



# aef/fyi

SPRING  
2000



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A.E.F. SALES ENGINEERING COMPANY Mamaroneck, N.Y. (914) 698-0432 Fax (914) 698-7273

"America's  
Favorite Newsletter"

April 2000



Our 36th Year

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NEW LIFE TO XFMR'S**  
All transformers hum, but  
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TO THE STARS**  
When famous movie stars  
have tough heat tracing  
requirements, they call us!

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An exclusive interview  
with Ms. AEF as her  
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She's black and white and  
read all over--AEF's own  
Answer Cow helps anxious  
readers cope with life and  
other difficulties.

## Better Than New!

Return with us now to those thrilling days of yesteryear, when men were men, and cars were made out of metal; when you had a big old black phone that weighed about fifteen pounds and lasted forever, and the locomotive on your Lionel train set could run off the track and hit the concrete floor in the basement a thousand times and still run perfectly. Remember when? "Yes," says you, "So what?"

Fair enough question: What's all this nostalgia leading up to anyway? It's leading up to that old transformer that you're getting ready to replace. It's served you well, but it's not quite what it *used* to be. It happens to the best of us.

Wouldn't it be nice if you could go to that place in Oz where they fixed up the Tin Woodsman, so he was actually better than he ever was? Well, *you* can't, but your old transformer *can*. Oz, in this instance, is actually not very far away, in Scottsdale PA, at the R.E.Uptgraff Mfg. Company.

All well and good for your transformer, but what's in it for you? Plenty, as it turns out.

**Money.** We don't want to sound materialistic, but re-building your existing transformer will typically save you about 30% over the cost of a new one. On a transformer with a replacement cost of \$35,000 that means savings of over \$10,000. If you can't think of anything to do with that kind of extra money, you could always send it to the Government. Or you could send it to us.

**Guaranteed.** When Uptgraff re-builds your transformer, it gets the exact same guarantee as a brand new unit would, and has the same life expectancy.

**Way Cool Environmentally!** Rewinding generates a whole lot less scrap than purchasing a new unit does. That's a good thing for the planet, and for public relations. (Continued on 2)



**BETTER THAN NEW!**  
Uptgraff can make your old  
transformer can feel like this!

Due to overwhelming  
popular demand,  
we bring you  
a new installment of . . .

## Heater Cable of the Rich and Famous

Let's face it, most heater cables lead pretty mundane lives. And while keeping cooling towers from freezing, providing viscosity control in a refinery, or keeping hospital's emergency entrance free of ice and snow are necessary and even noble callings, they're not exactly *glamorous*. In this article, we'll take a look at how the other half heats.

When a fabulously wealthy publisher wants the marble floor of his bathroom kept warm, when a top designer doesn't want snow accumulating on his terrace, when movie stars have exotic heat tracing problems, where do they all turn? Well, they turn to us, the *Mavens of Heat* here at AEF Sales. We're at their service, rushing to mansions and townhouses and country estates, solving design problems, expediting shipments, providing installation information after the materials delivered. In short, we treat *them* just like we treat *ALL* our customers.

Recently a very famous Movie Star (don't ask please, we *can't* tell you), had a unique gutter heating requirement at his new upstate digs. Now we do gutter heating all the time (Nelson's SLT heater cable is designed to do just that), but there was a problem. SLT comes with a black overjacket and "Black is just too, too---well, the gutters and downspouts are *copper*, and a *black* heater cable would be so, so---you *do* understand!" We did. (Continued on 3.)



memo from



Peter Fasolino

*Being an optimist after  
you've got everything you  
want doesn't count.*

*Kin Hubbard*

*I'd rather fail in a cause  
that will ultimately  
succeed than succeed  
in a cause that will  
ultimately fail.*

*Abraham Lincoln*

*O if only you would  
actually pay attention to  
my commandments!*

*Then your peace would  
become just like a river,  
and your righteousness  
like the waves of the sea.*

*Isaiah 48:18*

*We don't read the  
Bible, and don't know  
what's in it. We are  
paying for this.*

*George Gallup*



*Important things that are  
supposed to happen do  
not happen, especially  
when people are looking.*

*Fetridge's Law*

*No one is ever old  
enough to know better.*

*Holbrook Jackson*

*When I went to Rome,  
they would sit down,  
and they would have a  
two hour lunch, with  
three full courses and a  
good wine. They never  
got anything done---but  
they knew how to Live.  
That's important: to  
know how to live, in the  
little time we have.*

