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

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Our 31st Year

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Meet Bernadette

Bernadette, the A.E.F. Sales Answer Cow, makes her debut.

Drivin' That Train

Yes, there was a real Casey Jones. Here's his story.

EPSI: Have It Your Way

Once upon a time there was a big petrochemical company with a big problem. They needed to expand their electrical system at a major facility in Yanbu, Saudi Arabia. Already on-site were 19 powerhouses (prefabricated structures containing equipment for distribution and control of electrical power). All 19 had been built by one manufacturer. The customer, realizing they were somewhat of a captive market, was expecting to have to pay a small premium to maintain compatibility with existing equipment. But the bid came in at almost *double* the estimated costs. (We don't want to talk out of school, but the manufacturer was one of the Big Boys.)

Fortunately, the consulting engineer on the project referred the company to Electrical Power Systems, Inc. The reason,

according to the engineer: 'We felt that EPSI could provide identical switchgear in a superior building, and at a better price.' EPSI's bid was lower than the original estimate, and they got the order. The eighty foot long house shipped right on schedule. The petrochemical company, the engineer, and the contractor all lived happily ever after. And the next time the facility was expanded, the powerhouse was specified 'EPSI'.

Have It Your Way. EPSI's PowerCenters are fully-installed turnkey systems that include low voltage MCCs, medium or high voltage starters (up to 8000 hp), low and medium voltage switchgear utilizing the components you want--GE, Westinghouse, or whoever. Every project presents different problems, but the

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Heater Cable of the Rich and Famous, Part I

Let's face it, most heater cables lead a pretty mundane life. And while keeping cooling towers from freezing, providing viscosity control in a refinery, or keeping an emergency room entrance clear of snow and ice may be necessary and even laudable, it just ain't glamorous. So we've decided to open up the A.E.F. archives and pull out some of the most glamorous, interesting, bizarre, and down-right wacky heater projects we've done in the last 31

years, from Central Park West to the Battery, and from Albany to Moscow.

The Strange Case of the Pampered Pooch. It's absolutely amazing what people with piles of money and no common sense can come up with, as our first case will demonstrate. The job: an estate in the Princeton, N.J., area, being built for the heir to a large, well-known industrial concern, and his new bride. And her dog.

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We all have neglected opportunities to deplore.
Sherlock Holmes

If you don't know where you're going, you will probably end up somewhere else.

Laurence Peter

Above all things, have intense love for one another, because love covers a multitude of sins.

1st Peter 4:8

Logic without love is not logical.

Rohan Fallor

If you're damned if you do and damned if you don't -- Don't!

Dooms Madigan

There is no safety in numbers. Or anything else.

James Thurber

Whenever I hear anyone arguing for slavery, I feel a strong impulse to see it tried on him personally.

Abraham Lincoln

Life is short. Order what you want.

Clark Kent

We are all in the gutter, but some of us are looking at the stars.

Oscar Wilde

memo from the desk of Peter Fasolino

In the years since March of 1964, A.E.F. Sales Engineering has been able to assemble a great team of principal companies. They manufacture a wide variety of quality products and share our commitment to customer satisfaction. (For a closer look at these companies and their products, please take a look at the last page of this newsletter.)

But what happens when you call us and the solution to your problem is not available from one of our principals? Do we just send you back out into the cold, cruel world? No way. We don't just help our customers with products -- we can help you with our experience as well.

It's almost frightening, but the sales staff here has accumulated over one hundred years

of A.E.F. Sales experience. During that time, we've been paying close attention to what goes on in our industry. What are our competitors up to? What new products are out there? What companies have been bought out, or merged, or gone out of business? And where can you get the stuff they used to make?

Sometimes we can help best just by providing the phone number of another factory or rep who can provide what you need. Sometimes we'll track down a manufacturer who can build what you want, and we'll work with the factory, and you, until the project is complete. Sometimes we'll purchase equipment from a variety of manufacturers and resell it to you as a customized package -- so you can take care of everything with one purchase order, and with one company responsible from start to finish.

To put this kind of experience and energy to work solving your problem, give us a call.

Pooch *continued from page 1*

There were plenty of amenities involving heater cable on this job. MI heater cables were installed under the entire tiled area surrounding the indoor salt-water pool to provide floor warming. (Don't you just hate it when you come out of your pool and the floor is cold?) MI heater cables were also installed under the marble floors in the bathrooms for the same purpose. But the pièce de résistance in this caper was the doghouse.

