

THE ADT[®] TRANSMITTER

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Background Music:
A New ADT Service
(See pages 6-7)

THE ADT TRANSMITTER

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THE ADT SYSTEM

The Controlled Companies of American District Telegraph Company comprise a nationwide organization engaged exclusively in the design, manufacture, installation, maintenance and operation of electric detection, supervisory and alarm systems.

The same services are available in principal Canadian cities through the Dominion Electric Protection Company, the British Columbia District Telegraph Company, Ltd., and the Alberta Alarm Company, ADT-associated counterparts.

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ADT PROTECTION SERVICES

SPRINKLER SUPERVISORY AND WATERFLOW

ALARM SERVICE: Automatically detects water-flow and summons fire department. Maintains continuous automatic check on shut-off valves and other elements controlling water supply.

AUTOMATIC FIRE DETECTION AND ALARM

SERVICE: Detects fire and automatically summons fire department.

WATCHMAN'S REPORTING SERVICE: Checks watchmen's patrols and investigates failures to signal Central Station.

MANUAL FIRE ALARM SERVICE: Provides Manual Fire Alarm Boxes on premises for prompt notification of fire department.

BURGLAR ALARM SERVICE: Automatically detects attacks on protected points. Initiates prompt investigations.

HOLDUP ALARM SERVICE: Provides means for secret and silent notification of police in case of holdup or other emergency.

GOVERNMENT SECURITY SYSTEMS: Detect approach toward, or intrusion upon, restricted areas, and automatically give alarm to local guard forces, indicating point of entry.

ALSO: Automatic Smoke Detection and Alarm Service; Automatic Heating and Industrial Process Supervisory Service.

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Nursing Homes Need Protection

The year 1964 came to a close with one of the worst loss-of-life fires to occur in the United States during the twelve-month period. It took place early on the morning of December 18 in a nursing home in Fountaintown, Ind. Flaring out with scant warning, the blaze swept unchecked through the two-story structure, eventually claiming the lives of twenty elderly inmates despite heroic rescue efforts.

On the same day, a potentially greater holocaust threatened a convalescent home in Winfield, Ill. Although this fire spared the main buildings in which 169 residents were housed, flames destroyed a cottage and took the lives of four employees occupying it.

Both of these fires are compelling reminders of the need for automatic fire protection systems in nursing homes.

Because of the physical and men-

tal infirmities attending old age, the elderly residents of such occupancies need more than ordinary safeguards in matters of fire prevention and protection. Even with fairly prompt discovery of fire, to evacuate just one bed-ridden patient sometimes requires prodigious effort. Thus it is clear why belated fire discovery and delayed alarm in nursing homes can have tragic consequences.

One of the most effective fire protection devices in the world is an automatic sprinkler system, particularly when equipped with ADT supervisory devices. An ADT-supervised sprinkler system not only detects and reports a fire automatically, but it automatically operates to put down a fire at the start—when it is most easily controlled and extinguished. Such protection is the best countermeasure to delayed discovery and alarm—two of the major reasons for loss of life in nursing home fires.

Letters

AMERICAN DISTRICT TELEGRAPH Co.:

Please accept our sincerest thanks for a job well done. I received a call from your office that our premises had been broken into. When I arrived twenty minutes later, your representative and police informed me that the burglar was already in custody. Your man handled this very well and your prompt action prevented a serious loss of merchandise.

HENRY MASLANSKY
President

Ray Mercantile Co., Inc.
New Orleans, La.

AMERICAN DISTRICT TELEGRAPH Co.:

I should like to express our appreciation for the alert and courageous work of your men in apprehending a person who entered our premises.

Particularly, the promptness with which you answered the alarm may have been instrumental in preventing the person from mixing up our materials. This was perhaps even more important than the intruder being prevented from carrying off anything.

ALBERT SCHNITZER
Schnitzer Alloy Products Co.
Elizabeth, N. J.

AMERICAN DISTRICT TELEGRAPH Co.:

We would like you to know how pleased we are with the alarm facilities you recently installed at our new store. All of your personnel have been very attentive and efficient in doing a difficult job well.

In particular, your two installers, Jim Bertram and Bill Murphy, were more than careful in wiring through and around window frames and fixtures so that the wires did not show.

