



Volume 11
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aeef/fly

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"America's
Favorite Newsletter"

October 2000



Our 36th Year

CONTENTS:

MEDICAL MIRACLE

Surprising new study helps explain why AEF customers are the happiest people on earth.

TECHNOLOGICAL BREAKTHROUGH

We read someplace that the best computer has only a fraction of the intelligence of a human, so instead of getting another new computer, we got a human. See what that means for you.

FAMILY FEUD

The real lowdown on the Hatfields and McCoys.

HOAX REVEALED

A hoaxster sullied our spotless record of accuracy and journalistic integrity. We fearlessly set things straight.



AEF's Amazing Local Stock Stops Tragic Hair Loss for Customers!

A recently completed study on hair loss by the Center for Disease Control in Atlanta had some unexpected results. Government scientists studied cases of individuals who experienced extreme and wonderful reversals of hair loss in a survey designed to see what form of treatment was most efficacious.

The winner wasn't Rogaine, or Hair Club for Men, or any of the other usual suspects. The individuals who experienced the most dramatic new growth were CUSTOMERS OF AEF SALES WHO HAD BOUGHT HEATER CABLE FROM AEF'S AMAZING LOCAL STOCK

When the surprised scientists re-checked their figures, they found that not only had the AEF Customers had outstanding results *hair-wise*, they were also more self-confident, more respected by their peers, and enjoyed a heightened sense of well-being.

What was the connection?, they wondered. Chief CDC Investigator Fabio Wagnalls explains. "It seems that this company, AEF Sales, has a huge (some would say ridiculous) Local Stock of heater cables and controls, which allows them to ship most of their orders almost instantly. And that seems to explain the miraculous restoration of follicles. While other people are struggling with broken promises, and enormous levels of stress, the folks who place orders with AEF are actually *serene*; and that AEF-induced serenity seems to be the key." (Continued on 2)



Actual Un-Retouched Photos
of an AEF Customer's head prove that AEF's enormous local inventory of heater cable and accessories not only stops hair loss, it actually restores new growth! (Unfortunately it seems to work for customers only; no effects have been observed in AEF employees.)

"Your Call Is Important to Us"

(And Other Lies)



**AEF's Secret Weapon,
aka Brandy Monette**

You know how it goes: you call some company for help or information, and an automatic voice thanks you for calling, and tells you your call will be handled by the next available representative. Then you're switched to some elevator music (or worse, Country & Western) and reassured at some psychologically tested intervals that you are loved and esteemed and please hold on for just one more teeny minute.

Well not here, not with AEF Sales. It's never been that way with us. Even though we've used a voice-mail system for years, we've always prided ourselves on RETURNING calls, and returning them quickly. Heck, even our Accounts Payable people return phone calls.

But now we're outdoing ourselves, with the addition of AN ACTUAL HUMAN BEING! Now, when you call us you can connect to your usual AEF rep; if he's not there you can leave a detailed message, secure in the knowledge that you'll be hearing from him soon. But if you have to *have to HAVE TO* talk to somebody RIGHT NOW, you can. Just press the Panic Button, and you get connected directly to a living breathing person who can check the status of your order, help you get needed information, or hunt down whoever it is you need. (Note: most of the time your living breathing person will be Brandy Monette, the newest AEFer. Actual living breathing person may vary.)

OK, maybe it's a little strange these days to ADD customer service people, maybe it is a radical concept, but we think it'll help our customers, so we're giving it a try!

What if there were no
hypothetical situations?
John Mendoza

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

Woe to those who are
saying that good is bad
and bad is good, who are
putting darkness for light
and light for darkness!
Isaiah 5:20

In the kingdom of the
blind, the one-eyed king
can still goof up.
Laurence Peter

Pure drivelt tends
to drive ordinary drivelt
off the TV screen.
Marvin Kitman

There is a foolish
corner in the brain of
the wisest man.
Aristotle

If I did fall off --- which
there's no chance of ---
the King has promised
me to send all his horses
and all his men. They'd
pick me up in a minute,
they would.
H. Dumpty

I am what I am.
Popeye

Society Page

Tanti Auguri!

EXCLUSIVE PHOTO!

Pietro and Cindy
with Mr. Pete and Grace.
We leave it to our readers
to figure out who's who.



On Saturday July 22nd AEFer Pietro Fasolino wed the fabulous Cindy Giuterriez.

