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The Quarterly  
Newsletter  
from  
A.E.F. Sales  
Engineering  
Company

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Our 31st Year

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### Conex Forever

Conex's "AS" Wire lasts just about forever, and now A.E.F. reps them in the distribution market.

### Definitely Dippy

Part 2 of our heater cable series. Shocking, bizarre, and every word is true.

### The Answer Cow

Bernadette tackles a problem on a real job that's going on in N.Y.C. right now!

### S.O.S.

'God himself could not sink this ship.' Stuff about the Titanic you probably didn't know.

## Conex Appoints A.E.F. Sales For Distribution Market

Conex Cable of Dublin, California, together with their affiliate, Hitachi Cable, Ltd., has over 30 years of experience in manufacturing "AS" Wire (Aluminum Clad Steel Wire). While A.E.F. Sales has been representing Conex for five years with local utilities, Conex has just appointed A.E.F. for the electrical distribution market as well.

Conex utilizes a unique, patented process to apply a thick, uniform coating of EC grade aluminum to high strength steel wire. The thick aluminum cladding provides superior corrosion resistance as well as high conductivity.

When they say superior corrosion resistance they mean superior corrosion

resistance. Aluminum coatings are conservatively estimated to have life expectancies three to five times that of galvanized zinc, which means you'll probably be retired by the time it needs to be replaced.

**CONEX**  
**CABLE, INC.**

MADE IN USA

When they say high conductivity they mean that too. The aluminum Conex uses is identical to the aluminum used on power conductors, so "AS" easily meets the ASTM standard of 20.3%. But their

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## The Case of the Dippy CEO

**EDITOR'S NOTE:** This is a true story, the second article in a series, *Heater Cable of The Rich and Famous*, in which we open up the A.E.F. archives to look at some of the more, shall we say unusual, heater jobs of the past 31 years.

**The Game is Afoot.** November 1981. The phone rings at A.E.F. Sales. The frantic voice on the other end has what looks to be an impossible heater application from the very top of the corporate ladder; could someone come over and look at the problem? A short

time later, the AEF sales engineer assigned to the case finds himself with the client in a tiny aluminum rowboat, 300 feet out in the middle of a lake at the Corporate Headquarters of a famous corporation, getting a close-up view of the floating fountain in the middle. The only control for this fountain is on the desk of the CEO; he likes to impress visitors to his office, and amuse himself, by pressing the button and shooting off the fountain. But why the need for heater cable?

*Continued on page 2*

*Too many people miss the silver lining because they're expecting gold.*

*Maurice Seitter*

*Don't ever get angry at a man for stating the truth.*

*Ayn Rand*

*Do not hold back good from those to whom it is owing, when it happens to be in the power of your hand to do it.*

*Proverbs 3:27*

*History repeats itself, and that's one of the things that's wrong with history.*

*Clarence Darrow*

*Nobody can make you feel inferior without your consent.*

*Eleanor Roosevelt*

*A universe like ours with galaxies and stars is actually quite unlikely. The odds against a universe that has produced life like ours is immense.*

*Stephen Hawking*

*If we expect to enjoy our life, we will have to learn to be joyful in all of it, not just at stated intervals when we can get time or when we have nothing else to do.*

*Laura Ingalls Wilder*

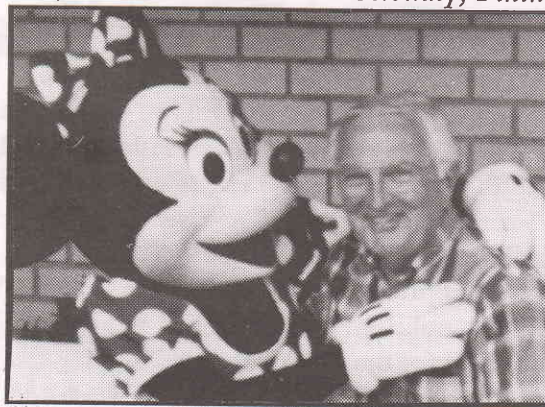
## memo from the desk of Minnie M.

EDITOR'S NOTE: A.E.F.'s own Ed Chociey and wife Pat recently vacationed in the Sunny South, and the highlight of the trip was a visit to our favorite country, Disneyworld. (In fact, we feel that Disneyworld is such a wonderful place, that at least once in their life everyone should be required to go there, by the use of force if necessary.) While there, they spent some quality time schmoozing with Minnie Mouse.

Upon returning they received the following note from Minnie, which we reprint here with their kind permission.