STANLEY A. BELL
Washington Art Galleries
Washington, D.C.

On the Cover

Through the recently established ADT Background Music Division, scientifically programmed music for business and industry is now being made available in a number of cities throughout the United States.

This new ADT service incorporates the most modern transmission equipment, under 24-hour supervision, to provide subscribers with background music of a distinctly superior quality.

See pages 6-7 for more on ADT Background Music Service.

BANK ROBBERY BALKED

Operation of ADT Holdup Alarm Device Plus Description of Bandits Enable Police to Trap Thugs and Recover \$9,000

LOUISVILLE, KY.—Effective defensive action of tellers, combined with fast police response, resulted in the capture of two holdup men who fled from a branch of the First National Lincoln Bank of Louisville with \$9,000. All of the money was recovered.

The fast-moving bandits, later identified as Albert Brown, 23, and Gus Johnson, 26, strode into the bank at about 1:05 p.m. One of the holdup men wore a silk stocking over his head, the other carried a .22-caliber pistol in his hand.

As his masked partner stood by, the gunman vaulted a chest-high counter and ordered a teller to fill a pillowcase with money. The teller complied, thrusting handfuls of currency into the sack. During the robbery, one of

the bank's employees secretly operated an ADT holdup alarm device, automatically transmitting a silent alarm at 1:06 p.m.

Police swarmed into the area within two minutes of the ADT alarm. Given a description of the holdup men, they quickly combed the streets and found them hiding in a shed three blocks from the bank.

Police said both men have criminal records dating back to when they were juveniles. Both had been released from prison last June after serving two years for robbery.

MET THEIR WATERLOO

DEL CITY, OKLA.—In spite of heavy rain and an accumulation of water on the roof of the Lett Rexall Drug Store, a pair of determined burglars cut a hole in the roof and then dropped into the store. They were followed by an appreciable quantity of rain water.

Unknown to the intruders, however, an ADT ultrasonic burglar alarm system detected their presence and automatically transmitted a silent alarm. The prowlers, later identified as Paul Atteberry, 25, and Vernon Byan, 26, were in the store less than two minutes when police pulled up to investigate.

Unable to escape, the pair surrendered to police. ADT Serviceman D. R. McGaha aided in stemming the downpour of water, which could have caused irreparable damage to the pharmacy's records.

ILL WIND

SAN ANTONIO, TEXAS—A strong wind carried live embers from a trash fire through an open cellar window in the S.K.G. Realty Company building, starting a fire that threatened the structure.

The transplanted fire took hold in the basement of the four-story building and actuated a single head on the ADT-



Photo by Canton Repository

LIFE SAVERS—ADT Service Supervisor J. E. Kovacs (left) and Henry Mossop, Ohio Power Company employee, congratulate one another following their cooperative effort in saving the life of a five-year-old boy who fell through an ice-encrusted creek in Canton on November 4. The boy, found floating face down in chest-deep water, was pulled out by Mr. Kovacs. Mr. Mossop applied artificial respiration until ambulance arrived at scene.

supervised sprinkler system. Alerted by the automatic waterflow alarm, firemen were quickly at the scene to aid the sprinkler in putting down the threat. There was no loss.

AN EARLY TURN TO CRIME

NEW ORLEANS, LA.—A potentially serious fire in one of the city's public schools was averted on Saturday, November 28, when the blaze was discovered by police who were investigating an ADT burglar alarm.

The fire had been started on the floor of the school's kitchen by two brothers, aged 9 and 6, after they broke into the building through an unprotected window. They signaled their presence in the school by opening the ADT-protected door to a walk-in refrigerator at 4:24 p.m.

Police extinguished the fire and apprehended the boys, who were still in the kitchen.



Photo by Louisville Courier-Journal

HARD CASH—Sgt. Frank Long shakes \$9,000 out of pillowcase used by bandits at the First National Lincoln Bank of Louisville.

BURGLARY

SO NEAR, AND YET SO FAR

Telapproach System Signals Alarm While Safe-Crackers Plan Attack

JACKSONVILLE, FLA. — Three burglars who tried to outwit an ADT burglar alarm system protecting a safe in the Premier Meat Center store on November 16 were outwitted themselves without knowing it.

