



aeff



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Our 33rd Year

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Utility opts for three years of Primo Polemounts.

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An FYI investigative report on snowmelting schemes that can leave you with egg on your face, snow on your sidewalk, and a lawyer on your doorstep.

BERNADETTE'S BACK!
Her triumphal Grand Tour of Europe over, AEF's own Answer Cow is back.

HOWARD HUGHES
Can a handsome genius billionaire find happiness?

BOMBS AWAY!
How you can eliminate Falling Ice Syndrome before Winter strikes.

Central Moloney Awarded Three Year Blanket at PSE&G

Public Service Gas & Electric of New Jersey has just awarded Central Moloney a blanket order to supply polemounted transformers for the next three years. The transformers, single phase units rated from 25kva up to 500kva will be built at Central Moloney's 300,000 square foot plant in Pine Bluff, Arkansas. Releases on the order will be entered via EDI (Electronic Data Interchange).

PSE&G chose Central Moloney for its reputation and product quality. For over 45 years CM has been known for reliability in liquid-filled overhead, underground and pad-mount transformers. In 1996 they became the ONLY U.S. transformer company to be ISO 9002 Certified for single phase Pole, Pad, and Underground distribution transformers. (ISO 9002 is an international standard to ensure customer satisfaction through the prevention of product defects; it is now a recognized ANSI standard.)

AEF Sales has represented Central Moloney since 1989. AEF's Fred Eigenrauch III handled things in Jersey, while Dennis Vanveckhoven headed the CM team. (Dennis has just been promoted to Regional Sales Manager. *Congratulations, Dennis!*)

Is there any way your company can benefit from this? Sure there is. Give us a call and we can talk about it!

Snowmelting Snow Job

PART TWO of a Series. Snowmelting systems are often installed to prevent structural damage as well as injuries and lawsuits. (Good idea, since power costs have pretty well stabilized, while labor costs and legal fees have not.)

One very large company markets self-limiting heater cables for snowmelting, mainly because it's the only type of cable they *have*. When we began to investigate their literature, we uncovered a pattern. Many of the claims they make sound just like the kind of stuff that Eddie Haskell used to tell Mrs. Cleaver. We have strong reason to suspect that the same Eddie Haskell who tormented the Beaver is now Head of Marketing for that company. Read on, and see if you agree.

Our suspicions were initially aroused by this Curious Statement on page 15 of their Design Guide: "Virtually any level of power will melt snow if there is a sufficiently deep snow cover to insulate the surface from convection-heat loss." WE SWEAR WE ARE NOT MAKING THIS UP!!! In other words, they're saying that a nice fluffy blanket of snow on TOP of the pavement will ensure that the snow directly on the surface of the pavement will melt! Exactly what good is THAT supposed to do? Are they *serious*? What else did we find out? Read on. (continued on 2)



ROLE MODEL
Ward Cleaver saw right through Eddie Haskell. Now you can too.

memo from Peter Fasolino

If you hear a voice within you saying 'You are not a painter,' then by all means paint.
Vincent Van Gogh

The man who views the world at fifty the same as he did at twenty has wasted thirty years of his life.
Muhammad Ali

Continue to love your enemies and to pray for those persecuting you. For if you love those loving you, what reward do you have. Are not also the tax collectors doing the same thing?
Matthew 5:44,46

One should not reject a promising idea solely because it leads to bizarre conclusions.
Timothy Ferris

There is one thing I have learned, and that is not to dress uncomfortably.
George Harrison

There are worse things than getting a call for a wrong number at 4 a.m. It could have been a right number.
Doug Larson

The work will wait while you show a child the rainbow, but the rainbow won't wait while you do the work.
Patricia Clafford

One of my favorite scenes in "The King and I" is the one where the King decides to help Abraham Lincoln win the Civil War by sending him elephants. He dictates a letter to Anna to advise Lincoln of his plan. "Dear President Lincoln. Etcetera, etcetera, etcetera. You fill in the details."

I am often reminded of this scene when I am in a contractor's office reviewing plans and specs for pipe tracing. Very often there is not enough information to work from. In some cases there is no real design or specification; in other cases there is a detailed spec but no real design. Over the course of a job, this lack of information generally means wasted time and money.

How does this happen? Usually because there is not enough time or manpower to detail a job before it goes out to bid. And, to be honest, pipe tracing is a pretty small part of any project.

Until something goes wrong. And then the costs can go up in a hurry.

At A.E.F. Sales, we work very hard to keep things from going wrong. When we work with consultants, our state of the art beater design software lets us provide complete designs, including electrical loads and breaker sizes, very quickly—often in one day.

We can and do work both by fax and in our customers' offices—whatever will work best on any given project.

And we encourage our engineering clients to specify isometric installation drawings as part of the approval documentation. These provide the engineer with a clear picture of what the contractor plans to install; they provide the building owner with a permanent record of just what's under all that insulation.

And they provide the installer with all the information he needs to do the job right, with a minimum of wasted time and material. A whole lot of value—all for about the cost of a termination kit.



Snow Job . . .

