

The

ADT TRANSMITTER

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From the Texas Centennial

American District Telegraph Co.:

During the past few days we have been taking inventory of the numerous results applying to the building and operation of the Texas Centennial Exposition, which has just recently come to an end.

We are pleased to advise you that the part played by the American District Telegraph Company was, in our opinion, of substantial value and major consequence. The Watchman's Compulsory Tour System and Manual Fire Alarm System, both of which served the Exposition Exhibit buildings, definitely contributed toward the excellent fire loss and other possible damage record which was experienced.

The total reported damage during the entire period of the Exposition applying to fire loss was approximately \$1,000. Practically all of this total loss was due to a small fire in an enclosed trash yard outside the Federal Exhibit Building. The total loss from fire inside the Exposition exhibit buildings was negligible; in fact, I believe the records will disclose that it amounted to less than one hundred dollars.

We feel that the above record should be added with pride to the many others which your systems have played an important part toward accomplishing. In behalf of the Management we extend our sincere appreciation to you and your organization for the splendid cooperation and assistance which we received at all times.

RAY A. FOLEY
Assistant Director General

Texas Centennial Central Exposition
Dallas, Texas.

Best Investment

American District Telegraph Co.:

With reference to the service rendered to us on December 1, we wish to compliment your efficient method of handling the situation.

This is our first fire in twenty-five years in this building, during all of which time we have been using your electric protection service, and we can safely state that it has been one of the best investments we have ever made.

E. J. GORMLEY
Superintendent

Morse & Rogers
N. Y. Branch International Shoe Co.
New York, N. Y.

Peace of Mind

American District Telegraph Co.:

We wish to thank you for the wonderful service rendered us in regard to the breaking of our plate glass window on Saturday night, December 19, and for the quick service in capturing the man who broke the window.

I certainly appreciate this service, as I can go home and relax, knowing I am protected.

CHARLES KURSMAN

Bernstein & Kursman, Inc.
Wholesale Tobacco
Bridgeport, Conn.

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 unequalled 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 thirty-two 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 upward 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 SERVICE: 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.

A Fire Chief Speaks His Mind

The following statement, recently made by Fire Chief I. S. Zorb of Butler, Pa., is quoted verbatim. It carries a moral which needs no comment:

"Recently the writer was discussing Fire Protection with George W. Brenholts, Protection Engineer of the A.D.T. Company.

"Our conversation was interrupted by a telephone call from the manager of Butler's largest department store. I was told they planned to test their sprinkler system, including the alarm bell, on the outside of their building, and that I should disregard any telephone alarms which might come in from neighboring property or pedestrians.

"This store, as well as others in the City of Butler, follows out this procedure of notifying me when it plans to ring its Sprinkler Alarm Bell. It is obvious that it places great confidence in this bell as a means of attracting attention to a possible fire condition. The writer is of the opinion that, while some interest may be aroused by pedestrians by the ringing of this bell, it is of the casual type and does not lead to quick action, inasmuch as *we have never received any alarm calls following the ringing of the bell for test.*

"It is the aim and desire of the Fire Department of the City of Butler to render effective and efficient fire protection service. Because of this desire, we heartily endorse the fire immunity service as furnished by the American District Telegraph Company, as it eliminates loss of time in sounding of alarms and in the detection of the fire."

The Transmitter in New Dress

With this first issue of 1937, The A.D.T. Transmitter appears in new dress. Besides the obvious change in physical appearance, there are also changes in editorial policy. In future, purely organizational news, such as personal notes, detailed listing of captures, etc., will be omitted. Henceforth, this type of news, being of limited interest, will be presented in special bulletins, to be sent periodically to all members of the A.D.T. organization.

