

The

ADT TRANSMITTER

vol. IX. no. 9 • OCTOBER • 1937



• LETTERS •

Accurate and Sensitive

AMERICAN DISTRICT TELEGRAPH CO.:

In reference to the alarm sent in through the Aero Automatic Fire Alarm System at 4:22 p.m., August 30, 1937, I must say that this is one of the most accurate, sensitive systems I have ever seen. I must also state that it is on the watch continuously, as we had several alarms turned in which would not have been detected, if it were not for the Aero Automatic System until they would have caused serious damage to our plant and perhaps life.

The alarm recently reported was caused by a drip pan leaking on the tubing which caused same to set off the alarm. The location of any fire can be readily seen on the panel when the alarm is sounded to tell us exactly where to look for the trouble.

We are very highly pleased with same, and can readily recommend the Aero Automatic Fire System to any one wishing to protect their property, I remain

ALBERT ULMER,
Brewmaster.

Oertel Brewing Co., Inc.
Louisville, Ky.

“Marvelous . . .”

AMERICAN DISTRICT TELEGRAPH CO.:

As you know, we had a fire in the Rebmann Bldg. on July 15, 1937 caused by the use of an acetylene torch in the bottom of freight elevator shaft.

The fire call was transmitted to you at 2:50 p.m. and inside of what seemed seconds rather than minutes we had five (at least) companies, emergency crews from the Insurance patrol, electric company, and Insurance Engineers not forgetting, of course, the A.D.T. Patrol.

Please allow me to express my appreciation of the nothing short of marvelous service we received from your office in this emergency, in which the total loss was the refilling of a chemical extinguisher.

JOS. E. MULLAN,
Superintendent.

Rebmann Real Estate Company,
Philadelphia, Pa.

A NATION-WIDE ORGANIZATION

The American District Telegraph Company (A.D.T. System) is the only nationwide 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 Services.

A.D.T. SPRINKLER SUPERVISORY AND WATERFLOW ALARM SERVICE: Automatically summons fire department in case of fire or dangerous leaks. Electrically detects and reports conditions affecting 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.

• EDITORIAL •

Fire Prevention Pays Dividends

Fire Prevention Week is here again, with its reminder of the fearful toll of human life and property which fire exacts from America each year.

Aside from the element of human carelessness, the fire damage to residential properties has some excuse. Automatic protection of homes is not always feasible or economical. But modern industry and business have no excuse for their annual waste through needless fire losses. It is an ironic fact that America, world-famed for its inventive industrial development, should lead the world in losses due to fire . . . especially when means for preventing those losses is readily at hand!

In this country efficiency is a watchword. Industrial processes are developed and refined in order to make a better product in shorter time at lower cost. Modern business concerns itself with selling those products with the greatest efficiency and highest profit. Anywhere along the production and distribution line, waste is considered criminal and inefficient. Why, then, will *any* business risk total destruction through one preventable element?

Fire protection has been modernized. It provides automatic detection of fire before the blaze can reach dangerous proportions. It provides automatic dispatch of alarms which bring trained fire-fighters to the scene in time to prevent waste and destruction. It provides automatic detection and alarm systems which prevent water damage in sprinkler-protected premises and which also detect and report abnormal conditions of the sprinkler system.

Modern devices in this field have kept pace with the most ingenious inventions and processes of modern industry. In short, industry and business have at their command a proved and efficient protection against their great enemy, fire.

A.D.T. Protection Systems have proved their economy and efficiency. They stand guard today over some twenty billion dollars worth of property. And the records show that fire losses in A.D.T. protected premises have averaged less than 3/100ths of one per cent of the insurable values. All of which helps to keep red ink out of America’s bookkeeping.

THE A. D. T. TRANSMITTER: A monthly news-magazine of outstanding events and features concerning fire, burglary and holdup. Published monthly by the American District Telegraph Company, 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.

The A.D.T. TRANSMITTER

VOL. IX

OCTOBER, 1937

NO. 9

"BEST PROTECTED EXPOSITION"

San Francisco Fair Selects A.D.T. to Make It One of the Best Protected Expositions in History

Eighty miles of Aero detector tubing will form part of the comprehensive A.D.T. fire protection at the 1939 Golden Gate International Exposition, America's World's Fair of the Pacific. The Exposition will be held on the largest island ever created by men, in the middle of San Francisco Bay, and, with the A.D.T. equipment, will be one of the best protected Expositions in history.