The Mother of All Dog Houses. First of all we should emphasize that most of us here at A.E.F. Sales love dogs. But the doghouse that was built for Ralphie (not his real name) was definitely overdone.

Ralphie's special place was a second story room, and connected by swinging doors to the master suite. Inside his personal quarters were a sink, a stove (no canned

dog food for him), and a custom-made bed. For those times when it became necessary for him to roam the grounds, a double set of swinging doors allowed him to come and go as he pleased without worrying about adjusting the air-conditioning. But it was the fifteen steps to the ground that really had that special touch.

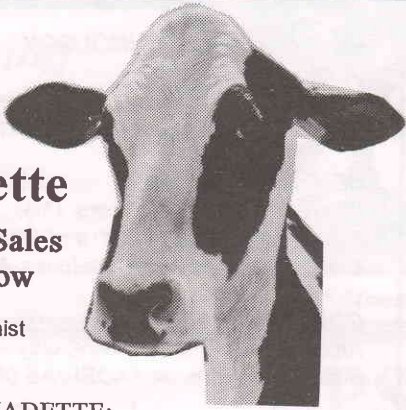
Happy Feet. Winter snow and ice could have made those steps slippery, so a snowmelting system utilizing MI cables was installed to keep the steps warm and dry. (Hey, we just designed the silly thing.) What does this mean to you? Well, when it comes to designing heater cable systems, we've pretty much seen it all, so you can benefit from our experience. Also, no matter how off-beat your application is, we promise not to laugh.

Next Exciting Episode: *The Case of the Dippy CEO.*

Bernadette

The A.E.F. Sales Answer Cow

Guest Columnist



DEAR BERNADETTE:

I'm responsible for maintaining transmission and distribution lines, and between the insects and the woodpeckers the crossarms seem to need constant replacing. It's wreaking havoc with my budget, and my boss is all over me. I need help fast. K.R.

DEAR K.R.: First of all, try to calm down. No problem gets solved by worrying about it. The insects are just doing what comes naturally; so are the woodpeckers--wooden crossarms are where they belong. But you can outsmart them: No wooden crossarms would mean no insects and no woodpeckers, right? And no damage. And no replacement costs. N'est-ce pas?

Have It Your Way

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solution always requires creative thinking and flexibility. So EPSI has built houses out of stainless steel, houses with concrete aggregate exteriors, and even brick siding, depending on what the *customer* needs.

One memorable job had an unusual requirement: due to unique conditions at the installation site, the entire 70 foot long, 75 ton assembly had to be designed for a *single lift point!* 'The structural calculations' according to one person involved with the project, 'were a nightmare'. But the installation was flawless.

Built to--HEADS UP! One EPSI house, 80 feet long and 20 feet wide, was being loaded onto a ship in Houston, when due to a tiny miscalculation by the rigger, it was swung aboard at a 45 degree angle, instead of level as specified. No damage resulted, which goes to show, as we were just about to say, EPSI houses are built to last.

Your solution is to get rid of those wooden crossarms, and replace them with high-strength Fiberglass Crossarms that will last forever. This is 1995, so there's no reason to do things the same way they did in 1895. Call your A.E.F. rep (they represent the manufacturer, Lewtux) and I'm sure everything will be just fine.

DEAR BERNADETTE:

Our shop floor is a disaster. There's cables to trip over, hoses that just don't last, and tools thrown everywhere. And I'm afraid it's just a matter of time before someone gets hurt, and that's all we need. There's got to be a better way. M.T.

DEAR M.T.:

Of course there's a better way. Proper use of tool balancers, cable and hose reels, festooning, and workstation kits will take care of everything you're worried about. All you need to do is get yourself a copy of the Econoline Hard-To-Find Stuff Catalog from Gleason. Everything's right there.

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

Single Source, Single Point of Contact.

You never get the run-around at EPSI. Single source coordination and responsibility keeps things simple. You need only communicate directly with a single, designated project engineer, who is responsible for coordinating between engineering and production.

Can We Build One For You? Can we help solve the problems on your project? It won't cost you anything to find out. Get hold of your A.E.F. rep and he'll start things rolling for you. He might even give you your own copy of EPSI's brand new brochure.

EDITOR'S NOTE: While this article spotlights PowerCenters, EPSI's MCCs, Medium and High Voltage Starters, and Low and Medium Voltage Switchgear are available for all indoor or outdoor applications.

