



W. H. Cooke Times



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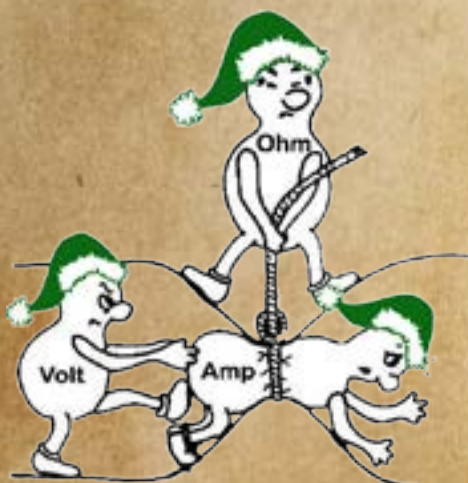
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www.whcooke.com is 21st century -



- explore our freshly redesigned website!

SIKA



Now a Regional Rep for
Sika USA Temperature
and Pressure Calibrators!



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Quarter in Review



This is our first newsletter and the response we receive will determine if we continue them. We know that people have a lot to do and if our newsletter isn't of value to you in some way, we understand if you choose to opt out.

If you are old enough and can harken back to the days of doing business from your office by U.S. mail and phones it's amazing how much more is being accomplished by employees today. Now we receive and send dozens of emails and faxes a day and can accomplish much more than we could have ever imagined before this technology was available.

That's not mentioning the wealth of information at our fingertips from our databases and online. When a customer calls to place an order or get some technical information, no longer do we have to put a customer on hold while we go to the file cabinet to find an invoice from 3 years ago (only to discover that it's missing or been misfiled). And I think we are all working harder and more smartly than ever before. That's what it takes to compete today. And this is only the beginning. It will be interesting to see how business gets done 20 years from now!

The challenge is going to be keeping information secure yet accessible from anywhere we choose to, or need to be – home, remote job site, on the road etc. I think we are making strides in that direction. In fact, today I received a new credit card with the security chip that will make it more difficult to compromise a card.

This past quarter was a busy one. We took on a new line – Sika USA calibrators. Sika offers a full line of temperature and pressure calibrators with a 5 year guarantee. We also added 51 new customers since October 1st for which we are grateful. Many of these were referrals from current customers. Referrals are always the best because only a satisfied customer would refer someone to you. They are highly valued. We never want to let a customer down. Many of the other customers have come from our redesigned web site. People are finding us. That's great to know!

Till next time...

Best regards,

Wayne Cooke Sr.



Fishing With Thermocouples

By Wayne Cooke Jr.

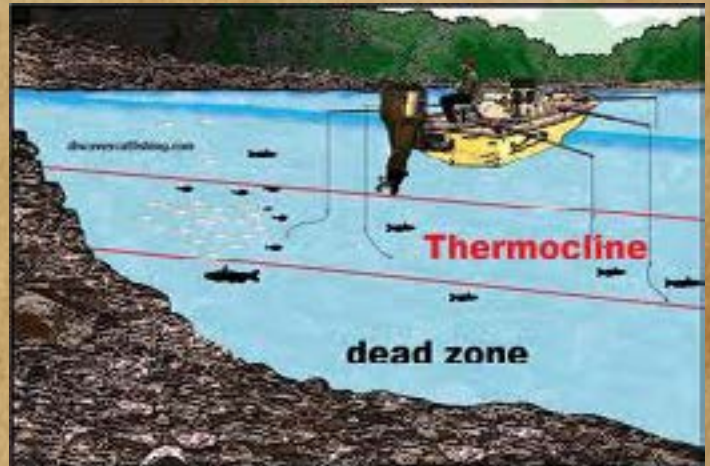
41° = Lake Trout for dinner!



At W. H. Cooke & Co., we get phone calls in regards to thermocouple applications from engineers, purchasing agents, maintenance folks, and in this particular case, a fisherman named Frank. This gentleman is a fisherman in the Great Lakes region and he told me that he has found that the fish like to swim below the surface of the water in a specific temperature range.

He was looking for a way to detect the temperature of the water where his hook will be. We designed a thermocouple for him that he could attach to his line, just above the hook. We used a 1/2" x 1/2" stainless steel hex nipple fitting to act as a sinker with a small probe exiting the front of the

bore of the nipple. Water resistant epoxy was used to seal the front of the nipple as well as the back of the nipple where the waterproof Teflon leads exited. Back on the boat, we sold Frank an Extech TM100 that he could use to read the thermocouple.



Now, he lets out enough line from his rod until he hits the depth where he knows the fish are biting and reels them in. Frank is a 21st century fisherman and while we don't expect that everyone is ready to attach a thermocouple to their line and cast out, perhaps we can help you with a different unique application. You dream it, we'll make it.

W. H. Cooke: Your Sourcerer of Industrial Instrumentation and Parts !

Gandalf, how many times do I have to tell you? It's sourcer, not sorcerer!