The A.D.T. TRANSMITTER

VOL. IX

JANUARY, 1937

NO. 1

PATIENTS SLEEP DURING FIRE

Firemen Summoned by Aero Alarm Use Hand Extinguisher to Put Out Blaze in St. Louis Hospital

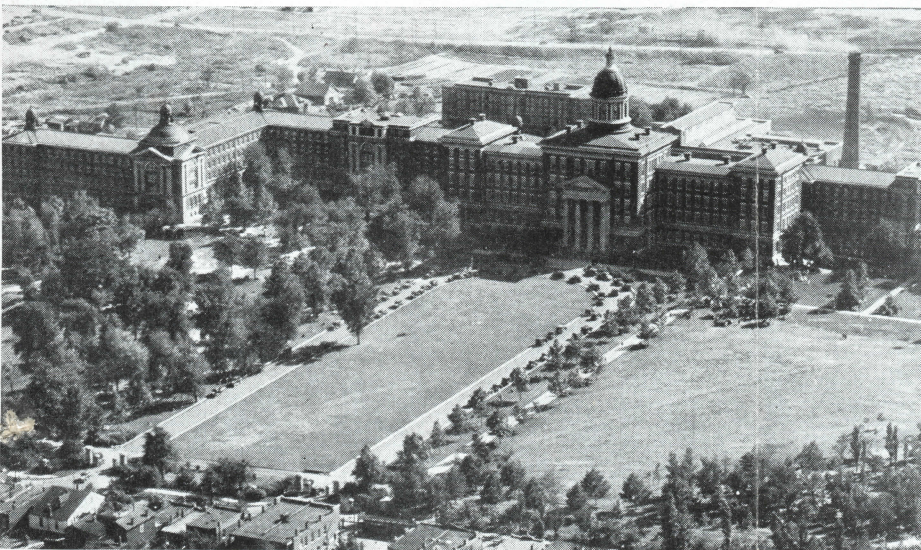
Peacefully asleep were forty patients in the J. X. wing of the St. Louis City Sanitarium when, at 10:43 p.m. on December 12, a fire broke out in the adjusting room a few feet away. Peacefully they slept on while the fire department arrived, extinguished the fire, and departed.

Automatically discovered by the Aero System within a few seconds after it started, the fire itself summoned the fire department. Arriving on the scene less than two minutes after receiving the Aero alarm, firemen were able to put out the blaze with a chemical hand extinguisher. There was no noise, no confusion to frighten patients or cause any danger or panic among the three thousand five hundred inmates.

The fire was attributed to a lighted cigarette which had been carelessly left

in the room by an attendant. The fire burned a curtain, damaged the window frame, and slightly scorched the ceiling. Damages were estimated at five dollars. Had the blaze not been so promptly detected, the flames could rapidly have spread to two beds a few feet away.

Aero protection, which was adopted by all of St. Louis' City Hospitals in 1932, also has proved its effectiveness in a number of other outbreaks in various of the city's institutions. Within the past year two fires — at City Hospital No. 1 on July 15, and at the City Sanitarium on September 29 — reported in their incipiency by the Aero System, were quickly put out by the fire department. In these cases also, the promptness of the alarms enabled firemen to extinguish the fires without creating any disturbance or excitement.



THIRTY-FIVE HUNDRED INMATES—Air view of City Sanitarium, St. Louis, Mo., where the Aero Automatic Fire Alarm proved its effectiveness on December 12

TOO LATE

Police Trap Gang Before Lookout Has Time to Give Warning

"Cheese it, the cops!" came too late from the terrified lips of the diminutive lookout posted by a neighborhood boys' gang attempting to burglarize the drug supply firm of Lanman Kemp-Barclay Co., Jersey City, N. J., on December 4. So quickly did radio police, dispatched as the result of an A.D.T. alarm, arrive on the scene, that the youthful marauders had no chance to get away.

The gang had broken into the boiler room of the drug supply concern, causing an alarm when they forced the A.D.T. protected door. Captured inside the premises, in addition to the lookout, were five boys, trying to remove a motor. The young delinquents were taken to the police station, lectured, and sent home.

LOSS TRIVIAL

Fire Department, Summoned by Waterflow Alarm, Checks Warehouse Fire

Occupied by fourteen tenants, with values placed at \$2,000,000, the wholesale Merchants Warehouse in Nashville, Tenn., would be a "natural" for heavy fire and water damage in case of a serious fire.

But the fire which started there on the evening of December 13 was not given time to become serious. Caused by spontaneous ignition in a pile of oily rags, the blaze quickly became intense, opened two sprinkler heads. Instantly a waterflow alarm was recorded at the A.D.T. Central Station. Dispatched direct to the scene, the fire department, reinforcing the sprinkler, extinguished the blaze before it gained serious headway, and also prevented needless water damage. Loss was reported to be only one hundred dollars.