Carrying an assortment of tools, including an acetylene torch, the burglars entered the store after hammering out a hole in a wall. But on walking up to the safe, they noticed that it was protected by a burglar alarm system.

The intruders held a brief conference in front of the safe to decide how they might break into it without tripping the alarm. Unknown to the trio, however, the Telapproach burglar alarm system protecting the safe had already transmitted a silent alarm.

The Telapproach system operates by surrounding a safe with an electronic field. The instant anyone enters this field—and before he even touches the safe—he causes the alarm system to signal a silent alarm.

Police arrived within minutes and apprehended the three safe-crackers after a brief search. The safe had not been damaged or opened.

SAW HIS ERROR

SOUTH SAN FRANCISCO, CALIF. — Seconds after forcing an office door at the Milprint, Inc., plant, on December 8, a prowler discovered that the door was ADT-protected and raced out of the premises, empty-handed.

Officers, investigating the ADT alarm minutes later, at 4:08 a.m., found a number of burnt matches near the open door of the darkened office. It was evident the intruder had noticed the ADT burglar alarm system and realized he had probably transmitted an alarm.

At the time of the break-in, employees were at work in the warehouse section of the plant but knew nothing of the attack until informed of it by the police.

PROTECTION PAYS

HAIALEAH, FLA. — Four minutes after a burglar had broken into the store of J.L.G. Jewelers on December 6, police apprehended the intruder and recovered \$3,000 worth of merchandise which he had placed in a box to take with him.

The burglar, Lewis Pabst, 31, entered the store from an adjoining premises, after battering an opening in a wall separating the two occupancies. Unknown to Pabst, an ADT ultrasonic burglar alarm system automatically signaled an alarm at 2:01 p.m. as he entered the jewelry store.

FIRE

OUTSIDE THREAT

PHILADELPHIA, PA. — Flames from a burning freight car alongside the Baird and Company food warehouse leaped to the loading platform at the rear of the building on December 4 and threatened the entire structure.

Heat from the blaze fused five heads on the ADT-supervised sprinkler system inside the building, on the first floor. Cooling action of the sprinklers held the fire to the loading platform. Alerted by the automatically transmitted waterflow alarm, fire fighters arrived as flames licked at two windows and a wooden door on the platform.

Firemen, using hose lines on the outside, managed to douse the blaze before it could cause extensive damage to the building. The fire was believed to be the work of vandals.

CLEANED UP FAST

SAN FRANCISCO, CALIF. — Sprinklers and fire fighters teamed up to put down a fire that threatened widespread damage to the California Davis Company office building on November 21.

The blaze flared up in the janitor's supply room, located in the basement, and involved a quantity of cleaning material. Flames fused a single head on the ADT-supervised sprinkler system, which automatically signaled a waterflow alarm.

Held in check by the sprinkler system, the fire was extinguished by firemen shortly after they arrived in response to the ADT alarm. Cause of the outbreak was not determined.

NOT FOR BURNING

CHARLESTON, S. C. — An unanticipated fire started up in the city's incinerator building on December 16 as a result of an electric coffee pot that had been left on and forgotten.

The overheated appliance burned a hole in the top of a small cabinet, fell through and ignited a quantity of stored cleaning rags. Instantly reacting to the rapid rise in temperature as flames flared up, an Aero automatic fire detection system signaled an alarm alerting the fire department.

Fire fighters were on hand promptly to aid in putting down the blaze. Damage was slight.



WANTED FOR BANK ROBBERY—Unaware that an ADT camera is taking pictures of him at the rate of one per second, a young bank robber walks toward the exit of the United California Bank, Northridge, Calif., after getting several hundred dollars from a teller. The teller secretly operated an ADT holdup alarm device, simultaneously causing the ADT camera to start running. Although he managed to flee just before police arrived to investigate the ADT holdup alarm, a complete series of photographs is in the hands of West Coast police.



Photo by Robert Bartosz

LATE DISCOVERY—Firemen direct streams of water into flame-ravaged interior of Holy Trinity Apostolic Church, Philadelphia, during early morning hours of December 1. The blaze was discovered by a milkman making deliveries in the neighborhood. Cause of six-alarm fire was not immediately determined.

