



• LETTERS •

Promptness and Efficiency

American District Telegraph Co.: Relative to the recent attempted entrance to our premises, this represents the second attempt of theft made upon us, and in both instances your men, by reason of their promptness and efficiency, effected arrests. We take this opportunity to compliment you on the alert manner in which both situations were handled, and to assure you of our sincere appreciation of the worth and the efficiency of your service.

> A. W. SMITH Western Sales Mgr.

The L. S. Starrett Company Mechanical Tools Chicago, Ill.

Aero's Speed

American District Telegraph Co.:

Approximately three months ago we installed your new A.D.T. Fire Alarm System in our plant and office. In the six years that we have occupied this building we had never had a fire alarm service of any description. About 9:30 p.m. Sunday, January 10, my telephone rang at the same instant that a fire engine went past the apartment. The phone call was to inform me that an alarm had been turned in over the A.D.T. system from our plant. The alarm had been turned in to the fire department so fast that they had traveled a mile before I was notified.

Thanks to our three-months-old A.D.T. Fire Alarm System, the fire was brought under control without much damage being done.

It is a matter of opinion just how much of the plant would have been left if we hadn't had the new fire alarm system. At any rate, we want to take this opportunity to thank you, and to say also that what appeared to be an expensive investment has turned out to be the cheapest and best investment we have ever made.

HAROLD E. REID

Manager

The Reid-Way Corp. Cedar Rapids, Iowa

Damage Trifling

American District Telegraph Co.:

I want to commend the promptness and efficiency of your service as demonstrated during the slight fire we had Thursday evening.

I made a very quick trip to the mill, but your man was there in charge, the fire was out and even the glass had been replaced in the fire alarm box.

A delay on your part could have meant the loss of several buildings, machinery, jobs and even lives. As it was, the fire was confined to one loom, and the damage trifling. It is gratifying to know that our tenants and their employees are protected by your service.

ALFRED P. CREASE

Glen Echo Mills Philadelphia, Pa.

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Vol. IX MARCH, 1937 No. 3

A monthly news-magazine of outstanding events and features concerning fire, burglary and holdup. Published monthly by the American District Telegraph Co., 155 Sixth Avenue, New York, N. Y.

R. K. HYDE, Editor

Edited and distributed for the information of employees, subscribers and other interested persons. All articles printed are the individual opinions of the authors.

To insure delivery of your copy of THE A.D.T. TRANSMITTER each month, kindly notify the editor of any change in address.

A.D.T. PROTECTION SERVICES

The American District Telegraph Company (A.D.T. System) is the only nation-wide organization specializing exclusively in supplying Central Station electrical fire and burglary protection services. Established in 1873, A.D.T. Services have acquired an unequaled reputation in safeguarding lives and property against the hazards of fire and theft.

A.D.T. Services protect property values in excess of twenty billions of dollars, not including cash and securities in principal banks in all parts of the United States, in the thirtytwo Federal Reserve Bank buildings, and in the United States Treasury and Mints, all of which are A.D.T. Protected.

The A.D.T. organization includes more than 3,000 specially trained employees who serve upwards of 27,000 subscribers. A.D.T. Central Stations are located in all principal cities of the United States. Listed below are the A.D.T. Central Station Protection Services.

A.D.T. SPRINKLER SUPERVISORY AND WATER-FLOW ALARM SERVICE: Automatically summons fire department in case of fire or dangerous leaks. Electrically detects and reports any impediment to normal functioning of sprinkler system.

A.D.T. "AERO" AUTOMATIC FIRE ALARM SER-VICE: Automatically detects fire and reports exact location to fire department.

A.D.T. WATCHMAN SUPERVISORY AND MANUAL FIRE ALARM SERVICE: Any deviation from watchman's routine instantly and automatically reported to the Central Station. In emergency, an armed and bonded A.D.T. patrol immediately investigates. Also provides Manual Fire Alarm Boxes which summon fire department direct to premises.

A.D.T. BURGLAR ALARM SERVICE: Reports unlawful entry—an armed and bonded A.D.T. patrol immediately investigates, with police cooperation when necessary.

A.D.T. HOLDUP ALARM SERVICE: Instantly summons armed assistance in case of attack by bandits or other emergency.