It is not recorded that any member of Congress ever starved.

David Brinkley

See first, think later, then test. But always see first. Otherwise you will only see what you were expecting.

Wonko the Sane

An unbelievably true truth can hurt a man much more than a lie.

John Steinbeck

Reality is frequently inaccurate.

Douglas Adams

Contradictions do not exist. Whenever you think that you are facing a contradiction, check your premises. You will find that one of them is wrong.

Ayn Rand

A mind, like a home, is furnished by its owner, so if one's life is cold and bare he can blame none but himself. You have a chance to select from some pretty elegant furnishings.

Louis L'Amour

It is wise to keep in mind that no success or failure is necessarily final.

Unknown

Great American Hero

Casey Jones, the legendary engineer made famous in song and story, was a real person. And a real hero.

Born in Missouri in 1863, he was an engineer on the Illinois Central's Cannonball Express, which ran between Memphis, Tennessee and Canton, Mississippi. On April 30, 1900, having just completed the northbound run, he volunteered to replace a sick engineer on the southbound run. They pulled out of Memphis one hour and thirty-five minutes late, but Casey was determined to make up the time.

Rounding a corner near Vaughn, Mississippi, he saw that the main track was blocked by two freight trains that extended from a siding. There was no way Engine 382 could be stopped in time. "Jump, Sim," Casey said to fireman Sim Webb. Jones had time enough to leap from the cab himself, but he didn't. The Cannonball smashed into the rear of the two freights.

They found Casey's body in the wreckage, with one hand on the brake lever and one on the whistle cord. If he had not stayed in the engine to jam on the brakes, the crash would have been much worse.

Casey Jones was the only person killed.

4 Things Worth Knowing

- **Nice Work If You Can Get It.** A man by the name of Lloyd John Ogilvie has just been appointed as the Official Chaplain of the United States Senate. His salary is \$115,700 a year.
- **It's Here!** Norberg's Fabulous Cross-Reference Catalog is now available from your A.E.F. Sales rep. There's no longer any need to pay inflated prices, or wait forever, for type E and R current limiting fuses. Hey, these fuses exceed ANSI standards, so why waste money? NASA, Toshiba, and Exxon use Norberg fuses, and you can too. Call for your catalog.
- **Shocking.** Cloud-to-earth lightning flashes can be 20 miles long. The downward stroke travels from 100 to 1,000 miles per second, while the return stroke can reach 87,000 miles per second, half the speed of light. The temperature in a giant stroke can reach 30,000 degrees C, more than 5 times hotter than the surface of the sun.
- **Be Kind, Rewind.** What if you could save 30% on the next big transformer you had to buy? R.E. Uptegraff can rewind your old unit, and give you the same guarantee you'd get on a new one. The rebuilt unit could have lower losses and more kVA.

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
Messenger Wire, and ACSR/AS (AW)

ELECTRICAL POWER SYSTEMS INC.

Switchgear and Motor Control to 15KV
Powerhouses: Special Purpose Buildings for
Distribution and Control

GLEASON REEL CORPORATION

Cable and Hose Reels
Festoon Systems and PowerTrak
Workstations and Tool Balancers

LEWTEX TECHNOLOGICAL MFG.

Fibreglass Crossarms

LORTEC POWER SYSTEMS

On-Line UPS to 300kva
Specialty Inverters

NELSON ELECTRIC HEATER PRODUCTS

MI Cable for Pipe Tracing and Snowmelting
Self-Regulating Cable for Pipe Tracing
Thermostats and Controls
Control and Monitoring Panels

NEHRING ELECTRICAL WORKS

(for Utilities Only)

Bare Copper and Aluminum Cable
Aluminum Clad Cable

NORBERG INDUSTRIES, INC.

Silver Sand Current Limiting Fuses
Type E General Purpose Fuses
Type R Motor Starting Fuses

PYRAMID INDUSTRIES, INC.

Plowable Duct, Locatable Duct, Inner Duct,
Aerial Duct, Cable Blowing Equipment

RAPID POWER TECHNOLOGIES

Power Conditioners, Voltage Regulators
and Isolation Transformers to 1000kva

R.E. UPTGRAFF MANUFACTURING

Liquid-Filled Transformers to 15mva
Subsurface, Load Center, Station Type
Rebuilding and Rewinding Services

MYRON ZUCKER, INC.

Low Voltage Capacitors to 600 volts
Harmonic Traps