You Need Heat to Melt Snow. In fact, a rather specific amount of heat. The IEEE has several categories of snowmelting areas, ranging from non-critical to critical, with the recommended watt densities running from 40 watts per sq. ft. up to 70 watts. ASHRAE has recommendations too, from 40 watts per square foot for Industrial/Commercial areas up to 60 watts for Critical applications. The folks who think in BTUs recommend from 150 BTU/Hr per sq. ft. up to 250 for critical areas; this corresponds to, you guessed it, from about 44 watts per sq. ft. up to 73 watts. Detecting a pattern? Seems unanimous, right?

Not quite. Eddie Haskell's crew recommends 1 linear foot of cable per square foot of pavement, which produces a MAXIMUM of only about 31 WATTS per square foot. (*That's a lovely dress, Mrs. Cleaver!*) And what about that spacing: TWELVE INCHES between cable passes. *Sounds a bit extreme*, says you. And you're right!

A good design needs to take into account the thermal and structural properties of the slab and surfacing material (concrete, asphalt, pavers, or whatever), with cable spacing appropriate to the specific situation, so that the entire surface gets heated sufficiently to melt the snow. But you're right—in any case twelve inch spacing is *très foux*.

You Can't Cook a Frozen Turkey. According to Betty Crocker, you need to cook a fresh twenty-pound turkey for about six hours at 325 degrees. But if the turkey is frozen, it has to thaw for about twelve hours first, right? So how long does it take to thaw out a twenty-ton frozen slab of concrete so you can cook it enough to melt snow? If you use the watt densities and cable spacings these dudes recommend, the answer is - *Never!* To get it warm enough to melt anything, you'd need to leave to system energized ALL WINTER to keep the slab above freezing! (*Talk about wasting energy!*) The phrase 'Go big or stay home', is appropriate here: Use enough heat to melt snow, or don't waste your money!

Why would anybody try to fudge the laws of thermodynamics like this? Because the cable is so darn expensive that to use enough of it to work would be ridiculously costly. Is there a way to reliably snowmelt an area using more appropriate technology? Yes, and we'll tell you next time! (*HINT: The answer involves Inconel Sheathed MI Cables and AEF Sales!*)

Bernadette

The AEF Sales Answer Cow

Guest Columnist



DEAR BERNADETTE:

Last winter we had a critical pipe freeze up at the wrong time and the whole plant was shut down. It cost the company a whole lot of money, and I was informed that if something like that ever happens again it'll cost me my job. Meantime some clever MBAs just cut my maintenance staff, again. Is there any way I can save my job? J.K.

DEAR J.K.

Yes dear, there is. Don't wait until there's a problem--get the pipes to tell you they're getting chilly BEFORE they freeze. But you'll have to ask them *nicely!* How? By retrofitting your heat tracing system with CM1 and CM2 monitor and control panels from Nelson Electric. They'll monitor *every* controller and heater in the plant for status, continuity, current and voltage, 24 hours a day, 7 days a week. They can even check actual pipe temperature, and they work with all types of heater cables--self-limiting, constant wattage, or MI. Retrofitting your existing system will cost less than a single shutdown; installing a new system without it would be just plain silly!

EDITOR'S NOTE: Questions to Bernadette may be addressed to Bernadette, c/o AEF Sales, P.O. Box 295, Mamaroneck NY 10543.

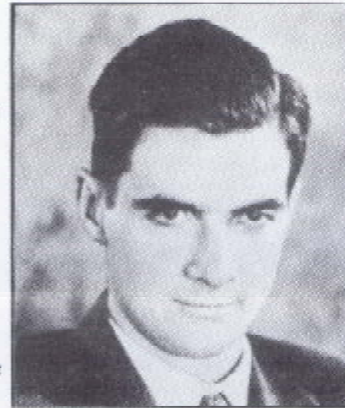
Poor Little Rich Boy

Howard Hughes lived one of the most fantastic, strangest lives of the 20th Century. Born in 1905, he was the only child of a fragile, neurotic mother and an absentee father. After his mother died in 1922, Howard's father raised his allowance to \$5,000 a week, as if to make up for the time and the love he never gave him. When his father died suddenly in 1924 Howard, at age 18, took over his empire.

He went to Hollywood to become a producer. Hollywood scoffed at the millionaire playboy, until his "*Hell's Angels!*" came out in 1930. The movie appealed to his passion for aviation (the aerial sequences were breathtaking, and unequalled since), and his casting of an unknown Jean Harlow led to the first of many relationships with stars and starlets: Yvonne DeCarlo, Ava Gardner, Ginger Rogers, Rita Hayworth, Lana Turner, Katharine Hepburn and others. Howard had spent a fortune, but when the movie finally came out he had established himself as a player, a Hollywood force to be contended with. He would eventually buy and run RKO Pictures.