• EDITORIAL •

Again—the Human Element

On the night of December 3, a fire broke out in a Paterson, N. J., plant. It was discovered by the wife of the night fireman, who saw the blaze through a window on the third floor.

Did she summon the fire department? No; she ran to the boiler house and told her husband.

Did he summon the fire department? No; he went in search of the night watchman, and spent fifteen minutes in locating him.

Did the watchman summon the fire department? No; he went into the building to investigate, and found a merry blaze on the third floor, with two sprinkler heads open.

But an alarm finally was turned in —by a passerby. And the fire finally was put out—with a loss of \$13,000.

The moral is obvious. To make a sprinkler system fully effective, the sprinkler itself must summon the fire department automatically.

Protection Efficiency

Again, the annual statistical analysis of the performance of A.D.T. Services proves the superior efficiency of outside, central station supervision of protection services.

Considered in relation to the editorial above, the record of A.D.T. Sprinkler Supervisory and Waterflow Alarm Service, for example, should contain food for serious thought on the part of any far-seeing executive. During 1936, fire and water losses in properties where the sprinkler systems were A.D.T. supervised averaged only 1.3 cents per hundred dollars of insurable values.

More detailed figures will be found on the back cover of this issue of the A.D.T. TRANSMITTER.

On the Cover

The whole interior and contents of a four-story building in Boston were destroyed in a recent fire, started by sparks from a workman's pipe, which caused a chemical explosion.

The picture shows a high-pressure hose stream being directed at an upper floor of the flaming structure.



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NO. 3

RESCUED FROM BURIAL ALIVE NERVE Burglan

Watchman, Helpless After Fall Into Coal Pocket, Saved by A.D.T.'s Response to Signal Delinquency

Just before midnight on February 12, John Kelly, watchman at the coal yard of Owens & Co., New York City, started to walk across a trestle which runs above one of the coal pockets. Suddenly he staggered, his feet went from under him, and he found himself buried to the waist in finely screened coal. He tried to get out, but the fuel gave way like quicksand and every move threatened to bury him deeper and deeper. His shouts for help were unanswered. Then, terrified, he settled down and waited for something to happen.

Meanwhile, at the A.D.T. Central Station, a signal operator watched expectantly for the watchman's 12 o'clock signal. When it failed to come in, guards rushed to the coal yard and quickly discovered the watchman's plight. Unable to rescue him without assistance, they notified an official of the firm and called the police. The officers sent for a rope, which they threw to the watchman, but he was unable to reach it. Then one of the officers leaped into the coal, looped the rope around the watchman, and hauled him to safety. His rescuer was pulled out in the same manner. Kelly was treated for cuts and bruises but otherwise was uninjured.



HELPING HANDS pull Watchman John Kelly from the coal pocket into which he had accidentally fallen



SAVED—Watchman Kelly was very glad when A.D.T. guards and police responded to his signal delinquency

Burglar Robs Show Window, Then Goes to Police Station to Ask for Night's Lodging

About ten o'clock on the night of February 1, a Columbus, Ohio, newsboy saw a man toss a brick through a show window of the Rogers & Co. jewelry store, thrust his hand through the opening, and then run down the street. Within two minutes a police radio car and A.D.T. guards arrived at the store in response to the burglar alarm caused by the breaking of the window. The newsboy gave the officers a description of the thief and then went on his way.

An hour or so later a man who said he was from Pittsburgh and needed a place to sleep walked into police headquarters. Unfortunately for him, the police officers who had responded to the alarm at the Rogers store happened in at that moment. Immediately they recognized the self-styled itinerant as the culprit described by the newsboy. A search of the man's pockets brought forth two diamond rings with Rogers & Co. price tags intact.

ELECTRIC EYE "SEES" FIRE

Recently an invisible ray device was installed at the Moore Chrome Products Co., Toledo, Ohio, as part of the A.D.T. Burglar Alarm System. Installed for the purpose of detecting intruders, the ray device performed an entirely different and unintended, but very useful, function on January 22.

When A.D.T. Guard LaJennesse responded to a burglar alarm from the Moore premises, he discovered the place full of smoke from a small fire in a box of rubbish. The smoke had interrupted the beam from the invisible ray device, causing the alarm. LaJennesse immediately called the fire department. The fire was confined to the box in which it started.