*Dear Pat & Ed:*

*Just had to drop a note to tell you how much Mickey and I enjoyed lunch with you*



Left to right: Minnie, Ed

*and Pat. (Next time it's our treat!) And I think you're right: Disneyworld and A.E.F. Sales do have alot in common.*

*First of all there's the emphasis we both put on treating people right. And it must be working: people have been coming here to visit again and again, and A.E.F. has been doing business with some of the same customers for over 30 years!*

*Secondly, I think we both use technology the right way, always taking full advantage of everything new, but never ever letting the technology run the show. People will always be more important than things, don't you think? And old-fashioned personal service will never go*

*out of style.*

*Next time I'm in New Jersey I'll give you a call. I'm enclosing some free passes for you and Pat for your next trip here. Make it soon!*

*Love, Minnie M.*

## Dippy CEO *continued from page 1*

**Winter Wonderland.** In the past, the fountain had been shut down when the weather got cold, but one unseasonably cold and windy day in November, when our CEO pushed the button, the ensuing spray lightly coated the surrounding trees and sculptures. Delighted with the effect, he decided that the fountain must be winterized for year-round use. Now!

The order went down through the channels and landed on the desk of the super for the facility's electrical contractor. He needed a heater cable design that would keep the fountain's screened intake from freezing, so he called in the experts

at A.E.F. Sales.

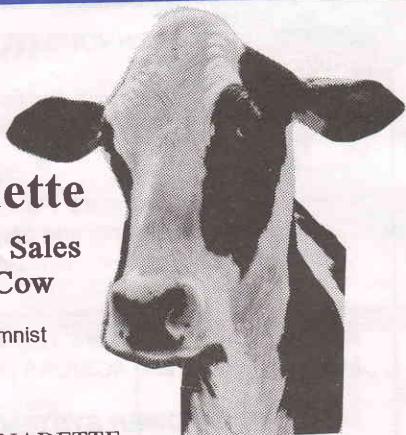
**The Solution.** Having seen the problem first-hand, A.E.F. determined the heat that would be required, designed a system using submersible MI cables that would do the job, and submitted a proposal. EPILOGUE: After all that, the system was never purchased or installed. We are uncertain whether common sense prevailed, or maybe the CEO moved on to electric trains. He has since retired.

**The Moral.** The only way some jobs can get done is by going to the field and seeing the conditions for yourself. The next time one of those jobs lands on your desk, you know who to call.

## Bernadette

The A.E.F. Sales  
Answer Cow

Guest Columnist



DEAR BERNADETTE:

*I never thought I'd be writing a letter to a cow, but you seem to make sense, so here goes. I'm not too sure about those other letters you get, but this is a real problem and it's happening right now.*

*I'm in the process of evaluating proposals for a large snowmelting system in New York City, for a plaza of over 20,000 square feet. The engineer's design used MI cables spaced 6 inches apart, with the cables to be installed 2-3 inches below the finish surface. The first proposal I got was right on spec, with about 44,000 feet of MI cables. Then I got a second proposal, from another company, using plastic self-limiting type cables, saying they can snowmelt the same area using only 25,000 feet of their cable. Naturally this costs less, so I'm interested, but will it work? They're telling me it will, but something's just not adding up, and I'm running out of time. Help! D.H.*

DEAR D.H.: I thought I had reached the point where nothing that humans did would surprise me,

but I may have overestimated them again; I honestly don't know how they can sleep at night. Your instincts are correct--something doesn't add up; so let's look at this logically.

The original design called for 6 inch spacing, requiring the cables to be 2-3 inches below the surface. This is so the entire surface gets heated sufficiently to melt snow. Think about it: if the cables were only 1/4 inch below the surface, only the area immediately above the cable would get enough heat to melt snow, and the areas *not* directly over a cable would *never* get warm enough.

Now, if you try to heat the same area with less cable, you need to spread the cables further apart, n'est-ce pas? So if my calculator's working right, then the spacing between cables on the other proposal must be over 10 inches! (I can't believe they're doing this!) Instead of being 2-3 inches deep, the cable would then need to be about 10 inches deep, and once the system was energized it would take forever to heat up all that concrete and get the surface warm enough to melt snow. But if you try to put the cables any closer to the surface, the areas directly above the cables will get warm, but the areas between wouldn't, giving you a cunning striped effect.

In short, the system could never work properly, and you should reject that proposal ASAP. (Frankly, if it were me, I would be extremely leery of working with those people at all in the future.)

Good Luck!