NIP FIRE IN NURSING HOME

OKLAHOMA CITY, OKLA. — Prompt operation of an Aero automatic fire detection system prevented potentially serious fire damage to the Central Nursing Home on November 22.

Origin of the blaze was a basket of clothing which had been placed too close to a stove in the laundry room. When the basket burst into flames, the Aero system detected the rapid rise in temperature and automatically transmitted an alarm.

Firemen responded quickly to the ADT alarm and had the situation under control in short order. Although the blaze was confined to the basket, the fire blackened the floor and walls of the laundry room.

BLAZE GETS THE BRUSH-OFF

MILWAUKEE, WIS. — An accident involving a gasoline-powered sweeper touched off a fire in the Cutler-Hammer, Inc., plant on November 24.

The flare-up occurred in the shipping and receiving office seconds after the vehicle was inadvertently driven into a shelf. The impact ruptured the fuel tank, resulting in a fire when sparks ignited gasoline fumes.

Operation of a nearby ADT manual fire alarm box alerted fire fighters to the threat although employees managed to contain the outbreak without difficulty. The blaze scorched a wall in the office before it was extinguished.

ORGANIZATION

ORGANIZATION CHANGES

The Board of Directors of the Dominion Electric Protection Company elected Richard Y. AtLee, general manager of DEP, to membership on the Board of Directors, on November 11.

Harvey M. Allen, sales representative, Macon, Ga., was promoted to assistant district sales manager, Atlanta District, effective December 19.

Jack R. Norris, special representative, Cleveland, was promoted to assistant district sales manager, Cleveland District, effective December 19.

Anthony Balestrino, special representative, Cincinnati, was promoted to assistant district sales manager, Los Angeles District, effective December 19.

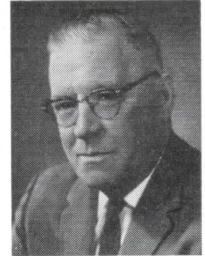
PERSONNEL ANNIVERSARIES

During December and January the following Service Department employees were presented with diamond-emblem awards to commemorate their twenty-fifth anniversary with ADT:

RAYMOND S. BURKE, Los Angeles
 GEORGE F. KOWIS, SR., Houston
 CARL H. LANNER, St. Paul
 LESTER LYTLE, Baltimore
 ROBERT W. NELSON, Los Angeles

RETIREMENTS

J. A. MacDonald, vice chairman of the Board of Directors, retired on January 1, after more than forty-five years of distinguished service with the ADT organization.



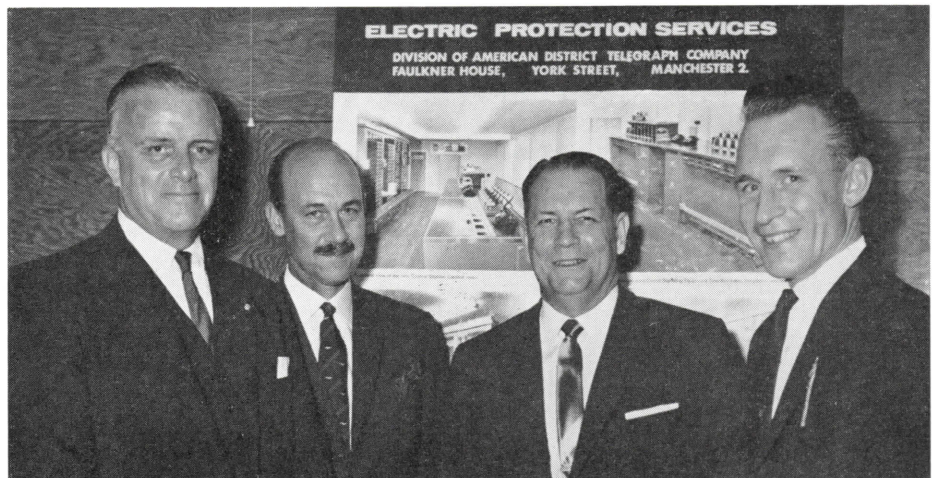
J. A. MacDonald

In his position as vice chairman, he was responsible for the company's financial activities, including the functioning of the offices of treasurer and controller.