BURGLARY

GUNMEN

Capture of Armed Youths Solves Series of Burglaries in Terre Haute

An unexpected salvo of bullets greeted A.D.T. Guard T. Willoughby when he and Guard S. Jones answered a burglar alarm from the Sterchi Music Co., Inc., Terre Haute, Ind., on January 28.

Upon arrival at the premises Guard Willoughby covered the rear of the store and Jones the front. When Willoughby pushed open an unprotected door he was greeted with a shot which narrowly missed him, the bullet lodging itself in the door. Proceeding cautiously, Willoughby entered and captured three youths.

After the prisoners had been taken to police headquarters, they confessed to a series of burglaries in stores, gas stations and markets. Later, the police recovered one revolver and several automatic pistols which the group had stolen from a local gun shop. Police officials said that the youths had been robbing automobiles for more than a year.

GOT HIS WISH

Jewelry Burglar Wanted to Go to Jail to Get Out of the Cold

"It was so cold out, I wanted to go to jail to get warm," explained Mario Ficara when arrested after smashing the show window at the Marks Brothers jewelry store in Chicago. The man was captured by Guards C. Holub and C. Brush, who arrived on the scene within two minutes after the alarm from the A.D.T. protected window came in at the Central Station.

The guards turned their captive over to the police, who took the man to the station. There, warming his hands over a radiator, Ficara insisted that his desire to be taken to jail so he could get warm had been his sole motive in breaking the window. He said that he had tried to get arrested several times earlier in the evening by breaking windows and creating disturbances in public places, but that "there were no cops around to take me in."

This explanation fell decidedly flat, however, when the police, searching him, found in his pockets ten watches from the Marks Brothers window. Remarking that Ficara's residence in jail probably would be more prolonged than he had planned, an officer escorted the shivering burglar to the warmest cell in the station.

CLOSE-MOUTHED PRISONER

Captured by guards and police as the result of an A.D.T. burglar alarm on February 13, a mysterious intruder in the storehouse of the Boston Department of School Buildings, Boston, Mass., refused to answer any questions, not even giving his name.

An investigation of the premises indicated that the man had entered the building before closing time, and attempted to leave through a trapdoor leading to the roof. Finding that he could not reach the ground, he had gone inside again, where he was found hiding under a desk.

Nothing on the premises appeared to have been disturbed, and no reason could be found for the man's presence in the building.

UNWISE CHOICE

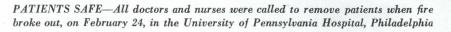
Alarm Proves Nemesis of Burglars Who Attack A.D.T. Protected Store

Burglars who didn't "know their groceries" tackled the wrong establishment on the night of February 10 when they tried to enter the premises of the Williams Grocery Co., Minneapolis, Minn. The attack might have been successful if it had not been for an A.D.T. Burglar Alarm which summoned guards and police when the men entered.

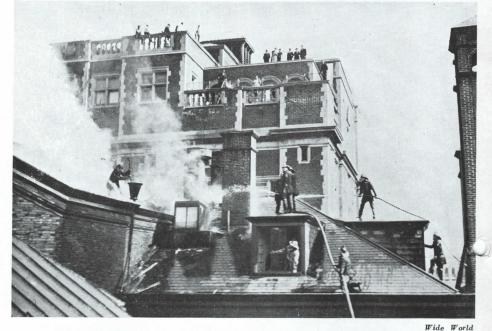
Guard J. A. McCord and a squad of three policemen responded to the alarm. One officer was left on guard while the others entered the building. A minute after the searchers went inside, two men came out of a coal hole and started to flee. The officer on guard apprehended one of them. The other escaped, but not before he had been grazed by a bullet from the policeman's revolver. The culprits had not had time to remove any loot.

CAUGHT WITH THE GOODS

Responding to an A.D.T. burglar alarm from the store of Dan-Chester Co., Toledo, Ohio, on February 10, Guard A. LaJennesse and a police radio crew were informed that a window



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smasher had fled down the street. Going in different directions to cut off his escape, the pursuers got their man before he had gone very far. Upon searching him, the police found six watches, several packages of razor blades, and a box of new neckties in his pockets. The watches had been taken from the show window. Since the prisoner's hand was badly cut, it is believed he used his fist to smash the window.