The couple exchanged vows in St. Vito's Church in Mamaroneck, N. Y., and the ceremony was followed by an elegant reception at the Harbor Club at Glen Island.

The entire staff of AEF Sales was present at the festivities, along with their spouses. Other distinguished guests came from as far away as Chile, Florida, and Brooklyn.

Best Wishes from all of us here at *aef/fyi*, and may your first child be a masculine child.

Ed Auguri Anche a .. In a somewhat related item, Pietro's parents, Grace and Peter (Mr. Pete) celebrated their 25th Anniversary on August 17th.

Medical Miracle . . .

AEF-Induced Serenity. We kind of like the sound of that. And while we never imagined we'd be part of a medical breakthrough, we did figure on making our customers happy. The way we see it, it's not all that complicated: *It's gonna get cold!* Ergo, pipes will freeze. Our customers will need heater cable, and because the weather's cold, they'll need it *fast*.

Now here's where we got clever. If it's cold in AEF Land, it's cold *other* places too, and other people who are *not* AEF Customers will need heater cable. Were we gonna stand around and let somebody *else* get heater cable *our* customers need? NO WAY! So we put literally miles and miles of heater cable and piles of thermostats and accessories in a secret warehouse, and *nobody gets it except our customers!!!*

That's the way we think it should be: AEF customers will get heater cable, not excuses. We'll leave 'the dog ate my homework stuff' to our competitors, and to the politicians.

Is YOUR hair thinner than it used to be?
It's not too late, call AEF Sales today!!!

PHILOSOPHY CORNER

*If a pipe freezes in the middle of the night,
when there's no one around to hear it,
will it still cause damage,
possibly shutting down the plant?*

*And will your boss still be all over you
like white on rice?*

*Ergo summa cum laude: Would it not be the
course of wisdom to install some
Nelson CM Monitor and Control Systems now?*



- LADIES & GENTLEMEN -

In a **SECRET LOCATION** in
the New York area, AEF Sales has
ELEVEN MILES of heater cable,

MOUNTAINS of festive
thermostats and accessories,
and not one but **TWO** of Nelson's
sophisticated CM-1 Control Systems,

ON THE SHELF,
ready to be delivered
at a moment's notice.

Shocking Fact: Last winter
AEF shipped most of their orders
Directly from Their

Amazing Local Stock.

97% of those orders shipped on
or ahead of schedule, and most

**SHIPPED THE
SAME DAY**

the order was placed!!!

- A WORD OF THANKS -

The management here at *aef/fyi*
would like to take this time (and this
otherwise unusable little space)
to offer thanks and words of praise
to the many people whose time and
effort make this publication possible!
We had been thinking of giving the
all a bonus, but knowing that the
money would soon disappear on
children's shoes and such, we felt
this tribute would be more lasting,
and more cost efficient. **THANKS!**



*Bernadette is a Registered Holstein,
and a Notary Public.*

DEAR BERNADETTE:

I've got a problem. This big project I'm working on needs some special, slightly odd transformers. One is a 2000 kVA unit for a furnace application and requires an 11 position motorized tap changer. Other's have oddball impedances, a couple will be in super corrosive atmospheres where a stainless steel tank is a must. And for a couple of others, well, this may sound like a blast from the past, but disc wound units would really fit the bill.

But when I take my list to transformer companies, they just kind of shake their heads, and come back with some standard unit, Catalog Number XYZ, ignoring the spec completely. Help! S.W.

DEAR S.W.:

Your problem is actually quite common, and although your requirements are rather extreme, there is hope. With today's Corporate Culture permeating the whole transformer industry, many companies suffer a total lack of depth and experience; they're staffed with people who don't know or care enough about their products or their customers. If they don't already have a design you need they can't build it, can't even quote it.

Need Help? Don't fret, ask Bernadette. E-mail her: bernadette@aefsales.com

FREE Software for AEF Customers!

Here at AEF Sales we never stop looking for ways to keep our customers a step ahead, and today we're telling you how to get the best heat tracing software in the world—absolutely FREE! Yup, starting right now AEF Customers can get Nelson's Heat Trace Software Stars, **Renegade** and **CM.comm** for nothing. And we will also begin paying for all your prescription drugs.

Renegade, a powerful yet easy-to-use heat trace design software for metal and plastic pipe. Renegade is fast, and complete: it selects the proper cable, and provides individual line summaries, while it continually updates a project bill of material. And that's not all. It also develops information on full load currents and start-up currents to ensure that the distribution system is adequate. (You know how expensive it gets to add breakers after a panel is installed and fully populated.)