Mr. W. P. Day, Vice President and Director of Works for the Exposition, took the lead in arranging for protection of the Fair's high values, both tangible and intangible, by approving the A.D.T. fire protection recommendations well in advance of the opening date. He was assisted in this by Mr. R. L. Rowley, a director of Johnson & Higgins of California, one of the syndicate of fire insurance brokers of the Exposition. Other members of the syndicate are Marsh & McLennan and Cosgrove & Co.

The system for the Exposition's "Treasure Island" includes about fifty street fire alarm and police telephone boxes, ten Watchman's Compulsory Tour systems, equipment for two fire stations and a fire headquarters, as well as installations in police headquarters.

The site, 400 acres in area, has been dredged from the floor of San Francisco Bay by the United States Army Corps of Engineers, and construction of buildings is now in an advanced stage. Three of these are permanent concrete and steel structures, to be converted into hangars and terminal for a municipal airport after the Fair closes in December, 1939. The remainder of the construction is frame, thus presenting a high fire hazard and calling for the utmost in fire protection.

More than \$4,000,000 of the \$16,000,000 building program has been accom-

plished. A new type of architecture, styled the "Pacific," will blend ancient Mayan, Aztec, Incan and Cambodian features with the new emphasis upon utility; almost \$2,000,000 budgeted for landscaping and illumination will assure beauty. Highway connections with the San Francisco-Oakland Bay Bridge, a parking lot for 12,000 cars on the island itself, and ferry facilities will allow the handling of a 20,000,000 attendance at a rate of 50,000 hourly.

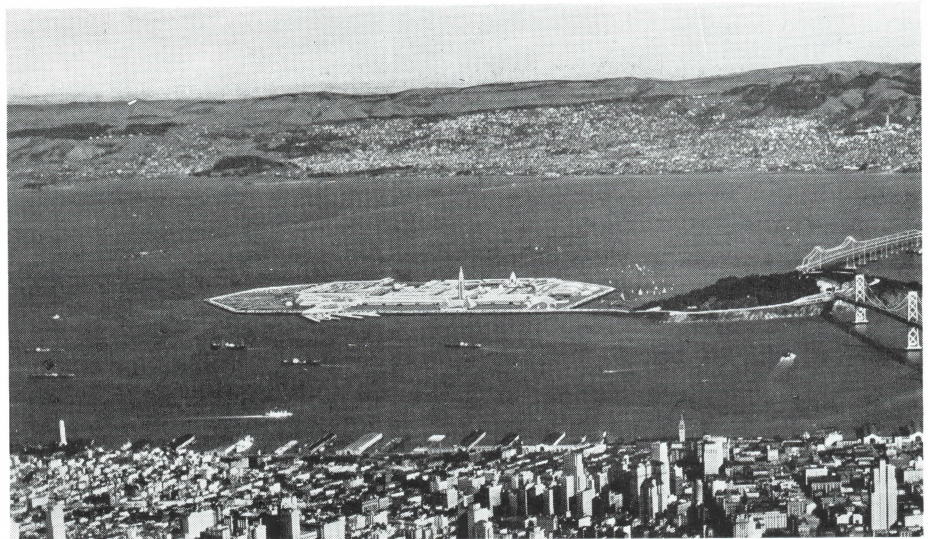
This Exposition, America's official World's Fair on the Pacific for 1939, will emphasize above all the westward trend of empire, watched by the world since the days of the Conquistadores. It will tell more than the story of San Francisco's hospitality, commercial significance and natural beauty; it will dramatize the dawn of a new Pacific era of civilization.

FIRE PREVENTION WEEK

A.D.T. Will Cooperate With Local Activities in Many Cities

As has been the custom for many years, the President of the United States has designated the week which includes October 9, the anniversary of the Chicago fire of 1871, as Fire Prevention Week. During this week of October 3 to 9, in communities large and small throughout the nation, civic officials and organizations, clubs, schools, societies and public spirited citizens will spread the gospel of fire prevention.

As in past years, the facilities of the A.D.T. organization throughout the country have been made available for cooperation in the Fire Prevention Week activities. In a number of cities special schools for watchmen are being held, in which A.D.T. experts will serve as instructors on subjects relating to fire protection. Educational radio talks on fire prevention in the home and in industry will be sponsored by A.D.T. in many cities. In New York the radio feature will be a dramatic sketch.