SAVED BY POLICE CALL

Clerk Carl Nathan of the Robins Inc. liquor store in Chicago was very glad that he had an A.D.T. Emergency Police Call button to push when two drunken hoodlums came into the store and attacked him one morning recently.

Radio police, dispatched in response to the alarm, arrived in time to save Clerk Nathan from being beaten up. The two hoodlums were held on a charge of disorderly conduct.

BURGLARY BRIEFS

CHICAGO, ILL., Jan. 30: Caught by A.D.T. guards in the act of forcing a basement door at Berger's Loan Bank, a burglar was sentenced a few days later to ninety days in the House of Correction.

SAN FRANCISCO, CAL., Feb. 2: A trapdoor on the roof, which had been found open, gave evidence that A.D.T. guards and police had frightened away burglars attempting to break into the building of Philip Morris & Co., Ltd.

KANSAS CITY, MO., Feb. 8: Burglars with a taste for liquor were prevented from making a big haul at the Ruskin Package Shop by the timely arrival of A.D.T. guards and police.

AKRON, OHIO, Feb. 13: Metal thieves who attacked the Newton Brass Foundry & Pattern Works at Barberton, Ohio, were apprehended by A.D.T. guards and police after they opened a protected door.

SALT LAKE CITY, UTAH, Jan. 31: A.D.T. burglar alarms foiled two attempts to attack local concerns on the same night. At both the Success Market and the Northwestern Hide & Fur Co., heavy snowfalls obliterated any clues left by the intruders.

ST. PAUL, MINN.: A check for \$100 was recently forwarded to A.D.T. Guards R. J. Burke and J. A. Ronan by the Jewelers Security Alliance for their work in capturing a burglar at Bullard Bros., December 22, 1936. Details of the attack were given in the January, 1937, A.D.T. TRANSMITTER.

HARTFORD, CONN., Feb. 21: Burglars who attacked the Hartford Academy of Hairdressing discovered they had come in contact with an A.D.T. Burglar Alarm device and left before the arrival of guards and police.

BURGLARS CAPTURED in February-22.

FIRE

WHEN SECONDS COUNT

Speed of Aero System Keeps Losses to Minimum in Department Store Fire

The thermometer read zero at Walla Walla, Wash., on the morning of January 23, when firemen were routed from their beds at 3:00 a.m. to respond to an alarm from the Aero Automatic Fire Alarm System at the department store of Gardner & Co. A glance at the Aero annunciator on the outside of the building showed that the fire was in the boiler room, and this was quickly confirmed when dense clouds of smoke began to roll from that direction. Donning gas masks, the fire fighters entered the room and extinguished the blaze, which was attacking the walls and ceiling.

Said C. C. Douglas, secretary, "We feel that if it had not been for the Aero Alarm we would have had a very disastrous fire. In a few minutes more the fire would have been through the ceiling and into the upper floors, which



ANCIENT RELIC—This old time fire pumper was recently presented to the City of Philadelphia by Benjamin Rush, president of the Insurance Company of North America are of wood. Given a start, the fire would have been hard to stop, and being in a department store the water damage would have been as great as the fire damage. We cannot praise the Aero Automatic Alarm System too highly. It responds immediately when seconds count and minutes mean losses."

STUBBORN BLAZE

A mass of blazing pitch greeted firemen who arrived at the Electric Auto-Lite Co., Toledo, Ohio, in response to an A.D.T. waterflow alarm on February 11. Although two sprinkler heads had opened, the stubborn blaze was not put out until the firemen attacked it with chemical extinguishers.

The fire in the pitch, which is used in the manufacture of automobile coils, started from an overheated oven. A number of the coils were damaged by water, but serious loss was prevented by the quick action of the fire department in extinguishing the blaze and turning off the water.

SPONTANEOUS IGNITION

Given the right conditions, fire will breed from spontaneous ignition in almost any material, even a pile of steel shavings. This actually happened at the Curtis Manufacturing Co., St. Louis, Mo., on January 25. Oily shavings, stored in a shed in the yard, suddenly burst into flames and set fire to the shed. An employee pulled an A.D.T. Manual Fire Alarm Box and the responding firemen extinguished the blaze.

PROMPT SALVAGE

At 3:49 a.m. on January 29, a waterflow alarm from the sprinkler system brought firemen to the Western Warehouse, Seattle, Wash., where a fire was discovered in the premises of the Commercial Importing Co., manufacturers and distributors of coffee, tea, spices, and flavoring extracts.