And **Renegade** is the ONLY software that lets you compare ALL the alternatives—even other manufacturer's products! After all, that's the only way you'll know you've got the best solution.

CM.comm is the software that gives Nelson's extraordinary CM-1, CM-2, and CM-2001 monitor and control systems the ability to communicate with a remote PC. This lets all that vital data about your far-flung heat tracing system show up right on your computer screen. And not only can you see what's going on, you can even change set-points and alarm settings without having to climb who-knows-where.

Pretty neat stuff, huh? And here's how you get it: go to www.nelsonheaters.com and tell them AEF sent you; you'll be able to download both **Renegade** and **CM.comm**, and put them to work for you! You'll also be able to get in-depth info and the CM family of control and monitoring systems, as well as other information you'll find helpful. (Sample: using an Inconel-sheathed MI cable on high temperature steam line eliminates the need to sandwich two layers of thermal insulation, reducing installed cost by 30%.)

This is the kind of stuff that can make you look like a *hero*. In fact, if we were you, we'd go around the office right now and destroy any other copies of **ae/fyi** you see around; after all, one hero in the company should be plenty.

But it's not that way at R.E. Uptegraff, of Scottsdale, PA. They've been building transformers since 1927, and that's all they do. Their engineering and manufacturing people have been at it for years, so they've got the experience, and the willingness, to look at your special needs. (Even their marketing people are transformer people!) One time a customer needed a 1500 kVA pad-mounted unit to transform 13,800 delta to 19,000 volts DC. The unit was to be used in plasma research, and had to be able to withstand an unlimited number of crowbar short circuits. Uptegraff built it. Call them.

DEAR BERNADETTE:

I have a somewhat unique and rather complex application for a 20mVA transformer. A friend recommended I talk to R.E. Uptegraff about it. Is Uptegraff's engineering staff available to discuss applications and specifications with me? G.B.

DEAR G.B.:

Yes.

DEAR BERNADETTE:

I just saw on TV about that giant statue of Crazy Horse they're carving out of a mountain in South Dakota, way bigger even than Mount Rushmore! I guess that will make it the biggest work of art in the world, huh? A.H.

DEAR A.H.:

No. The biggest work of art in the world is the city of Venice. Go there.

*Half the work that is done
in the world is to make
things appear to be what
they are not.*

E. R. Beadle

*Giving money and power
to the government is like
giving car keys and
whiskey to teenage boys.*

P. J. O'Rourke

*Good judgement comes
from experience, and
experience comes from
bad judgement.*

Barry LePalmer

*How many times do I have
to tell those morons at
AEF Sales not to put so
much stuff into local stock??*

Our Accountant

*Il Giorno del Giudizio,
per gli amalfitani che
andranno in Paradiso,
sara un giorno come
tutti gli altri.*

Renato Fucini

*To a herd of sheep, the
sheep the herdsman drives
each evening into a
special enclosure to feed,
and that becomes twice
as fat as the others,
must seem to be a genius.*

Leo Tolstoy

You gotta believe.

Tug McGraw



Feud

Fall of 1878 found the Hatfield and McCoy families living quietly on opposite banks of the Big Sandy River, which formed the border of Kentucky and West Virginia. But the quiet times were about to end.

Randolph McCoy, head of the McCoy clan, had a hog stolen; he figured the culprit was a Hatfield by the name of Floyd. So he took Floyd to court, where a jury made up of six Hatfield's and six McCoy's heard the case, and acquitted Floyd. Randolph wasn't happy, but he let it go. Two of his nephews weren't so forgiving, and a few months later they got into a fight over it with a Hatfield, who wound up dead. But things stayed calm: the McCoy nephews were arrested, tried, and acquitted on grounds of self-defense. The situation was tense, but still calm, though there was no love lost between the clans.

Things got warm the next Election Day, marked as usual by parties and drinking. Johnse Hatfield, the son of clan head William, fell in love with Randolph's daughter Roseanna, but William wasn't about to let his son marry a McCoy. Well, Johnse and Roseanna ran off together anyway, without waiting for a preacher, which didn't sit too well with her brothers. They planned to ambush Johnse, but Roseanna got wind of it, warned him, and that crisis passed.