BURGLARY

PRIZE ALIBI

Ex-Convict Broke In "To Prevent Others from Breaking In"

"I was in a restaurant the other day, and heard two men say they were going to 'take off' the Presque Isle store last night, so I went there to try and prevent it."

This was the novel excuse which ex-convict Milton Fehlman gave on December 23 to explain his presence in the middle of the night at the Presque Isle Wholesale Grocery Co., Erie, Pa. Even less credible did this fantastic explanation become when police, on the following day, found that their captive's past accomplishments included burglary and forgery, and discovered a blackjack, a revolver, and a large supply of shells concealed in his home.

Fehlman had entered the building through an unprotected window on the second floor, to which he had gained access from the roof. He had then descended to the first floor, betraying his presence when he opened an A.D.T. protected door.

Responding at 12:53 a.m. to the resulting alarm were Guards C. J. Foran, E. Matthews, and two police radio patrol cars. A systematic search of the premises was made, and after half an hour the intruder was finally routed out from behind a stack of barrels. Despite his protests that his presence there was inspired by the worthiest of motives, ex-convict Fehlman was promptly hustled off to the police station and booked on charges of breaking and entering with intent to commit a felony.

TRAPPED

Four Burglars Are Surprised in Attack on Cleveland Studio

Suddenly stepping out from the shadows in a dark hallway of a Cleveland loft building on the night of November 28, Guard P. Rhine so startled three burglars jimmying a door that they dropped their tools, shot up their hands, meekly surrendered to their lone captor. Not so craven, a fourth made a break



International

LEGAL "YEGGERY"—Not a burglary—just a safe-cracking demonstration put on by a safe company expert before a class of New York policemen and insurance men. The cut shows the use of the popular "can opener"

for it, succeeded in making a temporary getaway to a floor above.

First to arrive in response to an A.D.T. burglar alarm at 11:08 p.m. from the Brunner State Studios, film developing, located on the second floor, Rhine, cautiously entering the building, heard a noise upstairs. He crept silently up the stairs and took the intruders by surprise. Engrossed in their work, they made no effort to resist capture.

Knowing that reinforcements would shortly be on hand, and that the fourth burglar who had fled upstairs had no means of escape except the stairway he was guarding, Rhine held his captives at bay until a police squad car arrived a few minutes later. While three of the officers took Rhine's charges into custody, others went upstairs, found the fourth burglar hiding on the top floor.

The burglars had broken the door-knob and damaged the lock on the door to the Brunner premises, but had not succeeded in gaining entrance, the A.D.T. Burglar Alarm System having betrayed their presence immediately they set to work.

FAST WORK

Burglar Captured One Minute After Setting Off A.D.T. Alarm

Futile and foolish was Carl Rommell's attempt on December 22 to defeat the A.D.T. Burglar Alarm System protecting the Bullard Brothers jewelry store in St. Paul, Minn. With one arm stuck through a mail slot in the door in an effort to dislodge the electrically wired protective screen, he turned around in amazement as the heavy hand of an A.D.T. Guard was clapped on his shoulder less than one minute after he had started his tampering.

In this capture, believed to be one of the fastest on record, A.D.T. Guards R. J. Burks and J. A. Ronan had only a block to go when the alarm was received in the Central Station at 11:49 p.m. They turned their captive over to the police, who arrived a few minutes later.

Vowed Burglar Rommell on his way to the station: "From now on, I'm laying off joints that have these d—d A.D.T. alarm systems."

BEWILDERED BURGLAR

At 11:16 p.m. on November 13, one E. Failek of Chicago tossed a rock through a window at the American Commercial Alcohol Corp. Exactly four minutes later, Mr. Failek found himself on the way to the police station, surrounded by what seemed a small army of police officers and A.D.T. guards.

Responding to the A.D.T. burglar alarm, Guards A. R. Summers and W. Schumacher leaped from their patrol car just in time to intercept the window smasher's attempted flight. At the same instant, a detachment of police arrived from another direction. Wisely, the bewildered culprit made no resistance.

BURGLARY BRIEFS

SEATTLE, WASH., Dec. 11: Attempted entry at Pacific Iron & Metal Co. detected by A.D.T. Invisible Ray. Culprits had fled when guards arrived.