In addition to our in-house manufacturing of temperature sensors and our distribution of other industrial instrumentation, W. H. Cooke & Co., Inc. is also a sourcing agent for several catalog houses and online companies. Please send your inquiries to sales@whcooke.com. [Click to explore manufacturers we have dealt with.](#)



Speaking of Fish...



In 2009 we received a call from a fellow who identified himself as “Charlie of Charlie's smokehouse in Wisconsin”. Naturally, the first thing that came to mind was meat! It turns out that Charlie is the proprietor of “Charlie's Smokehouse” located in Ellison Bay, Wisconsin on Lake Michigan and they smoke fish – not sausage – freshly caught from the deep blue waters of the Lake.



Charlie, like many owners of food processing plants, is paid a visit periodically by the FDA - in Charlie's case, the food safety division of the Wisconsin

Department of Agriculture. The Department inspects the facility and verifies that the company has their HAACP program in place and working. HAACP is an acronym for Hazard Analysis & Critical Control Points and is a management system in which food safety is addressed through the analysis and control of biological, chemical, and physical hazards from raw material production, procurement and handling, to manufacturing, distribution and consumption of the finished product. For more information on HAACP visit <http://haccpalliance.org/alliance/haccpqa.html>.

Years ago, the manufacturer or processor would check the temperature in the smoke house and the cold storage facility with a bimetal thermometer and write the readings down on a piece of paper. Then along came circular or strip chart recorders. Recorders require some maintenance, including changing charts and pens daily or weekly. When Charlie called he was looking for a more “modern day” solution so we recommended the Madgetech Quadtemp2000 - a multi channel datalogger - which accepts up to four thermocouples simultaneously, records temperatures for weeks at a time and can be downloaded to a computer and displayed in an excel spreadsheet or emailed to the



appropriate government agency, customer, etc. Within days Charlie had his new automated HAACP compatible temperature logging system up and running.

No more daily trips to the smokehouse and cooler to manually record the temperatures or fiddling with charts - it's still running perfectly today. I know because I recently spoke with Charlie to order my smoked fish for the holidays. It is really tasty and I highly recommend it. I save some to make fish dip. Yum! Go to Charlie's website www.charliessmokehouse.com and see for yourself!



LAKE MICHIGAN FACTS

Lake Michigan is the third largest Great Lake by surface area and the sixth largest freshwater lake in the world.

Because Lake Michigan is joined to Lake Huron at the Straits of Mackinac, they are hydrologically considered one lake.

Length: 307 miles

Breadth: 118 miles

Average depth: 279 ft.

Maximum depth: 925 ft.

A Native American name for Lake Michigan was “Michi gami.”

Cartridge Heater Bore Seizure?



Watt-Flex[®]
Split-Sheath Heaters by

Dalton Electric Heating Co., Inc.

Eliminate stuck heaters and hours of frustrating maintenance, machine downtime and lost productivity.

Watt-Flex[®] cartridge heaters expand when energized to make wall-to-wall contact with the bore for effective heat transfer, even in oversized bores. When de-energized, the halves of the heater retract to their original diameter allowing easy removal from the bore. This feature makes the Watt-Flex[®] cartridge heater the ideal choice for use in small, long bore sealing bars and large, long platens, which are nearly impossible to drill out.

Thermal Expansion Comparison



Conventional heaters warp



Watt-Flex[®] heater halves expand independently

- Maximum heat transfer... even in oversized bores
- Warranted removable from properly sized bores
- Uniform temperature profile
- Hot tip option
- Longer life, lower cost





Funnies



A sales representative stops at a small manufacturing plant in North Dakota. He presents a box of cigars to the manager as a gift.

“No, thanks,” says the plant manager. “I tried smoking a cigar once, but I didn’t like it.”

The sales rep shows his display case and then, hoping to clinch a sale, offers to take the manager out for a round of drinks.

“No, thanks,” the plant manager replies. “I tried drinking alcohol once, but didn’t like it.”

Then the salesman glances out the office window and sees a golf course.

“I suppose you play golf,” says the salesman. “I’d like to invite you to be a guest at my club.”

“That’s kind of you, but no, thanks,” the manager says. “I tried playing golf once, but I didn’t like it.” Just then a young man enters the office.

“Let me introduce my son, Mike,” says the plant manager.

“Let me guess,” the salesman replies. “An only child?”



The Four Stages of Life

1. You believe in Santa Claus
2. You don’t believe in Santa Claus
3. You become Santa Claus
4. You look like Santa Claus.



Two young engineers with the same qualifications applied for a single open position. In order to determine which individual to hire, the applicants were asked to take a test.

Upon completion of the test, both had each missed only one of the questions. The manager went to the second applicant and said, “Thank you for your interest, but we’ve decided to give the job to the other applicant.”

“Why? We both got nine questions correct,” asked the rejected applicant.

“Our decision is based not on the correct answers, but on the question you missed,” said the manager. “Your fellow applicant put down ‘I don’t know.’ for #5. You put down ‘Neither do I.’”

If you are among the cream of dairy inspectors, nothing cheesy gets pasteurize. - Proverb

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