TREASURE ISLAND, the 400-acre island in San Francisco Bay which will be the seat of the 1939 Golden Gate International Exposition. The picture shows the artist's conception of how the island will appear when construction is completed

FIRE

NIPPED IN THE BUD

Serious Consequences Averted When Blaze in Conveyor, Unnoticed by Plant Attendant, Is Detected by Aero

"But there is no fire here!" insisted the night fireman at the Underwood Vener Co., of Wausau, Wis., when the fire department arrived in response to an Aero alarm on the night of August 8.

Knowing, however, that the Aero System does not go off without cause, the firemen wisely refused to take the plant attendant's words and began a thorough investigation. The Aero Annunciator outside the building had shown the alarm as originating in the boiler room, and there the firemen saw small sparks coming out from above the boiler. Climbing up to investigate, they found that the fire was in a shavings conveyor feeding into the boiler. They quickly extinguished the blaze before it had done any damage.

Had it not been for Aero, this fire, because of its location, undoubtedly, would have gone undetected for some time, in which case it would quickly have spread through the pipes into the rest of the factory. As it was, the beams above the boiler had started to burn. The Chief of the Fire Department and the Superintendent of the plant expressed themselves as highly pleased with Aero's promptness in detecting and reporting this dangerous blaze, and stated that the Aero System unquestionably had prevented a serious fire.

"AIRPLANE" EXPLODES

When a model airplane in a display window at May's Department Store, Cleveland, exploded early on Sunday morning, August 29, losses were kept to the minimum by the A.D.T. Supervised Sprinkler. The fire department, summoned by the resulting waterflow alarm from the A.D.T. Sprinkler Supervisory System, found four heads open. The water was immediately turned off and salvage measures taken to protect the merchandise. Damages were confined to the contents of the window.

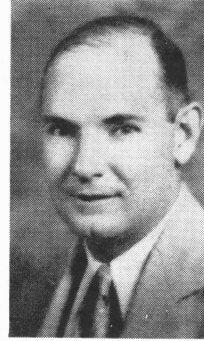
PROGRESSIVE

Houston Reorganizes Fire Prevention Activities, Making Great Progress in Reducing Fire Hazards

A little more than a year ago the Fire Department of the City of Houston organized a new Fire Prevention Bureau as a separate and self-contained unit of



*D. G. COULL
Houston Fire
Marshal*



*L. L. JAMES
Chief of Fire Prev.
Bureau*

the department. The effectiveness of this step, by which a squad of inspectors devotes its full time solely to the cause of fire prevention, has had convincing proof in the great progress that has been made in eliminating needless fire hazards.

The Fire Prevention Bureau includes

six inspectors, each of whom makes from ten to thirty inspections daily, depending on the size and nature of the buildings inspected. The inspections cover industrial, commercial and residential properties. Any infractions of good fire prevention practice are immediately called to the attention of the owner, who is given a reasonable time to correct any hazardous conditions. If he does not comply, formal charges are filed against him.

It has been the privilege of the A.D.T. Central Station organization in Houston to cooperate closely with Fire Marshal D. G. Coull, Chief of the Fire Prevention Bureau L. L. James, and with the Inspectors of the Bureau. The training of the personnel of the bureau has included lectures by experts from the A.D.T. organization. Recently, the entire staff of the bureau visited the A.D.T. Central Station to study at first-hand the method of operation of the various A.D.T. fire protection services.

HOSPITAL FIRE

The loss was held at only thirty dollars thanks to the prompt action taken when a fire broke out in the Training School of the City of St. Louis Hospitals System on the evening of July 31.

The fire started in a clothes drying



THREE HOTELS BURN—Height of disastrous hotel fire at Asbury Park on August 22, which gutted the 200-room New Monmouth, and quickly spread to two adjacent hostels. Hundreds of guests fled panic-stricken to the streets as thousands of holiday seekers witnessed the spectacle

International

machine in the laundry, and ignited clothes on three hand trucks standing nearby. While the fire department, summoned by the Aero Automatic Fire Alarm System, was on the way, the blaze was discovered by inmates of the institution, who pushed the trucks outside and were attempting to fight the fire when the firemen arrived. The latter quickly extinguished the flames.

FIRE BRIEFS

ALBANY, N. Y., July 29: Sparks from a welding machine set fire to a pitch and cork covered pipe in an elevator shaft at the State Capitol, where workmen were installing air conditioning equipment. The fire department, summoned by an A.D.T. Manual Fire Alarm box, quickly brought the blaze under control.