*Questions? Anxiety? Bernadette can help.  
Write to her c/o A.E.F. Sales Engineering Co.,  
P.O. Box 295, Mamaroneck, N.Y. 10543*

## Conex Chooses A.E.F. *continued from page 1*

patented coating process lets them add enough aluminum cladding to go up to 40% conductivity. When used as overhead shield wire that extra conductivity means more protection for power lines.

But superior corrosion resistance and higher conductivity aren't the whole story. "AS" Wire is light weight, with an extremely high strength-to-weight ratio. It has excellent thermal stability for high temperature applications, and it's available in a wide range of tensile strengths and conductivity ratings.

So no matter what your application, overhead shield wire, guy wire, or messenger cable, there's an "AS" wire with

exactly the qualities you're looking for.

All of us here at A.E.F. are excited about the expanded opportunities we now have to work with Conex. Got any questions? Give your rep a call today.

### -VOICE MAIL ADVISORY-

A.E.F.'s Voicemail System runs on a dedicated IBM PC. It's available to our customers from 7 A.M. to 10 P.M. five days a week, and lets you leave a detailed message up to three minutes long. When our sales reps are on the road they access messages during the day so they can get back to you with the information you needed pronto. The more information you leave, the better we can serve you!

*If you treat an individual as he is, he will remain as he is. But if you treat him as if he were what he ought to be and could be, he will become what he ought to be and could be.*

Goethe

*Don't be afraid to take a big step if one is indicated. You can't cross a chasm in two small jumps.*

Lloyd George

*Life is 10% what happens to us and 90% how we react to it.*

Charles Swindoll

*Never order Chinese food from a place called Ralph's Pagoda.*

Lois Lane

*God have mercy on the man who doubts what he's sure of.*

Bruce Springsteen

*Fascinating what kind of surprises the Universe can turn up, isn't it?*

Superman

*Bruised we must be now and then, but beaten, never, unless we lack courage.*

Laura Ingalls Wilder

# Almost Unsinkable

The unsinkable superliner Titanic struck an iceberg on April 14, 1912 at 11:40 P.M. Less than three hours later she sank. Of the 2,207 people on board, only 705 survived.

During the Titanic's last day her wireless room received six separate warnings from other ships in the area about icebergs, but she was still making 22 knots on a moonless night, aiming to set a new trans-Atlantic record.

Most of the lifeboats went off more than half empty. People knew the ship was in trouble, but they also knew she was unsinkable. Lights on deck were blazing, the band was playing, so who wanted to spend a cold night in a little lifeboat?

Politicians rushed to cash in on the tragedy. (Some things just don't *ever* change.) Senator Alden Smith of Michigan was on the pier when the survivors arrived in New York, with subpoenas for a formal inquiry. At the hearing Senator Smith himself questioned one of the Titanic's surviving officers, asking about everything under the sun, including what an iceberg was made of. "Ice," explained Fifth Officer Harold Lowe, "Ice".

## 4 Things Worth Knowing

- **Deadend With a Future.** Lewtex Technological Mfg. has just announced a new 5' Fibreglass Deadend Assembly, which was the hit of the T&D Show in New Orleans. The assembly weighs just 55 pounds, but has been tested by utilities to 10,000 pounds per phase. It has a standard profile and utilizes standard hardware.
- **Truth in Advertising.** The Enlightened Tobacco Company of England recently began marketing a new brand of cigarettes. The package is black with a skull and crossbones; the name: Death. And yes, they also make Death Lights. We are not making this up.
- **Blockbuster.** R.E. Uptegraff has released a video entitled "Service and Specialty: The Uptegraff Story". The title is especially appropriate since the company (now owned by the third generation of the Uptegraff family) has been solving special application problems for over 60 years. Call us if you have a special need, or even if you just like videos.
- **Make Your Reservations Today!** If you're planning a trip to Canada, don't miss the Prince Edward Island Potato Museum, which they tell us is Canada's ONLY Potato Museum. Attractions include an Interpretive Display, Resource Centre, Gift Shop, and Potato Canteen. They opened for the season June 1st, and admission is only \$2.50 per person. Send us a postcard.

### BEST POWER TECHNOLOGY

(Authorized Reseller)  
Ferrups Single Phase UPS to 18kva  
Unity/1 Three Phase UPS to 250kw

### CENTRAL MOLONEY

Single Phase Transformers: Pole Type, Padmounted, Vault, and Stepdown  
Components: Bushings-Switches-Accessories

### CONEX CABLE

Aluminum Clad Shield Wire, Guy Wire  
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Powerhouses: Special Purpose Buildings for Distribution and Control

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Subsurface, Load Center, Station Type  
Rebuilding and Rewinding Services

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Low Voltage Capacitors to 600 volts  
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