The fire was extinguished by the sprinkler system but water continued to flow, seeping through to the floors below where much valuable merchandise is stored. The quick alarm enabled the firemen to spread tarpaulins over goods which might have been seriously damaged by water.

ASSURING SAFETY

To remove any apprehension that guests might have of being trapped in case of fire, the Park Place Hotel Annex in Traverse City, Mich., where the Aero Automatic Fire Alarm was recently installed, has placed in each of its guest rooms a card reading as follows:

"Notice to Our Patrons: This room and this building are equipped with the American District Telegraph Co. Automatic Fire Alarm. This will assure you that you need not feel unsafe in this building."

FIRE BRIEFS

PITTSBURGH, PA., Feb. 10: An A.D.T. Manual Fire Alarm Box was used at the Westinghouse Electric & Mfg. Co. on February 10 to report a blaze in several pails of lacquerthinner.

Jan. 1: A motor in a drying room at the Wm. Flaccus Oak Leather Co. developed a short circuit and caused a fire which fused two heads in the A.D.T. supervised sprinkler system.

BROOKLYN, N. Y., Feb. 5: An ignited kettle of varnish at the Keystone Varnish Co. operated eighteen sprinkler heads. The alarm was transmitted to the fire department by means of an A.D.T. Manual Alarm Box.

OKLAHOMA CITY, OKLA., Jan. 21: An overheated coffee urn at the W. T. Grant Co. store caused one head to fuse in the A.D.T. supervised sprinkler system. Damage was slight.

CLEVELAND, OHIO, Jan. 25: An A.D.T. Manual Fire Alarm Box was pulled at the Independent Towel & Supply Co. when a fire caused by spontaneous ignition started in a pile of soiled towels and napkins.

HOLLYWOOD, CAL., Feb. 10: When a powerful arc light used for scenic effects in the "Little Theater" on the R.K.O. Studios lot ignited some draperies and back drops, five sprinkler heads of the supervised system opened and quickly extinguished the blaze.

NEW YORK CITY, Feb. 4: A fire at the Manhattan Eye & Ear Hospital was quickly extinguished by the fire department summoned by the A.D.T. Manual Fire Alarm System. The blaze was confined to the carpenter shop where it started.

BOSTON, MASS., Feb. 5: A fire, which was reported by an A.D.T. Manual Fire Alarm Box at the Boston Consolidated Gas Co. on February 5, started when a carelessly tossed cigarette butt ignited two awnings.

Feb. 11: The Aero Automatic Fire Alarm System had its first chance to show its efficiency at the premises of R. S. Wilder, Inc., when a plumber's torch overturned and spilled hot lead on the floor.

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WATCHMEN

WATCHMEN STRICKEN

Signal Delinquencies Bring Prompt Assistance by Guards

When an A.D.T. guard went to investigate a watchman's delinquency at the Cross Paper Products Co., New York City, on February 17, he looked through a window and saw the watchman lying on the floor. Unable to enter, the guard notified the Central Station, which summoned the police. With the owner's permission, a window was forced, the rescuers entered, and the stricken man was taken to a hospital, where it was said he had suffered a stroke. The A.D.T. guard remained on the premises until relieved by a porter.

A watchman employed by the Miller North Broad Storage Co., Philadelphia, was the victim of a stroke on February 7. A guard who investigated his failure to signal the A.D.T. Central Station found the watchman had been taken to a hospital by another employee. As a relief watchman was unavailable, the guard remained on the premises.

FALLS DOWN STAIRS

A watchman employed in the coffee mill of Arbuckle Brothers, Brooklyn, N. Y., started his 6:00 p.m. round on February 24, but failed to transmit his final signal, due at 6:38 p.m. Immediately the Central Station dispatched Guard J. McGrath to the plant. Accompanied by the night superintendent, he made a tour of the buildings. The watchman was found lying at the foot of a flight of stairs, badly injured, and was rushed to a hospital.

A HUMAN FRAILTY

"It is just such emergencies that demonstrate the advantage of a service such as yours. It is like a fire extinguisher, no earthly good until you need it; when you do—you want it to work and work quickly — and that is just what your service men did."

