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1996

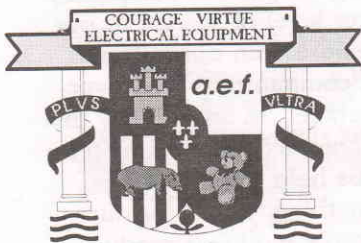
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The Quarterly
Newsletter from
the folks at
A.E.F. Sales
Engineering
Company

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October 1996



Our 32nd Year

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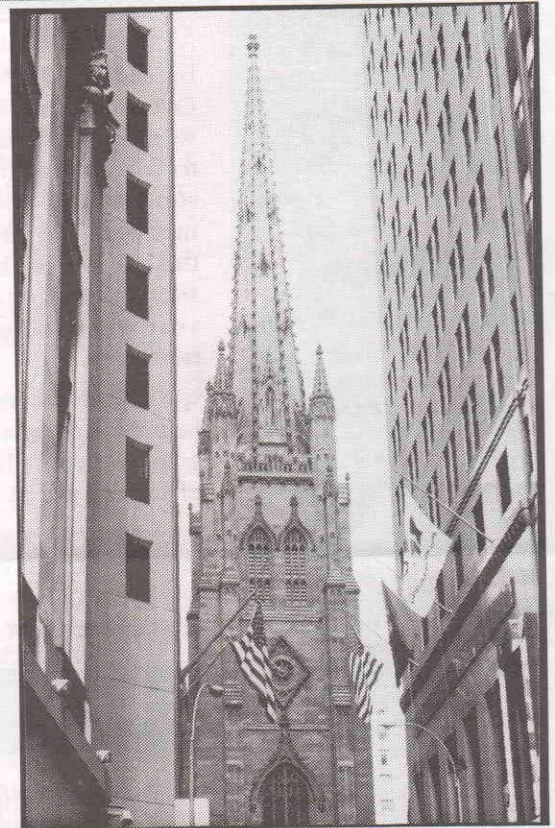
Wall Street Crash Averted!

This story doesn't actually have anything to do with the stock market or anything, but yes, A.E.F. did help prevent a crash on Wall Street.

The crash we prevented actually involves a very historic building at the corner of Broadway and Wall Street -- Trinity Church, which has a history going back to the 1600's. The first church building was destroyed in the Great Fire of 1776. Its replacement stood till 1839, when heavy snow damaged the roof and rendered the whole structure unsafe. Which brings us to the present building.

Although today it's dwarfed by the surrounding skyscrapers of the Financial District, back in 1846 it was the biggest thing on the New York skyline. Today it's an historic Landmark building, maintained with great care.

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EDI, AEF, and YOU

We all keep hearing about the information superhighway, and sometimes we just don't really feel up to it. But for A.E.F. Sales and some of our customers, EDI has arrived and the future is now.

EDI -- Electronic Data Interchange is a computer to computer exchange of business data in a structured format. The structure has been established by ANSI (American National Standards Institute). ANXI X12 has established a range of transactions that can be accomplished between trading partners without any exchange of paper documents. Companies using EDI select a communications software vendor and a value added network. Then, their transactions are electronically transmitted to the network, and from their network to their trading partners. When partners respond -- with a price quote, inventory information, order acknowledgment, order status report, or any of a dozen other available standardized transactions -- the process is reversed.

While EDI is not for everybody, it does offer some real advantages. And as always, when there's a potential advantage for our customers, A.E.F. is there.

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I don't know the key to success, but the key to failure is trying to please everybody.

Bill Cosby

Worry is interest paid on trouble before it's due.

William Ralph Inge

Why have the nations been in tumult, and the national groups themselves kept muttering an empty thing?

Psalms 2:1

Man is harder than iron, stronger than stone, and more fragile than a rose.

Turkish Proverb

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

It's not who you know, it's whom you know.

Gloria Borger

If you drink much from a bottle marked "poison", it is almost certain to disagree with you, sooner or later.

Alice

I went into a restaurant that advertised breakfast anytime; so I ordered French toast during the Renaissance.