Come next Election Day, another son of Randolph McCoy got into it with a William Hatfield's brother Ellison. A couple of more McCoy's joined in and Ellison wound up on death's door with 22 stab wounds. The three McCoy's were arrested and were on their way to jail, when word got to William. A whole bunch of Hatfield's overtook the McCoy's and brought them back across the river into West Virginia. Ellison was still alive, but just barely. William Hatfield told the McCoy's if Ellison lived, they would too. He didn't. The three McCoy's were taken back across the river and shot in cold blood.

Surprisingly the McCoy's didn't retaliate, but again went to court, got an extradition order to bring the killers to Kentucky for trial. West Virginia wouldn't send them back, so Kentucky posted rewards: then bounty hunters got involved and things got really ugly. After a pitched battle the McCoy's and the bounty hunters captured nine Hatfields, and brought them to Kentucky for trial. On New Year's Day of 1888 the Hatfield's retaliated, burning down Randolph McCoy's house and killing two of his children.

Finally, in September 1889, the nine captured Hatfield's were tried and convicted. Eight received life sentences, and one was hanged.

After twelve years the feud was over. There was no more killing, and both families became 'respectable', with one of the Hatfield's eventually being elected Governor of West Virginia. But the Hatfield's and McCoy's and their descendants had earned a kind of celebrity status, and the legend has never stopped growing.

Backwords

Sounds Simple Enough

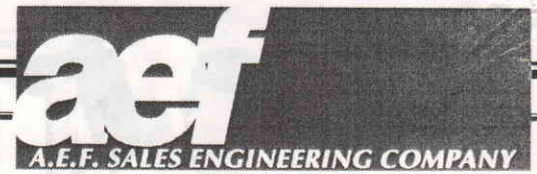
As a service to our readers who would like to retire early, we pass along this from Jean Paul Getty. When asked what his formula for success was, he advised: Rise early, work hard, and strike oil.

ONLY!

Despite some recent spurious claims to the contrary, there is ONLY ONE manufacturer of heater cable that manufactures all three major types of heater cable: constant wattage, self-regulating, and MI. Look up the page and slightly to the right to see who it is. To find out why that's important, call AEF Sales.

Warnings We Didn't Really Need

How stupid do they think we are? Pretty stupid apparently, based on the warnings showing up of late. On a can of deodorant: "Do not spray in eyes." On one of those folding cardboard sunblockers for your car: "Do not drive with sunshield in place." And on a child's stroller: "Remove your child before folding stroller." Thanks, guys.



TRANSFORMERS Central Moloney

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



R.E. Uptegraff Manufacturing
Liquid Filled Transformers to 20mva
Subsurface, Load Center, Station Type
Rebuilding and Rewinding Services



HEATER CABLE & CONTROLS Nelson Electric Heater Products

MI Cable for Pipe Tracing & Snowmelting
Self-Regulating Cable for Pipe Tracing
Self-Regulating Cable for Roof & Gutter De-Icing
Thermostats & Controls
CM-1 Cable Monitoring Systems
CM-2 Heat Trace Management System



CLEAN POWER PRODUCTS Rapid Power Products

Power Conditioners, Voltage Regulators
Isolation Transformers to 1000kva
Rectifiers, 50kw to 3000kw



WIRE & CABLE Conex Cable

Aluminum Clad Shield Wire, Guy Wire
Messenger Wire, and ACSR/AS (AW) **CONEX**

Nehring Electrical Works

Bare Copper and Aluminum Cable
Aluminum Clad Cable
Weather Proof Copper Wire
Ground Rods & Accessories
Cathodic Protection Cable



HOAX REVEALED!

In our last issue, under the heading "Fun with Science!", we published what we believed to be an accurate and scientifically correct Optical Illusion.

In the graphic, two gray boxes were purported to be of identical size, even though one obviously looked larger. A number of our readers were suspicious, and thorough examinations by them, subsequently confirmed by an exhaustive internal review by our Science Staff, revealed that one box was actually quite a bit larger than the other.

The staff member responsible has been severely dealt with, and will not be bothering anybody again.

We apologize for any problems this may have caused, and caution our readers and other members of the scientific community to exercise extreme caution when purchasing optical illusions (or anything else for that matter) from anyone claiming to be George Lucas, particularly if he requires that payment be made in cash.

The entire staff of **aef/fyi** has pledged to re-double their efforts to insure that each future issue is accurate, wholesome, and 100% Not Guilty.

We would like to also point out to our readers that the graphic, as printed, can still be used to Amaze Your Friends, if you do it quickly.