Beginning his long career with ADT in 1919 as a clerk in the accounting department, Mr. MacDonald went on to fill numerous positions of increasing responsibility. In 1936, he was appointed auditor of the company. Seven years later, he was elected to serve concurrently as secretary.

Mr. MacDonald was promoted to vice president of ADT in 1951 and was advanced to first vice president four years afterward. A member of the Board of Directors since 1953, he was appointed vice chairman of the board in 1962.

Henry F. Kinnear, chief clerk, Los Angeles, became a pensioner on February 1. Mr. Kinnear first came to work for the company on August 14, 1922. His address is 1021 West 45th Street, Los Angeles, Calif. 90037.



ATTEND EPS RECEPTION—Present at reception for businessmen, insurance representatives, police and fire officers following the official opening of the new EPS central station in Manchester, England, on October 6, are (left to right) Lawrence J. O'Brien, president of ADT; James Stewart, general manager, sales, EPS; Lyle B. Straus, vice president, European Operations, ADT; and Eric J. Scott, sales representative, EPS. The Manchester central station currently safeguards more than 100 commercial and industrial properties and is part of the projected network of central stations through which Electric Protection Services will cover the United Kingdom. Other central stations are already in operation in London and Nottingham.

MUSIC SCORED



**customers and employees alike perk up,
become more responsive when the sprightly
tunes of background music fill the air**

For years a leader in protecting profits against fire and theft, ADT now is helping businessmen boost those profits through the therapeutic melodies of background music. A product of the highest professional standards, and specifically programmed to meet the needs of almost every conceivable enterprise, ADT Music Service is available through the new ADT Background Music Division.

Sometimes referred to as functional, motivational, or work music, background music is specifically arranged to influence the feelings and attitudes of people so that they may respond to their surroundings favorably, or perform their work at a higher level of efficiency. Background music achieves this effect through an artful mix of tempo, rhythm, instrumentation and size of orchestra, and is totally unlike the music usually heard on radio, record player, or jukebox.

One of the most valuable applications of background music is in factories and offices, where it serves to counteract monotony, boredom, fatigue and tension—four conditions which experts believe are the major causes of low worker-output and job dissatisfaction.

Bored, tired, or tense employees are apt to take time out from their work, particularly if it is of a routine nature, by resorting to excessive social conversation, day-dreaming, making frequent trips to the water cooler, and in other ways physically and mentally wandering from the work at hand. Under such conditions, output naturally drops, errors begin to creep into the work, and accidents tend to increase. Added to this is the high cost of absenteeism and turnover attributed to job dissatisfaction. It is estimated that the cost to American business and industry of such inattentiveness, inefficiency and indifference runs into millions of dollars each year.

Professionally programmed music counteracts the conditions that cause these losses. The music in itself is not

intended to increase production *directly*. Rather it creates an atmosphere of greater harmony, cheerfulness and good feeling among workers. It alleviates monotony, tension and fatigue—thus, indirectly, producing an overall improvement in work operations and group performance. These benefits have been conclusively demonstrated in numerous industrial studies and controlled experiments undertaken to assess the value of music in business and industry.

