FUNCTIONAL FLUIDS

preview

Fire-Resistant Askarel Transformers are ideally suited for schools...

Attached is your copy of the fifth and last in our series of advertisements communicating the benefits of askarel fire-resistant transformers to electrical equipment specifiers.

This ad* (you have a shrunk version) will appear next month in Actual Specifying Engineer and Electrical Construction and Maintenance magazines as part of an intensive program to stimulate interest in askarel as the dielectric for transformers in commercial construction.

Other subjects treated in the campaign include office buildings, hospitals and shopping centers. The entire educational program is backed by promotional support on the part of Monsanto's major customers for askarel fluid.

To recap what askarel offers:

1. Fire-resistance
2. Overvoltage protection
3. Low power losses
4. High impulse strength and overload capacity
5. Quiet operation
6. Low installation costs and maintenance

*The actual ad will appear as a two-page, two-color spread in the books mentioned.

Gary S. Clark

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