Nov. 28: Burglars jimmying front door at Glaser Bros., tobacco store supplies, were frightened away as guards and police arrived in response to A.D.T. alarm.

DETROIT, MICH., Dec. 20: An attack was made on an unoccupied building belonging to the Long Manufacturing Co., which is

A.D.T. protected. The alarm brought guards and police to the scene before the intruders had time to disturb anything. Another attack on the same premises also was frustrated by the A.D.T. Burglar Alarm four days later.

ROCHESTER, N. Y., Dec. 30: An alarm caused when they tripped an A.D.T. floor trap resulted in the capture of three men in the act of burglarizing the Rochester Perry Realty Co.

LOS ANGELES, CAL., Dec. 2: Four of a gang of five burglars who attacked the Dave Tipp jewelry store were captured by guards and police responding to the A.D.T. alarm caused when they smashed the show window.

CLEVELAND, OHIO, Dec. 16: Guard F. Brindza captured two burglars at the Baker Silk Store. The alarm had been caused when the men attempted to pry open a basement trap door.

DAYTON, OHIO, Dec. 11: \$13,000 was stolen from an unprotected wall safe at the Dayton Court House. No attempt was made on the main safe in the adjoining office, which is protected by the A.D.T. Phonetalarm System.

DURING DECEMBER, forty-seven captures were made as the result of A.D.T. burglar alarms.

FIRE

CIGARETTES

Smokers Start Fires, Supervised Sprinklers Avert Losses

Always on the job, the ubiquitous careless smoker was responsible for five fires in A.D.T. protected premises during the past month. And, equally on the job, A.D.T. supervised sprinkler systems either prevented any loss at all, or kept damages trivial.

In two cases—at the Broadway-Hollywood Department Store, Los Angeles, and at the W. T. Grant Co., Paterson, N. J.—the fires started from lighted cigarettes thrown in wastebaskets. In the other three cases—at the William Edwards Co., Cleveland, the First National Stores, Inc., Boston, and the Cuneo Press, Inc., Chicago—the fires were traced to burning cigarettes left in rest rooms.

In each of the five cases, the fire was extinguished by the operation of one sprinkler head. Prompt discovery of the fires through the A.D.T. Waterflow Alarm Systems prevented excessive water damages. In two cases no loss was reported. In the other three, damages were twenty-five dollars, forty dollars and fifty dollars respectively.

SOME NEVER LEARN

Workmen Cleaning With Gasoline Are Painfully Burned

As fundamental as the now archaic admonition, "Don't blow out the gas," which used to be posted in hotel rooms before the advent of electricity, is the basic fire prevention rule, "Don't clean with gasoline indoors." Yet every month brings to the files of A.D.T. its regular quota of fires caused by the careless, the ignorant, and the foolhardy who persist in ignoring this simple, common-sense rule of self-preservation.

Sadder but wiser are two Buffalo, N. Y., workmen who thought that using gasoline would be a quick and easy way to scrub a warehouse floor. Scrubbing a little too hard, they both were painfully burned in the resulting explosion.

Also injured, so seriously that he had to be sent to a hospital, was a workman at the D. L. Clark Co., Buffalo, N. Y., who used gasoline to clean a caramel wrapping machine. Left uncovered while he was working, the can of gasoline he was using exploded. One sprinkler head opened.

Luckier in learning his lesson without personal injury was an employee of the Dearborn Glass Co., Chicago, Ill., who

managed to leap back to safety when the oily rags he was cleaning with gasoline suddenly burst into flames.