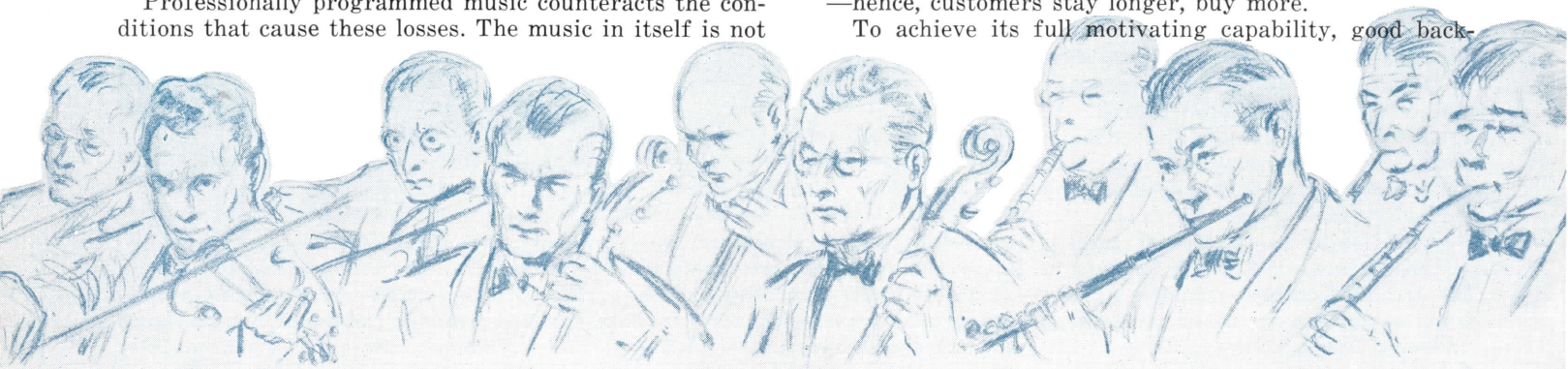
How do employees themselves feel about background music? The overwhelming majority like it, feeling that it improves working conditions, gives sagging spirits a boost, and generally lightens their tasks. It helps them feel their company is a good one to work for. In fact, it has been observed that applicants for positions often brighten up on hearing the music and show increased interest in joining the company.

Although background music is frequently associated with work, its demonstrated effectiveness in conditioning the feeling and attitudes of people has led to its application in a variety of enterprises. Today, background music is working its magic in such places as bowling alleys, hospital waiting rooms, and through earphones placed in beauty-shop hair dryers. It is even being used by one traffic court to pacify outraged motorists arriving to pay fines for illegal parking and other minor traffic violations.

Stimulates Sales

A powerful sales tool, background music measurably adds to profits in many types of businesses that serve the public. Restaurant, hotel and resort owners are strong supporters. They feel it helps to create a pleasant atmosphere and relax customers. For retailing, music lends distinction to stores or shops because it not only puts customers at ease, it encourages alertness and courtesy in sales personnel. Shopping becomes a pleasure, not a chore—hence, customers stay longer, buy more.

To achieve its full motivating capability, good back-



FOR PROFITS



Soft, unobtrusive tunes alleviate tension and pressures among customers and salespersons. Shoppers stay longer, buy more.

ground music must be as unobtrusive as possible. It should never intrude on the thought processes of its hearers. This is what distinguishes programmed background music from music heard over the radio or played from records and tapes. Entertaining and recreational in nature, such music is played to divert the audience's attention and, frequently, to compel active listening.

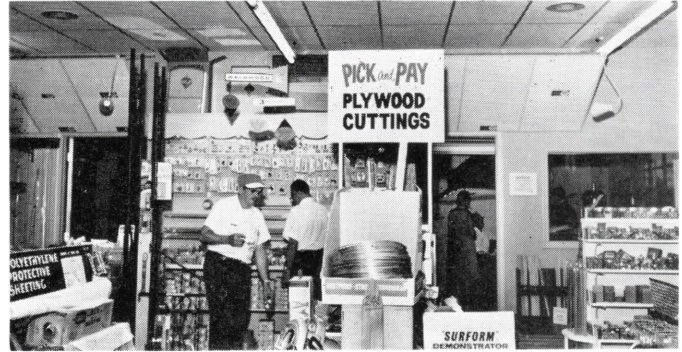
While radios and record players are fine sources of music, they introduce aspects that tend to defeat the purpose of functional music. Not only do radio announcers often interrupt musical selections with commercials, news, and personality interviews, but the music itself is not specifically scored, arranged and programmed to provide a continuous flow of functional music. With record players as a source of background music, a knowledge of the psychology of music is necessary, otherwise programs can easily become unbalanced through an uninformed or indiscriminate selection of music. Furthermore, the cost of operating such a system easily exceeds that of professionally programmed music service, requiring as it does the maintenance of an extensive music library and someone to serve as music supervisor.

Expertly Scored

Scientifically programmed music, as compared to entertainment music, is played to be heard, not listened to. All of the fanfares, vocals, attention-getting devices, loud peaks and valleys are eliminated. Doing its work at a quiet level, it becomes an unobtrusive part of the background in much the same way as do good lighting, interior decoration, and air conditioning. It is when the music stops that people become consciously aware of its having been played before.