PATERSON, N. J., August 5: When a severe explosion at the World Bestos Corp., brake linings, wrecked all telephone lines in the plant, an A.D.T. Manual Fire Alarm box was used to summon help. The fire which followed was quickly extinguished, most of the damage being from the explosion.

UTICA, N. Y., August 6: Lightning striking an A.C. power transformer started a fire in the planing mill at Charles Kellogg & Sons Co. Detected and reported by the Aero Automatic Fire Alarm System, the blaze was quickly extinguished before it had a chance to become dangerous.

BURGLARY

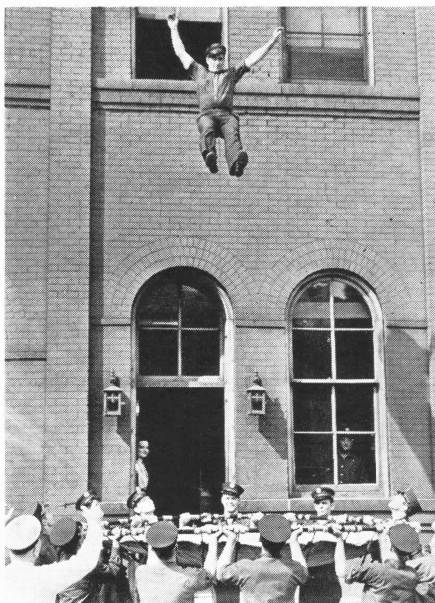
OVERLOOKS A.D.T.

Protection Brings Burglar's Careful Plans to Naught

A "lone wolf" burglar who decided to "pull a job" at Fay's Jewelry Store in Dayton, Ohio, on the night of August 8, found all his plans suddenly shattered because he had underestimated the A.D.T. protection.

The burglar had "cased" the job carefully. He climbed to the roof of the one-story building by means of an outside stairway. Then, wearing rubber gloves to leave no tell-tale finger prints, he cut a hole through the roof with an efficient set of burglary tools.

Then he started to climb down into the store by means of a knotted rope, and it was at this moment that his failure to consider the A.D.T. protection brought about his downfall. As he climbed down into the store he kicked



"IT'S THE NETS" . . . says this Chicago fireman, as he practiced his jumps for the National Fire Fighters' Tournament in Chicago

loose some plaster, which fell down onto one of the A.D.T. devices protecting the interior, immediately causing an alarm.

Hearing the approach of the police, squad a minute later, the burglar scrambled out and attempted to flee down an alley, only to be captured by an A.D.T. patrol arriving from that direction, the police having gone to the front of the store.

The man was taken to the police station, where it was found that he had a previous criminal record. His burglary tools, gloves and rope, found on the roof, were held as evidence.

NOTHING MISSING

Eight suits of clothes were piled on the floor near a door ready to take out when police and guards arrived at the Morris Friedman Co., Cleveland, in response to an A.D.T. burglar alarm on the night of August 4.

The officers found that the front show window had been smashed, causing the alarm. They entered the store and after a brief search found the burglar attempting to hide behind some clothing.

The culprit submitted to arrest without resistance. The proprietor stated the following day that nothing was missing.

FRUSTRATED

Loot Recovered, Burglar Captured, As Alarm Frustrates Attack on Clothing Concerns

Thirty-one dresses as well as a large stack of men's clothing were recovered, and one burglar was captured, when an A.D.T. alarm frustrated an attack at the store of Lasky Shiffman, Inc., St. Louis, Mo., on August 1.

When A.D.T. guards arrived in response to the alarm at 2:42 a.m., they found that the premises had been entered through a protected window at the rear. They made a search of the interior, and found the dresses stacked on a fire escape landing, ready to be taken away. On the landing at the seventh floor, occupied by the Knickerbocker Clothing Co., they found another pile of clothing ready to be removed.

Continuing their search, the officers found a man hiding among some clothing on the fifth floor. He surrendered without resistance, and stated that he had an accomplice who had escaped. Police said that information given by their captive probably would quickly lead to the latter's arrest.

After an examination of their stocks, representatives of the firms attacked reported that nothing was missing. They also stated that had it not been for the A.D.T. protection both places would have suffered heavy loss.

"HOOKED"

Two burglars who were "fishing out" merchandise through a hole in the roof at Henry I. Marks & Co., Chicago men's furnishing store, were themselves "hooked" by guards and police responding to an A.D.T. alarm on August 20.

The burglars had climbed to the roof, ripped the boards off an old skylight, and cut a large hole in the tin and plaster ceiling, causing the alarm. They had not entered the premises, but reached down through the hole and had succeeded in removing one pair of shoes when their "fishing" was interrupted by the arrival of the police squad.