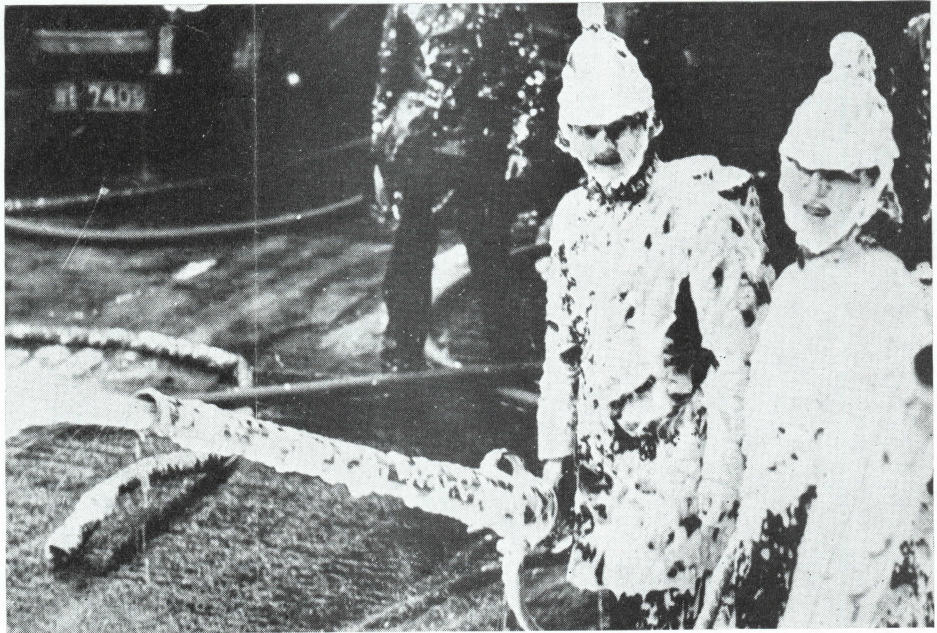
In all three instances, the premises were protected by the A.D.T. Manual Fire Alarm System, enabling employees to send the alarm promptly and accurately, with the result that the fire department arrived in time to prevent damage to the property.

SPEED

Aero Brings Fire Department Before Employees Know of Fire

Early on the morning of December 13, a squad of steamfitters arrived at the General Pencil Company in Jersey City, N. J., to make repairs on a defective steam line. Some time later, at 9:41 a.m., a well-meaning plant employee, assuming that the repairs had been completed, opened a control valve to turn on the steam. Immediately a seething jet of live steam was released from an open pipe in another part of the building.

Fortunately, this plant not only has a sprinkler system, but is further protected by the Aero Automatic Fire Alarm. Almost instantaneous in its response to this sudden, intense rise in temperature, Aero brought the fire de-



LATHERED UP—Looks like a couple of fire fighters in a snowstorm. English smoke eaters give demonstration of new fire fighting methods, using chemical foam. Important advances have recently been made with this means of fighting chemical fires

International

WATCHMEN

partment to the scene before the plant's employees knew that anything was wrong. Consulting the Aero Annunciator, firemen located the source of the alarm in a locker room on the second floor. There they found not only clouds of live steam, but also a deluge of water from a sprinkler head which in the meantime had been fused by the heat.

Since Aero had summoned aid a full two and a half minutes before the heat became intense enough to set the sprinkler in operation, the flow of water had just started and had not had time to do any damage when the firemen arrived and turned it off. Said an official of the General Pencil Co.: "This is not the first time your system has saved us money. We are . . . enthusiastic endorsers of the A.D.T. System."

FIRE BRIEFS

SAVANNAH, GA., Nov. 30: Firemen won praise for their splendid work in preventing spread to adjacent premises of fire raging in dry kiln. Blaze, reported by A.D.T. Manual Alarm, had already gained headway when discovered.

OAKLAND, CAL., Nov. 28: Trapped on the fourth floor of the Alameda County Court House, with all exits locked and elevators shut off, two employees who pulled an A.D.T. Manual Fire Alarm Box as only means to get aid were released when fire department arrived.

DAYTON, OHIO, Dec. 13: Investigation of A.D.T. waterflow alarm at the Cincinnati Soap Co. led to discovery of a frozen sprinkler pipe. Condition was corrected before damage could result.

CHICAGO, ILL., Dec. 8: Six pieces of fire apparatus responded to A.D.T. Manual Fire Alarm, sent in as quickest means of getting aid when floor collapsed in Building "Q" at Armour & Co., meat packers.

SIOUX FALLS, S. D., Dec. 15: Watchman at John Morrell Co., meat packers, discovering fire in a clothes locker, summoned fire department by A.D.T. Manual Box. Blaze extinguished with small damage.

NEWARK, N. J., Dec. 28: For five and a half hours Newark and adjacent towns were without light and power as the result of a fire at a generating plant. A.D.T. Protection Services, operating on private emergency power sources independent of the municipal system, were not affected.