Steven Wright

memo FROM Peter Fasolino

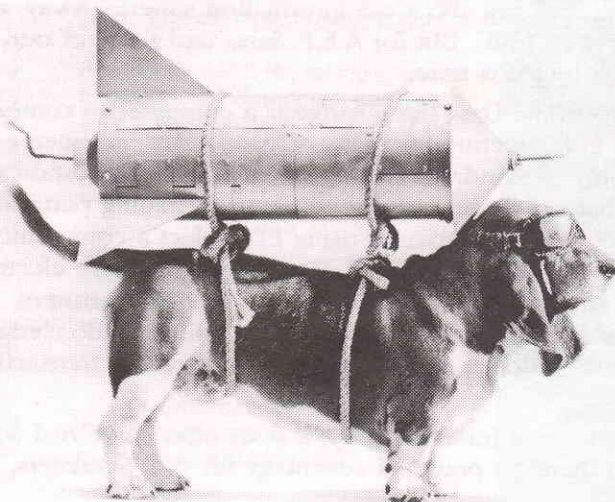
Over the last year and a half, there has been a real change here at A.E.F. Sales. Over that time span, we've gone from working with thirteen manufacturers down to working with seven. Even if you're not superstitious about lucky and unlucky numbers, it's interesting to note that during this period of change our sales have *increased* significantly. Fiscal 1995, the year when these changes began, was our best ever.

How do you cut the number of principal companies almost in half and still grow your business? In this case, a number of factors are at work.

First, we can better focus on our core businesses. Having fewer companies to work with gives us the time to do a better job on our most important product lines.

AEF, EDI, and YOU . . .

What are the advantages? Well, a lot of companies have experienced downsizing (or rightsizing, or whatever they're calling it this week), which means they have fewer people to do the same amount of work as they had five or ten years ago. With EDI, there's less wasted motion, no telephone tag. Customers can place orders faster and more accurately, track the status of those orders, and maintain tighter inventory control.



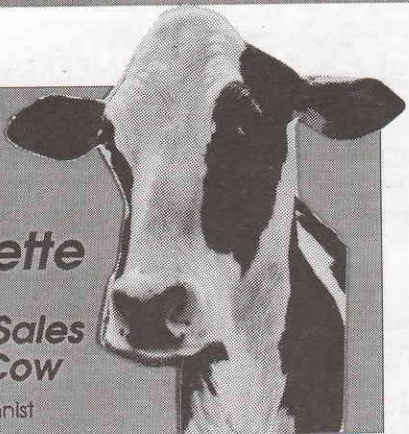
Second, we can offer our customers a greater level of expertise on these core product lines. Representing thirteen companies eventually created a sort of information overload: how many product lines can a salesman know well enough to be a resource to his customers? At what point do you simply become an order taker? Again, the narrower focus of today's A.E.F. Sales enables us to do a better job for our customers *and* our principal companies.

Finally, working with fewer companies lets us offer a higher level of service to our customers. Our tenure with our current lineup of principal companies is well over fifteen years on average. In an industry that runs on thirty day contracts, these long-term relationships help us help our customers: when we need something "extra" for our customers -- a specially modified product, a better shipping schedule, extra design assistance -- we have the relationships with our factories that lets us get things done. It's another benefit of our more focused approach.

With all this focusing going on, isn't it getting pretty clear that you ought to be doing business with us?

A.E.F. Sales has long offered EDI capability with Central Moloney, one of our principal companies. Now we are also offering this same capability with any of our principal companies and product lines. "Our efforts in this area are fairly recent," according to Peter Fasolino, "but we plan to grow it in the directions which our customers tell us they need."

Hey, EDI is new, it's cool, and we've got it. Wanna ride into the future with us?



Bernadette

**The A.E.F. Sales
Answer Cow**

Guest Columnist

DEAR SO-CALLED ANSWER COW:

I have been reading your column and let me say I'm not impressed. You think you're pretty darn smart, don't you. Well if you're so smart where'd you go to school, huh? I bet you never did!

Also, every time somebody has a problem, the so-called answer has something to do with this AEF Sales, like they're the answer to every problem. If you ask me, I figure that those

AEF Sales guys pay you to give those answers, that's what I think. So what do you say to That? R.J.

DEAR P.B.

First of all, I must say that I did not particularly appreciate the tone of your letter---it really doesn't add anything to the discussion, does it? I must also say that I did not care much for the substance of your remarks either. I have never discussed my education, and I will not now; I prefer to be judged by my answers and character, not by some piece of paper on the wall.

Further, I take strong exception to your implication that this cow can be bought. And I have never said that A.E.F. Sales is the answer to all problems, just electrical problems. Furthermore, they are some of the finest humans I have ever met.

I sincerely hope you can outgrow this hostility; it really is so unhealthy!

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

Wall St. Crash Averted . . .

As part of a recent renovation, it was decided to protect the new roof and restored interiors from water damage due to ice and snow. (Remember last winter?) The Church's consulting engineer, Savery Manfredonia, called in A.E.F. Sales to review the project and propose a design.

The areas that needed protecting included the main high roof, two side roofs, and two porticos, and the associated gutters and leaders. It was decided to utilize a two zone design, since the south-facing roof areas would require the system for less time than the north-facing side would. Since the building has Landmark status, there were some additional unique requirements to minimize visual impact of the installation from the the street or from neighboring high rises. And since the building was old, access to the main roof was via a circular stone staircase through which both workers and material had to move.