The culprits were taken to the police station, and a guard was stationed to protect the premises for the balance of the night. The police revealed that one of the prisoners was a boy, aged seventeen, and the other was a young girl.

CAUGHT IN THE ACT

Two burglars were captured on August 28 at the Ohio Valley Grocery Co., Louisville, Ky., as the result of an alarm caused when they tampered with the A.D.T. protected door to the garage.

The culprits had broken in through an unprotected window, but had given themselves away when they attempted to force the protected door. They were captured red-handed inside the garage, in the act of removing merchandise stored there.

All their loot was recovered, with the exception of about two dollars' worth of groceries, which it is believed they had succeeded in passing out through the window to an accomplice.

BURGLARY BRIEFS

CINCINNATI, OHIO, August 2: Three burglars out of a gang of six or more were captured at the Newton Products Co., wholesale groceries, after the watchman sent in an emergency signal upon hearing intruders on the premises. Upon information given by one of the captives police expect to round up the rest of the gang. Nothing was missing.

CINCINNATI, OHIO, August 17: Two metal thieves were captured at Moskowitz Bros., junk dealers, as the result of an A.D.T. alarm caused when they broke in through a protected window. There was no loss.

CINCINNATI, OHIO, August 22: An attempted break at the Crocker Fels Co., physicians' supplies, was frustrated by an A.D.T. alarm caused when a protected transom was forced. Two burglars were captured at the premises, and a third was later picked up at his home.

CLEVELAND, OHIO, August 4: Valuable auto parts were recovered when a burglar was captured as the result of an A.D.T. alarm at the Reliable Auto Wrecking Co. at 6:10 a.m.

COLUMBUS, OHIO, August 21: Police and guards responding to a burglar alarm at the unoccupied residence of Miss Ione Kurtz captured two youths in the act of stealing dishes from the pantry. They were taken to the police station, where it was found that both had previous records in the Juvenile Court.

LOUISVILLE, KY., August 21: An intruder who had entered and hid in the premises before closing time was captured at the Merchants Wholesale Grocery Co. as the result of an alarm caused when he attempted to break into a storage case.

ROCHESTER, N. Y., August 11: A burglar captured at the J. A. Calderon Co., tobacco, was hard at work forcing a window with a screw driver and a butcher knife when the police swooped down upon him. He had opened one window and was working on an inner one when caught.

THIRTY-SEVEN BURGLARS WERE CAPTURED DURING AUGUST AS THE RESULT OF A.D.T. ALARMS

WATCHMEN

RESCUED

Incapacitated by a stroke while making his round on the night of July 19, the watchman at the Indiana Terminal & Refrigerating Co., Indianapolis, Ind., dropped helpless on the floor of the elevator in which he was riding. He was found by A.D.T. guards who went to the plant to investigate when the man's 1:00 a.m. signal failed to come in. The stricken man was taken to a hospital, where it was said that he was expected to recover.

TRAPPED IN ELEVATOR

Watchman Waits Calmly, Knowing Guards Will Soon Come to Rescue

Imprisoned in an elevator when the power failed on the night of August 30, the watchman at the Standard Furniture Co., Seattle, Wash., did not even bother to call for help since he knew that no one would hear him. Also, he knew that A.D.T. would soon be on the job to rescue him, so he calmly sat down on the floor of the elevator and waited.

He did not have long to wait. When

his 1:00 a.m. signal failed to come in at the Central Station, guards were immediately dispatched to investigate. They rang the door bell, but got no response. Then they climbed a fire escape and entered the building through an unlocked fire door on an upper floor. They soon located the watchman in the elevator, which was stuck just below the fifth floor, and quickly released him, none the worse for his experience.

WATCHMAN BRIEFS

CHICAGO, ILL., August 15: Noticing water seeping through from the floor above, the watchman at the Superior Sleeprite Corp., which occupies the first floor of a six-story building, telephoned the A.D.T. Central Station. Guards found a fire had operated the sprinkler system on the top floor. They summoned the fire department and insurance patrol. Salvage measures were taken in time to prevent any damage to the subscriber's premises.

CHICAGO, ILL., Sept. 7: Guards responding to a call from the Arkell Safety Bag Co. found the watchman lying prostrate in the boiler room. A doctor was immediately summoned, who said that the watchman had died from a stroke.