But aviation called. In 1932 he disappeared. Using an assumed name, he applied for and got a job as a baggage handler/pilot trainee for American Airlines, making \$115 a month until he was discovered. He sought fame as an aviator--and he got it; only Lindbergh was more lionized. He set a transcontinental speed record in 1936, flew around the world in three days in 1938, and became a ticker-tape hero. He survived at least four crashes, one of which almost killed him. Besides piloting, he mastered the technology and the business of flying. He developed and built the first retractable landing gear in 1938. Later he developed and built the first air-to-air guided missiles, along with dozens of other groundbreaking innovations, including the 700 passenger *Spruce Goose*. Along the way he bought a tiny fledgling air carrier and turned it into TWA. All the while building and running the rest of the empire. But the madness that was to destroy him was beginning to manifest itself. His fear of germs was one example: he would spend up to four hours each day 'cleaning' his phone.

An obsessive-compulsive disorder, combined with neurological damage caused by syphilis and a growing dependence on pain-killers caused increasingly bizarre behavior. Then, in the mid 1950's, he dropped out of sight permanently, spending his life in darkened hotel rooms, a virtual prisoner of 'aides' who controlled him with his own fears and more drugs. The end came in a penthouse suite in Acapulco in 1976. His empire enriching him at the rate of \$75,000 an hour, he lay in bed, a ninety pound ghost covered with gaping bedsores. A doctor was called and found the richest man in America, unconscious, uncared for, as if he were a derelict in the street. His conclusion: "Howard Hughes died of neglect."



Hollywood, 1935

The world is so full of a number of things, I'm sure we should all be as happy as kings.

Robert Louis Stevenson

Tyin' yer shoes is sure a great way to start the day.

Goofy

Scan not a friend with a microscopic glass; you know his faults, now let his foibles pass.

Sir Frank Crisp

Per una notte, non si morire.

Mema

Politicians are interested in people. Not that this is always a virtue. Fleas are interested in dogs.

P.J. O'Rourke

A man who doesn't spend time with his family is not a man.

Vito Corleone

How often does it happen, that we live our lives in chains, and we never even know we have the key.

The Eagles

If I like someone, I want to say 'I like you'. I don't want to die and then think 'Oh, I forgot to tell them I like them'.

George Harrison

Th-th-th that's all folks!

Porky Pig

DANGER! Falling Ice

Winter is closer than we wish it was. And while we can't do anything to make the weather any better, we do have something that can prevent some of the associated damage: SLT Roof and Gutter De-Icing Heater Cable from those Mavens of Heat, Nelson Electric of Tulsa, Oklahoma.

These heater cables are designed for installation on roofs and gutters to get rid of snow and ice (and melt a pathway for the drainage of water) *before* you have a problem.

The self-limiting cable automatically reduces its power output as drainage tunnels are formed in the ice and snow, reducing energy costs. And because the heater regulates its power output as a function of temperature, it cannot overheat and damage temperature sensitive roof coatings.



Hey, winter's ugly enough without unnecessary damage to people and buildings. And you really don't need any legal adventures, do you?

Would you be terribly surprised at this point if we told you this catastrophe-preventing product was available from AEF Sales? We've got a mile and a half of it on the shelf.

You can have it tomorrow.

Backwords

Gotta Be L.A.

There's a brand new fitness center in Los Angeles that's got everything: treadmills, a lap pool, an outdoor obstacle course and massage facilities. You can't join, but for \$75 a month your dog can. This health club, called 'The Total Dog', is for dogs only.

Dirty Power

If you've got adjustable speed drives or UPSs in your facility Dirty Power caused by Harmonics is costing you money two ways. First it may be adding 25% to your utility bills; and second they can cause motors and transformers to overheat. (A mere 10 degree C rise in the operating temperature of a motor can cut its life by 50%!.) You don't have to be a harmonics expert to start saving money—you just need to know that Myron Zucker, Inc. can make the problem disappear. The first step is to call AEF Sales. We promise we'll let you take all the credit.

Patience

There are over 35,000 people on the waiting list for Green Bay Packer season tickets. Since only about five people give up their tickets each year, the last people on the list can expect to get their season passes in about 7,300 years, just in time for the 9297-8 season. (Maybe that's why they call them Cheeseheads.)

Don't Make the Boss Look Bad!

At a press conference announcing the development of the Air Force's Blackbird spy plane, President Johnson referred to it as the SR71, even though the proper designation was RS71. So as not to cause any embarrassment to LBJ, the Air Force changed the name to SR71, even though that meant changing over 29,000 blueprints and drawings.

Hey, Wilbur!

Debbie Dacoba, of Paw Paw Michigan recently paid \$8,625 for a pair of horseshoes once worn by TV's Mr. Ed. She keeps them wrapped in plastic.

The Time Will Come . . .

Vincent Van Gogh started painting when he was thirty years old, and by the time he fired a bullet into his chest seven years later, he had finished over 800 paintings. Only one of them was ever sold during his lifetime, for 400 francs just a few short months before his death. But in November 1987, at an auction at Sotheby's in Manhattan, a painting of his called 'Irises' was sold for a record \$53.9 million. Vincent had once said 'I cannot help it if my paintings do not sell. But the time will come when people realize that they are worth more than the cost of the paint.'

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YOU KNOW, WE
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