The solution was to utilize Type SLT heater cable from Nelson Electric, which is designed expressly for this type of application. These 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.

This project ended up requiring almost a mile of SLT cable. The overall project, with all its special challenges, was overseen by Certified Lightning Protection of Port Washington, N.Y. The installation is now complete, and ready for whatever this coming winter has to dish out.

So if you'd like to look around inside this historic building this winter, enjoy yourself. But if you're going into a building that *doesn't* have an SLT De-Icing system from A.E.F. installed --- Heads Up!

*More isn't always
better. Sometimes more
is just more.*

Sabrina Fairchild

*When you go to
traffic court there are
generally three pleas
that you can plead.
One is innocent, which
hardly nobody pleads.
Another one is guilty,
which not many people
plead that. But the one
that almost everybody
pleads is guilty with an
explanation. If you sit
in traffic court all night,
you figure out that the
whole world is guilty
with an explanation.*

Bruce Springsteen

*The sky is not less blue
because the blind man
does not see it.*

Danish Proverb

*God has been so lavish
in his gifts that you can
lose some priceless
ones, the equivalent of
whole kingdoms, and
still be indecently rich.*

Wilfrid Sheed

*Never go to bed mad.
Stay up and fight.*

Phyllis Diller

*Democracy is
being able to vote for
the candidate you
dislike least.*

Robert Byrne

*A man's legs must be
long enough to reach
the ground.*

Abraham Lincoln

Do and Die

The Crimean War was one of those great little examples of how nations manage to mismanage their affairs. England sent off 60,000 crack troops to the Black Sea in September 1854; four months later, 43,000 of them were dead or disabled. The Russians didn't fare much better. The Charge of the Light Brigade typified the tragic foolishness.

*Cannon to the right of them, Cannon to the left of them,
Cannon in front of them; Into the valley of Death rode the six
hundred. Their's not to reason why, their's but to do and die.*

Tennyson knew whereof he spoke. The British commander, Lord Raglan, issued the order: *'Lord Raglan wishes the cavalry to advance rapidly to the front. Immediate.'* The commander of the Light Brigade, Lord Cardigan, looked out at the valley of Death, a narrow valley a mile and a half long. 'Certainly, sir,' Lord Cardigan replied, 'but allow me to point out that the Russians have cannon in the valley on our front, and cannon and riflemen on both sides.' Cardigan knew it was a mistake, knew it was suicide; so did his 636 troops. But with parade-ground exactness, with Lord Raglan at their head, off they rode, into the valley of Death, and a strange, brief hush fell on the entire battlefield.

Some made it through the hell, and reached the Russian battery, which they had no hope of capturing and holding. Some 195, including Lord Cardigan, actually survived the charge. As they reached safety of the British lines Cardigan spoke: 'Men, it is a mad-brained trick, but it is no fault of mine!' To which the survivors replied 'Never mind my lord, we are ready to go again.' They probably were; that was their style.

Fin du Journale

Brainpower

Scientists believe the human brain is capable of holding information that would fill twenty million volumes, as many as in the world's largest libraries.

Help With Utility Bills

Harmonics could be adding up to 25% to your utility bills, while driving your computers (and you) bananas, and shortening the life of transformers and motors. There are many culprits, but one easy answer: Eliminate them with Caltraps from Myron Zucker.

Warning Label Needed?

According to a new book, 'Death by Government', by R.J. Rummel of the University of Hawaii, the governments of the world are directly responsible for over 170 million deaths since 1900. The total includes wars, pogroms, intentional starvation, etc., etc., etc.

Services

Zucchini Removal. Reasonable rates, Free estimates. Call Betty at 555-3285.

Instant Heat. Pipes about to freeze? We've got a more than a mile of primo Nelson heater cable on the shelf. Call Mr. Pete 914-698-0432.

Rewinding. Replacing power transformers? Rewinding can save time and money. For FREE information call AEF Sales.

Hotshot

Tom Turse, a retiree from PSE&G, shot a hole-in-one at Sunset Valley in the great State of New Jersey. Way to go, Tom!

Embraceable You

The average adult human body is made up of 100 trillion cells.

A.E.F. SALES ENGINEERING CO. Representing:

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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Aluminum Clad Cable
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NORBERG INDUSTRIES

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Type E General Purpose Fuses
Type R Motor Starting Fuses

RAPID POWER PRODUCTS

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
Capacibanks and AutoCapacibanks

IN OUR NEXT ISSUE . . .

FYI heads to TAHITI! In our unrelenting effort to please our readers, the staff of FYI will spend six weeks in Tahiti (if the expense account gets approved), and we'll tell you all about it! Plus some other articles probably.