SALT LAKE CITY, UTAH, August 15: The alertness of an A.D.T. supervised watchman at the First National Bank kept damage to only fifty dollars when fire broke out in the adjacent premises of the Lambourne Floral Co. Seeing smoke, the watchman immediately turned in the alarm from an A.D.T. Manual Fire Alarm box.



PLAY BALL!—Novel "water polo" game played by Chicago Firemen calls for high accuracy in aiming hose lines to drive ball into the other team's goal.

Wide World

THE ROSTRUM

Devoted to Open Discussion of Protection Problems

KNOW YOUR RESPONSIBILITY

Fire Prevention Must Be the Concern of Everyone If Lives and Property Are to Be Properly Safeguarded

By W. E. Mallalieu

General Manager, National Board of Fire Underwriters.

The loss of life and destruction of property in war is a scourge from which mankind has suffered from time immemorial. Fortunately wars are of comparatively short duration and are, to an extent, localized. The resulting concentration of destruction is so horribly apparent that we are all shocked into a realization of the meaning of this plague.

Paralleling the destruction of war is the ever present and widespread destruction of life and property by fire. In this parallel we find the same results but they are not so apparent to the average person because of the distribution of such disasters. Yet, it is this very factor that makes the problem one of such vital importance to each of us. Unless, by proper forethought and planning, and by the maintenance of adequate safeguards, we prepare to meet the threat of fire, it is a matter of chance which no person should risk. This problem faces employers, employees and their families—it is an immediate concern of the entire community.

Preparation to meet the threat of fire begins with the planning of the building, its construction, and continues through the maintenance of safe conditions by those charged with its operation, whether it be a manufacturing, mercantile or residential property. It has often been said that certain buildings—whole cities, in fact—have been built to burn. The history of mankind gives weight to that statement and a review of the large number of conflagrations substantiates that statement. Such conditions are being remedied, but it is a slow process at best and every



WILBUR E. MALLALIEU

available safeguard should be employed to minimize the hazards of fire, not only within a building, but against exposure from without.

Recommended safeguards, regulations and good practice requirements, published by the National Board of Fire Underwriters cover a wide range of subjects and are available to those interested in such matters. The list of subjects includes: Construction, under which head is found the Building Code recommended by the National Board of Fire Underwriters; Electrical Equipment—The National Electrical Code; Hazardous Gases; Explosive Dusts, Combustible Solids; Flammable Liquids; Fire Extinguishing Appliances and Auxiliaries.

With the foregoing guides available the owner may plan intelligently with

the architect and builder for sound construction and proper safeguarding of his building. When the building is completed, the next step involves the proper maintenance which is best accomplished through the cooperation of the owner, employee or occupant, and the local fire department. Periodic inspections of the property should be made in order to be certain that safety regulations are enforced and installations are properly maintained.

Your local stock company fire insurance agent is always available to advise on questions of safeguarding your property and through this representative, the fire prevention and protection engineers of the insurance industry are available to cooperate in the solution of problems introduced by especially hazardous processes or materials.

The prompt detection of fire is of utmost importance in minimizing fire losses and there must be no delay in notifying the fire department. Fire alarm systems, automatic sprinklers and first aid appliances must be in full operating condition at all times. Do not rely on chance. Be certain that these defenses against fire are adequate and available.

Prompt action in safeguarding property against fire pays big dividends. To delay may be like "locking the barn door after the horse has been stolen." If property is adequately protected the chances of a serious fire loss will be considerably minimized.

When a factory burns to the ground it may take six months to rebuild.

It is to the interest of employees as well as owners to see that business property does not burn, because pay envelopes cease when operations are stopped. When employees understand the true situation they will cooperate wholeheartedly in protecting their plant and their jobs against fire and its serious consequences.

Let this month of October during which Fire Prevention Week is observed be the time to inaugurate a year round program to reduce fire hazards to a minimum and to safeguard properly the lives and property for which you are responsible. With the wholehearted cooperation of all of our citizens, we can, within a short time, turn a national disgrace into a cause for national pride.



**LEND A
HAND**

**FIRE
PREVENTION
WEEK**

**OCTOBER
3-9**

THE NATIONAL BOARD OF FIRE UNDERWRITERS • 85 JOHN STREET, NEW YORK

ALL business men are urged to make a special effort during Fire Prevention Week to improve their fire prevention and protection facilities, and to impress upon their employees the importance of cooperating in fire prevention activities, not only this week, but throughout the year. Only in this way can business and human lives be made safe from the far-reaching effects of fire.