HARTFORD, CONN., Dec. 19: Overheated chimney ignited ceiling beam at Smith-Worthington Saddlery Co. Fire department, summoned by A.D.T. Manual Alarm, extinguished blaze with loss of only ten dollars.

CHATTANOOGA, TENN., Dec. 20: Fire in a machine shop at the Chickamauga Dam project of the T. V. A., caused by a drum of fuel oil exploding, detected and reported by Aero System. The blaze was extinguished by T. V. A. fire brigade.

UNFIT FEET

Watchman Incapacitated, Calls on A.D.T. for Assistance

To many people, walking is largely exercise. To a watchman, it is an essential part of his job. So a sore foot was a serious matter to the watchman at the Poole Dry Goods Co., Springfield, Mass., who, despite the pain, gritted his teeth and hobbled through his rounds on the night of November 28.

But when the foot finally became so painful that he could no longer walk, the watchman had to admit defeat, and naturally turned to the A.D.T. for help. When he telephoned the Central Station at 3:00 a.m., a guard was immediately dispatched to the premises. He took the watchman home, after summoning another guard to take over the disabled watchman's patrol for the rest of the night.

HELPLESS

Incapacitated by a stroke on December 25, a watchman at the Cross, Austin & Ireland Lumber Co., Brooklyn, N. Y., dropped helpless while making his round. He might have lain suffering

until morning, but for the A.D.T. Supervision which revealed his plight. He was found lying outside the garage by the head watchman, who had been notified by the A.D.T. Central Station when the watchman became delinquent at 4:00 a.m. The suffering man was immediately taken to a hospital.

TOO MUCH SPIRIT

Carrying the holiday spirit a little too far, a watchman at a Brooklyn lumber concern came to work equipped with a bottle on Sunday afternoon, December 27. Found by A.D.T. guards who responded when his 3:00 p.m. signal became delinquent, he was stretched out on a coal pile in the boiler room, dead to the world. A strong odor of liquor on his breath explained the situation. The man was taken home and a substitute watchman provided.

WATCHMAN BRIEFS

NASHVILLE, TENN., Dec. 27: Three young "toughs" amusing themselves by smashing windows at the Ford Flour Co. were apprehended by guards, summoned by the A.D.T. supervised watchman.

DETROIT, MICH., Dec. 9: Three men stealing lead in the yard at the Detroit Edison Co. were captured by guards and turned over to the police. The watchman, inside the plant, saw the burglars through a window, immediately notified the A.D.T. Central Station.



BASEMENT BLAZE—Firemen work under difficulties to extinguish stubborn fire in basement of Jamaica, L. I., store. The blaze swept through several stores and seriously threatened to spread to the entire surrounding block

International

THE ROSTRUM

Devoted to Open Discussion of Protection Problems

GOOD TIMES BRING BAD FIRES

Increasing Commercial and Industrial Activity Means a Year of Bigger Fire Hazards and Larger Fire Losses

By Paul W. Kearney

According to *Business Week* for December 26, the national fire loss for 1936 shows the first rise since 1930. For the first eleven months of the year, damages have run about a million dollars a week higher than 1935, and the forecast for the full twelve months indicates that the loss will amount to approximately \$300,000,000.

Ironically enough, this is eloquent proof that we are on the way back to prosperity. For the basis of a mounting fire loss is always the increased inventories; the flood of raw materials, the rising tide of industrial and commercial activity which reopens closed plants and puts ailing ones back on full time production so that more fires can cause more and larger losses.

For, truly enough, the businessman who has a destructive blaze during the coming months of the recovery period is certainly going to pay through the nose for it. From every side we hear complaints about the growing scarcity of skilled labor, and since this applies especially in the building fields, the problem of reconstructing a burned plant in 1937 is going to become increasingly painful. Obviously, it will be a long, long time before construction costs will be as low as they were last year. And as time progresses, it becomes increasingly difficult to get sufficient men for a quick building job at any price.