Thus wrote an official of an Akron, Ohio, concern after A.D.T. guards had found the watchman in an intoxicated condition on the night of February 11. Since it was his first offense, he was given another trial. Said the official, "You know we are all human and subject to human frailties."



International

DELAYED ALARM—This fire at Boston, Mass., on November 27, started in the small building at the right. It had gained much headway when discovered. Indefinite information in telephoned alarm caused further delay. Loss \$375,000

The A.D.T. TRANSMITTER

THE ROSTRUM

Devoted to Open Discussion of Protection Problems

LARGE-LOSS FIRES INCREASE

Forty-three \$250,000 Fires in 1936 Give Business a Lesson in Need for Proper Protection Measures

By Percy Bugbee Asst. Managing Director, National Fire Protection Association

The National Fire Protection Association has just published its annual list of Large-loss Fires for 1936. That list includes forty-three outbreaks with losses in each ranging from \$250,000 to \$1,250,000, and the most cursory analysis of those conflagrations cannot help but be illuminating to anybody who wishes to remain in business during the "duration of the boom."

First of all, the 1936 list shows ten more fires in the large-loss category than occurred in 1935, indicative in itself of improved business conditions. Second, thirty-five of these costly blazes involved industrial, commercial or mercantile structures, with three in public buildings. Business occupancies were concerned in the remaining five, to be sure, but since circumstances were complicated by either floods or forest fires, we can loosely debit them to "acts of God," and apologize later for the libel!

The important point at the moment is that eighty-one per cent of our worst fires last year originated in and destroyed business or industrial buildings. To the casual observer it may seem perfectly logical that most of our quartermillion dollar outbreaks should be in establishments which normally concentrate that much value under one roof.

Yet it would seem even more logical that any firm with a quarter million dollars to lose would spend a few thousands on adequate protection of that wealth!

Yet, that most of these thirty-five concerns did not have the foresight to do that, is indicated by the records. In a few instances, to be sure, explosions or flash fires crippled protective systems to an extent which enabled the blaze to get out of hand, but for the most part even this shaky alibi is lacking. The outstanding factor accounting for the gravity of the bulk of these conflagrations was inferior construction, and in no less than twenty-three cases the single item of "excessive areas" is almost sufficient to tell the whole story.

Of course, the list includes all the other time-honored bromides—belated discovery, unprotected vertical arteries, inadequate water supplies, excessive



A COSTLY SPECTACLE—This fire on the top floor of a Galveston, Tex., building, started shortly after midnight on February 18. It is believed that the fire had been burning more than half an hour before it was discovered by porters working two floors below. Although the building is of so-called fireproof construction, the loss exceeded \$100,000 amounts of burnable stock, etc. But when all is said and done, the year 1936 saw nearly fourteen million dollars sacrificed to the neglect of proved fire protection rules by less than three dozen establishments.

With a quarter million dollars at stake, what excuse is there for permitting a building to exist with excessive areas through which fire can sweep in a few minutes?

What excuse is there for honeycombing a structure with unprotected vertical arteries?

What excuse is there for inadequate water supply—for corroded sprinkler heads—for the absence of fire doors or cut-offs—for the lack of such a rudimentary safeguard as a supervised watchman who might discover an outbreak before flames were belching out of every window in the plant?

"But we couldn't tear down the plant and rebuild it," expostulates the fire victim. "We were too busy."

Fire walls and cut-offs won't break a firm with a quarter million or more to burn. Adequate sprinkler systems, automatic fire detecting and alarm systems, trained watchmen properly equipped wouldn't represent a drop in the bucket to an establishment with such high values. And when such devices are further fortified by approved central station supervision—increasing in importance in direct ratio to the inherent faults of the structure itself—the cost dwindles to insignificance in relation to the immunity provided.

Men with the brains to accumulate \$250,000 worth of stuff to burn ought to be able to see the logic of scientific fire control, yet a discouraging number of them do not. Thousands of them got through 1936 without disaster because they were lucky, not because they were smart. Thirty-five missed out because CHANCE turned its back on them and now they are paying through the nose for the questionable distinction of being included in the list of the year's worst fires.

A new list for 1937 is already in the making. And if I were a manufacturer interested in staying in business through the Recovery, I'd cheerfully kick in a few dollars right now, for protection that would keep my name off the list!