G

I was told once, by a fellow who purported to know a lion tamer personally, that the most important tool of the lion tamer is not the pistol, or the whip, but the chair. The lion is puzzled by the four legs of the chair and can't decide which one to attack first, so he waits. While he waits he performs silly tricks and jumps through flaming hoops. Soon the show is over. The lion tamer escapes unscathed, to great applause, and the lion goes back to his cage, his attention still divided, his power unrealized. In these days of information overload, it's pretty easy to see things from the lion's point of view: *What should I do first?*

At AEF Sales, we have always been pretty tightly focused. But there's always room for improvement, so we've decided, after twelve years in the UPS business, to move on. Now, to move on from a business that contributed something over a quarter of a million dollars to our 1999 sales figures is not a step to be taken lightly. However, past experience has shown that we can grow the company effectively by continually reassessing the products we handle and the markets we're in. In the last ten years, we have gotten out of a number of good businesses: metal clad switchgear, cable and hose handling systems, cast products, and firestops. All of these had produced significant sales, but by dropping them and focusing more closely on our core businesses, overall company sales have grown continuously.

How does this work?

First, it benefits our customers, because in the small number of lines we work with can be more knowledgeable, provide better service, and be a better resource. We can have not only the right answers, but the right questions to match a customer's need with a specific product.

Second, it also benefits the principal companies we work with: they've got more of our time, energy, and mindspace devoted to their products, and AEF Sales gets a greater commitment in return---which lets us offer better service to our customers.

Sounds a little crazy, but it seems to work. Why not give us a call and see for yourself?

## Rebuild That Transformer . . .

**Lower Losses, More kVA.** Modern winding designs can result in lower core and winding losses, so since the tank and cooling were designed for the original unit higher losses, kVA could be increased. Neat, huh?

**No Redesigning Substations.** Since the tank dimensions remain the same, the substation won't have to be redesigned, and you save *again*. Can you stand it?

**Money.** OK, OK, we talked about money already. But look at this little box, and meditate on how much you could save. You could look like a hero to your boss. And if you don't want to look good to your boss, you could just send all that money to us here at FYI. (Important: Please do NOT send cash through the mail. Call us, and we'll come pick it up.)

**Warning.** Of course all this only works when Uptegraff does it for you. Try to do it in your own shop and you're asking for a nightmare. Taking it to someone who can't do it right is like that time your brother-in-law fixed your transmission, and you know how *that* turned out. Uptegraff has been doing nothing but building transformers for the last seventy years, and they rewind/rebuild transformers as big as 15 mVA all the time. And you'll know that your re-built transformer has been updated to meet all current standards. Call us for a quote. We'll be happy to answer any questions you have, and then you too can save a pile of money.

*Editor's Note: While researching this article with the fine folks at R.E. Uptegraff, we spoke with Walt Scheller, Sales Manager, who suggested we highlight our ZIG-ZAG grounding transformers that transform three wire delta input to four wire grounded systems. Chief Electrical Engineer Larry Kirschner wanted to emphasize our ability to build disk wound transformers, which offer better short circuit strength and cooling when compared with layer wound units. But Susan Endersbee, who is the President of Uptegraff, thought it would be good to highlight the rebuilding part of the business, and we found her to be very persuasive.*

For more information on ZIG-ZAG transformers (and other special units) and disk wound transformers, look for future issues of *aef/fyi*, or call your favorite AEF sales rep.

### Rewind Savings Chart

#### IN WHICH WE DO THE MATH!

If a new unit costs <u>this much</u> :	You save <u>this much</u> :
\$10,000	\$3,000
\$20,000	\$6,000
\$30,000	\$9,000
\$50,000	\$15,000
\$80,000	\$24,000

IT'S FUN! IT'S EASY!

## Bernadette

### The AEF Sales Answer Cow

Guest Columnist



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

DEAR BERNADETTE:

In the late '60s or early '70s there was a cartoon show on TV called Hoppity Hooper. Hoppity himself was a frog, and there was an Uncle Waldo who was a fox, but there was also a bear who wore a Civil War uniform and carried a trumpet. But I can't remember what the heck his name was? Can you? L.B.