Not only will reconstruction be tedious and costly, therefore, but the replacement of machinery, equipment, and raw materials will involve prices much higher than those we've been accustomed to during the past several years. Meanwhile, with an enlivened consumer demand prodding the retailer into quick reorders—the kind of frantic buying which left many a wholesaler

and jobber gasping and helpless weeks before Christmas with stacks of unfilled orders begging for goods—the plant that burns during 1937 is destined to take a terrible licking from its competitors. Retail stocks still are so low that nobody has time to fiddle around while a supplier spends a couple of months getting a new plant into operation: those customers will be quickly gobbled up by rivals who had the good sense to stay in business during a most critical period.

In short, the intangible losses of a fire today will be infinitely more paralyzing than they have been at any time in the past seven years—and even when times are bad, intangible losses almost invariably equal or exceed the direct, insured physical damage of the typical



Wide World
BUSINESS BAROMETER—More shoppers means more goods sold . . . busier factories, larger inventories, heavier shipments . . . in other words, greater values exposed to the ever-present hazard of fire

commercial blaze. To put it another way, the "best time" to have a fire has passed into history, and if you were lucky enough to come through that period unscathed, don't let the excitement of returning prosperity lull you into burning out now!

The solution, of course, is to stop placing your dependence upon that fugitive factor, Luck, and to put it, instead, upon Forethought. That this is especially true in the commercial field is proved by an analysis of 540 outbreaks causing losses of \$10,000 or over in 90 different cities in a single year. No less than 90% of these blazes were in commercial, mercantile or industrial occupancies—no less than 73% of them occurred at night—no less than 66% were discovered by outsiders or passersby!

Of all the plants involved, only 16% employed watchmen (and 46% of those fires were still discovered by outsiders!) while a mere 10% had *automatic* protection in any form. And the words "any form" are used advisedly because in 54% of those outbreaks the "automatics" failed to function because of faulty maintenance, supervision or some other preventable cause. In one case, for example, an \$18,700 loss was suffered by a sprinklered factory because of a grass fire outside the plant which crept in and gutted part of the building *because the sprinklers were shut off!*

Bad luck? No, bad management; for there is no excuse these days for basing fire protection on luck. Ultrasensitive fire detecting systems—electrically supervised sprinklers—electrically supervised watchmen—all under the mechanical and personal surveillance of an outside central station, alert to your protection problem twenty-four hours a day—no matter how busy you may be filling "back orders"—constitute the modern method of removing security from the uncertain realm of chance.

Prudent concerns with the foresight to do that have for years enjoyed a fire immunity of 99.96% in good times and bad, during periods of high hazards and low. And those who procrastinate? Well, they are the ones who during the coming year will share their boom with the firemen, giving added point to the experience that "good business brings bad fires," at the time when fires hurt most!

WILL IT BE THIS OR THIS ?



THE FIRST FIVE MINUTES WILL TELL . . .

The picture at the right shows firemen fighting a stubborn blaze recently in a large plant near New York. This fire, like most fires, started small—yet hours of fighting and hundreds of tons of water were required to bring it under control. Why? Because no one happened to be near where the fire started *when* it started . . . or in two words, BELATED DISCOVERY.

The picture at the left represents a fire at a large St. Louis hospital on July 15. This fire started at night in a storage room in an infrequently visited part of the basement. Here, also, there was no human being nearby to discover it—yet this fire was put out by the fire department with only a chemical hand extinguisher, with total damage estimated at less than \$5.00. Why? Because it was DISCOVERED

AUTOMATICALLY, WHEN IT STARTED, BY THE A. D. T. AERO AUTOMATIC FIRE ALARM.

Aero *automatically* detects fire when it starts, *automatically* summons the fire department direct to the scene. Thus, by saving those *critical first few minutes*, Aero keeps losses to the minimum.

The efficiency of Aero is proved by its record. During the past ten years fire losses in Aero protected properties have averaged less than three cents per hundred dollars of insurable values.

A. D. T. Fire Protection Services

"AERO" AUTOMATIC FIRE ALARM : : SPRINKLER SUPERVISORY AND WATERFLOW ALARM SERVICE : : WATCHMAN SUPERVISORY AND MANUAL FIRE ALARM SERVICE

Descriptive booklets will be sent upon request.

Controlled Companies of AMERICAN DISTRICT TELEGRAPH COMPANY • 155 Sixth Avenue, New York, N. Y.



A NATION-WIDE PROTECTION SERVICE
AGAINST FIRE, BURGLARY AND HOLDUP

ADT