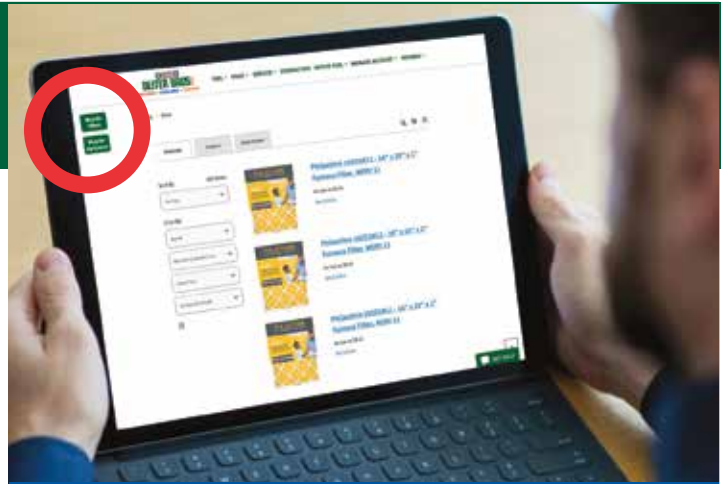
Not only can you access all your account information 24/7, you can order fuel and/or service, enroll in payment plans, check your fuel usage, make payments, request services, see how many Deiter Bros. Rewards Points you've earned, and so much more. **You can even order new HVAC air filters and get instant estimates on new heating or cooling equipment, all from the convenience of your laptop or mobile phone.**

### Easy, Economical Way to Order the RIGHT Air Filters



Changing HVAC air filters at manufacturer-recommended intervals is essential for any heating or cooling system. After all, filters keep indoor breathing air healthy...and keep your HVAC system operating properly. But getting the RIGHT filter for your system is sometimes a challenge.

On our website you can buy the correct air filters recommended by the equipment manufacturer for any HVAC system, including heat pumps, central air conditioning and furnaces. Simply click on the green button **SHOP FOR FILTERS**, match the right filter to your HVAC equipment model and place your order. You'll get the right filter at the right price, and we'll ship it right to your door.



Get ALL the information you need to manage your heating and cooling needs...including ordering new air filters or shopping for new HVAC system (from the buttons shown above in a red circle). Check it out NOW at [www.dbrothers.com](http://www.dbrothers.com)

### Shop for New Heating & Cooling Equipment, Too!

Thinking about a new energy-saving heating or AC system? Wondering about cost? Just click the second green button that says **SHOP FOR EQUIPMENT**. Shop for the HVAC system that fits your needs and you can get an instant cost estimate 766475 on the equipment and installation.

Naturally, if you have any questions, we are always here to help you online or in-person by calling us at 610-868-8566.

### Check Out the New Customer Portal Now!

*A world of new customer convenience and control awaits you...so what are you waiting for?*

**Visit [www.dbrothers.com](http://www.dbrothers.com) NOW!**

## Visit Our Hometown Heroes Tribute at SteelStacks this Summer



The proud young soldier shown here is Jim Deiter, Sr. shortly after he was officially inducted into the United States Marine Corps back in the 1950s. This cherished family image will be among more than 1,500 photos and service profiles of local men and women from all branches of our nation's armed forces honored for their service in the "Our Hometown Heroes" tribute on the campus of SteelStacks in Bethlehem, displayed until July 14, 2024.

Made possible by the patriotic spirit and generosity of Embassy Bank For the Lehigh Valley and ArtsQuest, each hometown hero will be shown on banners displayed throughout the SteelStacks campus. The tribute delivers a stirring experience into the lives of those courageous souls from here in our own community who protected our nation during times of both war and peace.

All of us in the Deiter Family thank the sponsors for making this tribute 801236 possible and encourage your family to visit the "Our Hometown Heroes" tribute this summer. *Semper Fi!*

# SPRING & SUMMER WEATHER FORECAST

The weather experts at the *Old Farmer's Almanac* (founded 1792) may not be perfect but at least they're honest. According to their own report on last winter's forecasts: "...total accuracy rate was 70%, slightly below our traditional average of 80%." Considering the other leading unpredictables in life—like the stock 38431 market, what some politicians will say next, and traffic on Route 22—being right 70% of the time ain't all too bad in our book.

So in their fervor to up their accuracy average, we believe the *Old Farmer's* predictions for this Spring and Summer will be uncannily accurate. If so, we are in for some real scorchers in July and August. Admittedly, these are the hottest months of the year. But this summer, for a few days it'll be so hot you may see birds pulling worms out of the ground with oven mitts! Okay, bad joke...but we're serious about the level of heat coming our way. Make sure your AC system is ready to handle it with a thorough cleaning and tune-up. Have a safe Spring and Summer!