DEAR L.B.:

That was an excellent show. The bear's name was Fillmore.

DEAR BERNADETTE:

I heard that Gilligan's Island is on TV somewhere in the world 24 hours a day in sixty languages. Those actors must be making a *ton* in residuals, huh? K.M.

*Need Help? Don't fret, ask Bernadette. Write to her c/o AEF Sales, P.O. Box 295, Mamaroneck, NY. 10543.*

## Star Heat . . .

There *were* a lot of copper finish surfaces, and aesthetics are important too. The answer here was Nelson SLT, but with a custom copper braided jacket added, to blend in and weather with the rest of the copper. A happy ending for ---oops, sorry, but we can't.

Then there was the famous fashion designer's 3600 square foot penthouse on Central Park. He wanted to heat the place with a system imbed-

ded in the floor. The original hydronic design was nixed when the building wouldn't allow it because of the potential for leaks. (*Smart move.*) The answer this time was an AEF designed system of MI heater cables (a mile of them) in the floor, controlled by by input from RTD probes in the concrete under the stone floors. Another happy ending, case closed.

You may not have a mansion to call your own, but when you need heater cable, do what the swells do: *Send for the Mavens of Heat!*

All of us here at AEF Sales join in a fond farewell to *Ms. AEF*, Irma Fripp of Sheepshead Bay. Irma was chosen as our first-ever *Ms. AEF* as part of the gala celebration of AEF's 35th Anniversary. As her reign came to an end, she spoke with **FYI**.

**FYI:** Looking back at what must have been a very exciting year, what were the highlights?

**Irma:** That's hard; there were so many special moments. I guess any girl would have loved riding with Derek Jeter in the ticker tape parade for the Yankees, or having Bruce dedicate *Jersey Girl* to me at those ten shows at the Meadowlands last summer (even though I'm from Brooklyn!) But I guess what meant the most was meeting the *people*--the engineers and the distributors and the contractors AEF works with. They were all so wonderful to me.

**FYI:** What's next for Irma Fripp?

**Irma:** I haven't really had time to give it much thought really; it's going to feel funny to be a private citizen again, after spending so much time in the limelight.

**FYI:** Whatever you do Irma, we wish you all the best! Don't be a stranger; come back and see us in a while.

**Irma:** I sure will. Can I say one more thing? I want to thank all of the folks at AEF Sales, cause you've all really been great to me. Seeing how hard you all work, and how great you treat your customers---well, it made me proud to part of it all for a year. Thanks for *everything!*

**FYI:** Thank *you*, Irma!

DEAR K.M.:

That was not an excellent show. The cast, alas, all signed contracts which paid a residual only for the first six re-runs; hence they now get nothing.

(*Note to Readers: No more TV questions will be answered in this column. B.*)

DEAR BERNADETTE::

How come Ground Fault breakers are so stinkin' expensive? What are they made out of gold or something? I just installed a 277 volt heat tracing system and the breakers cost me more than the cable and controls. What gives? A.H.

DEAR A.H.:

You're right, those 277 volt GFEPD breakers are certainly *très cher*. But you can save if you don't need as *many* of them, *n'est-ce pas?* The breakers must be sized to compensate for cold temperature inrush currents and the manufacturing tolerances of the heater, so substantial savings can be had *IF* you choose cables with lower inrush. For example, that 277V system will require 20% to 37% fewer breakers if you use Nelson's HLT instead of its famous competitors' equivalent. (*Doesn't sound equivalent to me!*)

*Those who corrupt the public mind are just as evil as those who steal from the public purse.*

Adlai Stevenson

*In most group undertakings, the final decision will be made by the person who is least qualified to make it.*

Donald Smith

*Flying saucers are real. The Air Force doesn't exist.*

Unknown

*I stopped drinking once; all my friends got stupid.*

Jackie Gleason



*People demand the freedom of speech to make up for the freedom of thought which they avoid.*

Soren Kierkegaard

*Never saw off the branch you are on, unless you are being hanged from it.*

Stanislaw J. Lee

## Farewell, Irma



IRMA FRIPP - Ms. AEF

*"Be yourself" is the worst advice you can give some people.*

Masson

*Insanity is hereditary; you can get it from your children.*

Sam Levenson

*It ain't a bad plan to keep still occasionally, even when you know what you're talking about.*

Kin Hubbard



# Finding Troy

For three thousand years the story of the Trojan War was told and re-told, most famously by the Greek poet Homer in the Illiad and the Odyssey. The tale told of the war between Greece and Troy, fighting over a woman, Helen of Troy, whose beauty was legend---her's was 'the face that launched a thousand ships'. The siege of Troy lasted for ten years, finally ending when the Greeks built a huge wooden horse, and then sailed away. The Trojans brought the horse inside the city walls, an offering for the goddess Athena. That night the Greek fleet returned, and the Greek soldiers who had been hidden within the giant horse opened the gates of the city, which was sacked.