Such expert scoring and arranging are outstanding features of ADT Background Music. Another is a Balanced Stimulus Formula of programming in which selections are carefully varied so that boredom and fatigue may be counteracted subtly and evenly throughout the day—not with just a shot-in-the-arm boost during certain hours. The programming is noted for its sparkle, variety, contrast, and motivational effectiveness.

To maintain its high standards of programming, ADT Background Music Service has access to a master library



Ceiling-mounted speakers supply melodies as hardware customers browse. Music is boosting sales for many small retailers.

of more than 5,000 selections, featuring such artists as Frank Chacksfield, Mantovani, Melachrino, Ted Heath, Lawrence Welk, Paul Weston, Nelson Riddle. The music is recorded on high-fidelity master tapes by top-flight studio musicians and then transcribed directly to program tapes, with no intermediate disc transfer. The process assures the high fidelity necessary to the effectiveness of functional music. To meet the ever-changing needs of diverse audiences, the library is continually enlarged and freshened with the best of current tunes as well as new arrangements of old-time favorites.

ADT is particularly well-suited to provide the best in background music service because of its established nationwide facilities. The music is transmitted to subscribers from ADT control centers located in a dozen major cities. Presently, ADT Background Music Service is available in Atlanta, Baltimore, Chicago, Cleveland, Columbus, Dallas, Detroit, Ft. Worth, Kansas City, Oakland, San Francisco and St. Louis.

ADT Background Music Division also offers public address, paging, intercom and other communications systems. These systems can easily be integrated with an ADT music installation, or they may be installed separately if desired on either a lease or outright sale basis. Inspections and tests, as needed, and complete maintenance are included with ADT Music Service. In addition, constant supervision of studio equipment is maintained 24-hours a day, 365 days a year.

Low in Cost

The cost of ADT Background Music Service depends on a number of variables but is surprisingly low when compared to almost any of the expenditures made to improve public, customer and employee relations. When background music first made its appearance, one of the hardest jobs was to convince businessmen that such music was not frivolous entertainment, but a powerful management tool to condition and motivate people. The extent to which this has now come to be recognized may be gauged by the fact that the gentle melodies of background music are unobtrusively directed at some 60 million persons daily in the United States—proof that there is certainly more to background music than at first meets the ear.

ADT NOW PROTECTS YOUR BUSINESS FROM THESE 4 PROFIT THIEVES



tension
fatigue
boredom
conflict

PEOPLE...AND PROFIT PROTECTION with ADT background music

Motivational background music is one of modern management's most successful profit tools. But, let's get one point straight—scientifically programmed motivational music is not planned to entertain. Its single objective is to make profits for subscribers.

Usually music must attract attention and be listened to if it is to succeed. Just the opposite is true for "music in business." Motivational background music is to be heard but not listened to. Such music works its profit magic by not attracting attention to itself.

Business depends on people. Profits depend on how customers and employees act and react. The four most insidious and unseen enemies of profits are these human conditions which impair employee efficiency and adversely affect customer relations: Tension...Fatigue...Boredom...Conflict.

Thousands of small and large businesses have proven the profit-protective power of high-quality motivational background music. Employee production goes up. Employee turnover goes down. Customers stay longer... buy

more... return more often. Costs go down. Sales go up. NOT ALL BACKGROUND MUSIC SERVICES ARE ALIKE. Some are local operations. Others operate on a franchise basis, with variations in service from city to city. All deliver a program of background music to the subscriber, but there the similarity ends.

KNOW THESE FACTS ABOUT ADT BACKGROUND MUSIC SERVICE.

1. ADT has an experienced service organization highly skilled in modern electronic communications.
2. ADT Background Music brings you the very best available motivational music programming.
3. ADT offers the highest quality of transmission and reproduction—backed by consistent, dependable service.
4. ADT service includes supervision of transmission by operators 24 hours a day, 365 days a year.
5. In addition, ADT offers sound engineering and service for your public address, paging, intercom and other communication systems either with background music or separately, on either a lease or outright sale basis.

Background Music Division

Music Service • Sound Systems • Public Address • Paging • Intercom
155 SIXTH AVENUE NEW YORK, NEW YORK 10013

ADT