## JUNE

We're dubbing June "Rolling Thunder." After the Memorial Day start, temps remain cooler at 3-degrees below average. Big boomers rock the first two weeks with a welcome break for Father's Day on Sunday, June 16. Intermittent thunderstorms then roll across the Valley until the 20th, the first official day of Summer 2024. Then skies brighten and, except for a few baby boomers, remain relatively clear until month's end.

## JULY

A real firecracker of a month that will put any AC system to the test...in fact, July promises to be the hottest month of the year. Week 1 includes a sweatbox of an Independence Day (on a Thursday) with no break in the temps, so expect a sizzler of a long weekend. Thunderstorms from the north then beat the heat back a wee bit until mid-month when 90-degree days return with a vengeance. A few showers provide small relief in the last gasp of July, but not enough to tame the month's torrid temps.

*Declare Your Independence  
From Summer's Heat*

**Call NOW to schedule your  
AC/Heat Pump Preventive  
Maintenance Cleaning  
& Tune-Up:  
610-868-8566**

## AUGUST

Not quite the blazer of July at the month's outset with a few cooling showers, but then the blast furnace effect returns full bore right up to the 19th and continues mercilessly until heavy rains provide the mixed blessing of cooler days but soggy summer gatherings as we head into the long Labor Day weekend from August 31 to September 2.

## SEPTEMBER

Here's the top candidate for the title of "Magnificent Month 2024." September will be mostly sunny and 2-degrees cooler than average. Weeks 1 and 2 are predicted to stay clear, bright and flawlessly fabulous. Midmonth provides a feel for the cooler days which lie ahead with chilly nights and some intermittent showers. Autumn officially comes to our Valley on the 22nd and Mother Nature stays in her most pleasant 8202 mood right up until the month's finale. Weatherwise, truly a September to remember!

*Bonus Preview!*

## OCTOBER

Average temps of 53-degrees and a drumbeat of light downpours set the stage for a bewitchingly beautiful October throughout the Lehigh Valley and Pocono regions. Break out the blankets and flannel P.J.'s for the first frosty nights, and make sure your home's heating system is tuned up and ready for the winter weather ahead. Weeks 2 and 3 waft a fragrant snap in the Autumn air as the leaves burst into a blaze of glory and full harvest moons fill the nightscape on the 17th and 18th...enjoy the shows! Halloween happens on Thursday this year, so drive carefully and keep an eye out for sweet-toothed little goblins and demons darting through your neighborhood.

**Are YOU A Lucky Winner?**

Your Account Number is printed near your address on this panel. Look for it inside this issue. 10 lucky customers will each win \$50 worth of EnviraFuel® heating oil or propane.



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



**We Get Letters...**

...and emails and texts and logins to sites where customers can post their service experience reviews. Most of the reviews we get are positive. But we're not perfect and we appreciate ALL comments...even those which point out how we can do better. So keep that feedback flowing! Here are a few 61135 recent letters and postings. Thanks to all who take the time to think of us...because we're ALWAYS thinking of you!

★★★★★ **PERFECT JOB!** ★★★★★

*"I've been doing business with Deiter Bros. for over 40 years with absolutely no regrets. I just had my annual service done and your Tech did an awesome job. He pointed out an issue that could have become a large problem soon. The part was ordered, came in promptly and was replaced today...perfect job! Well satisfied. If you need a reliable service company, contact Deiter Bros. You'll be glad you did." - R.S.*

★★★★★ **KINDNESS, CONCERN AND PROFESSIONALISM** ★★★★★

*"Thanks to the entire staff at Deiter Bros. I want to especially express my delight with Ryan... his kindness, concern and professionalism were amazing. He's extremely knowledgeable in his job. He took the time to explain everything to me and it was greatly appreciated. Thanks to all for your efficiency and professionalism." - B.H.*

★★★★★ **PLEASANT TO DEAL WITH** ★★★★★

*"Deiter Bros. is a top customer service-oriented company...they're so pleasant to deal with, especially those answering the phone. (You actually get a live person every time you call!) They were very accommodating and communicated every step of the way. The technician was professional, courteous and explained everything. I highly recommend them!" - B.B.*

★★★★★ **WELL-QUALIFIED** ★★★★★

*"I had a complex problem with my boiler and called Deiter Bros. Their service technician Nicholas sorted out the issue with solid professionalism. It required very thorough diagnostics to get to the root cause. He is a very well-qualified professional. Thank you." - K.N.*

★★★★★ **MAY HAVE PREVENTED FIRE** ★★★★★

*"After doing a great job cleaning the furnace, he took time to check in laundry room and discovered an overheating plug...he may have prevented a fire. Many thanks!" - D.S.*