The story fascinated countless generations, till the mid-1800's, by which time most respectable scholars decided that it was all a myth, none of it happened, and in fact Troy itself had never existed.

Enter Heinrich Schliemann. An incredibly wealthy German businessman, he found his life empty, and decided to fill it with heroes, the heroes of the Trojan War. He studied the Illiad, and in 1869, using Homer's narrative as his guide he headed to the indicated area, by then part of Turkey. Based on local legends, he decided that Troy lay hidden beneath a 100 foot tall mound known as Hissarlik.

Much to the amusement of respected academics, who knew better, Schliemann started digging. For four frustrating years, his efforts turned up nothing significant --- nothing that could prove that this was the site of Homer's Troy. Finally, in 1872, he struck treasure: a fortune in gold and silver, and more importantly, artifacts which proved that this was indeed the ancient City of Troy. He had proved Homer right, and the experts wrong.

Did Heinrich let it go to his head? We're sorry to have to say he did. He built himself a house in Athens, insisted that ancient Greek be spoken at the dinner table, and renamed his servants after characters in Greek mythology. And when he died he was buried in a great mausoleum he had designed himself. The inscription over the door reads: "For the hero Schliemann."

## Backwords

### Report Card

Readers of our last issue will remember that we had put so much heater cable into our local stock that people were making fun of us. So how did things turn out? Glad you asked. During the 'crunch time' winter months we were able to ship over 85% of the orders we received directly from our Amazing Local Stock. Of those orders, better than 97% shipped on or ahead of schedule, and most were SHIPPED ON THE SAME DAY the order was placed! So most of our customers actually had most of their orders delivered the next day! (Is there any reason you should settle for less?)

### How's That Again?

The five permanent members of the United Nations Security Council (China, Russia, France, England, and the United States) are the world's five major arms suppliers.

### Weld Done

It might seem pretty silly to have to prematurely replace a pole mounted transformer that was perfectly good, except for a "small" problem like corroded hanger brackets, but it happens every day. Unless, of course it happens to be a Central Moloney unit. Spot welding the mounting brackets leaves gaps, gaps that allow moisture ingress, which is the beginning of corrosion, the beginning of the end for the transformer. That's why Central Moloney continuous arc welds EVERY hanger bracket on EVERY pole mounted transformer they build. Constant attention to 'details' makes the difference, so why not get the transformers that are built to go the distance?

### Absorbine, Sr.

Everybody knows what Absorbine Jr. is, but is there (or was there) an Absorbine Sr.? Yes, it's a liniment for horses that's been on the market since 1842. The same company also makes suntan lotion for horses.



### TRANSFORMERS Central Moloney



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



**R.E. Uptegraff Manufacturing**  
Liquid Filled Transformers to 15mva  
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)



**Nehring Electrical Works**  
Bare Copper and Aluminum Cable  
Aluminum Clad Cable  
Weather Proof Copper Wire  
Ground Rods & Accessories  
Cathodic Protection Cable



### ACCOUNTS RECEIVABLE DEPARTMENT GETS NEW VEHICLE

The fine folks in Accounts Receivable have a new resource to assist them in their work, and it's helping make them more efficient than ever. "The results have been fantastic," they report. "Not only are collections faster, but in some cases we're actually able to collect more than we're owed." Nice going guys! Keep up the good work!

### -IMPORTANT NOTICE-

Feeding times for the seals at the Bronx Zoo are 10:30 AM and 3 PM daily.  
The Seal Pool is on Astor Court, just in from the Fordham Road entrance, across from the Monkey House.  
If you've never taken your kids to see the seals get fed, take them now, no matter how old they are.  
Details at [www.bronxzoo.com](http://www.bronxzoo.com)