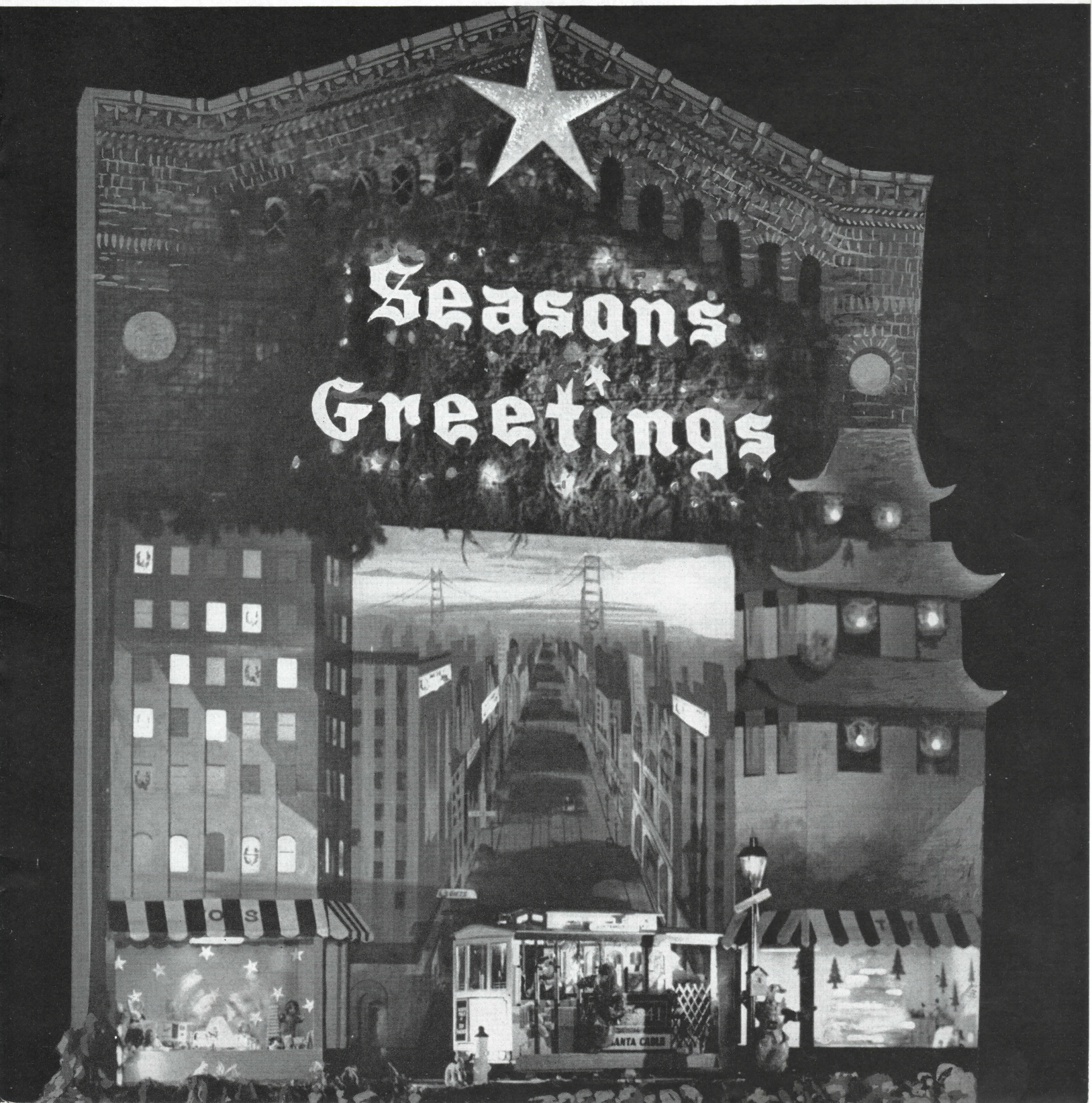


# *The* **ADT** TRANSMITTER

vol. XXII, no. 11 — DECEMBER — 1950

Seasons  
Greetings





## • LETTERS •

### Service Instills Confidence

AMERICAN DISTRICT TELEGRAPH CO.:

We wish to thank you for the very excellent service rendered on the night of November 7 when your guard apprehended the party making an unauthorized entry into our building.

During times like these when certain items are critical and hard to obtain, we feel that we have not only saved the dollar value of such items but also an unknown amount of good will with our parts and service customers.

It is service such as this that instills confidence, and makes us feel free to highly recommend the outstanding protection afforded by you.

C. H. SLOAN

Ofgant Chevrolet Company  
Cambridge, Massachusetts

### Operations Not Interrupted

AMERICAN DISTRICT TELEGRAPH CO.:

The express purpose of this letter is to offer you a word of appreciation for the service rendered to us on the evening of October 24 when you received a manual fire alarm from one of the boxes in our factory and then promptly summoned the fire department and dispatched your guard for investigation.

As a result of your service, all of those whose presence was required on the scene at the time were notified and available. Because of the prompt action on everybody's part, the damage was held to a minimum and we were able to resume operations without any expensive loss of time.

AUGUST VON BOECKLIN

Washington Manufacturing Co.  
Tacoma, Washington

### On the Cover

To fire fighters in the San Francisco area, Christmas usually means station-decorating time, and 1949 was no exception. Our cover photograph shows the fire station that received first prize during last year's spirited competition.

## A NATION-WIDE ORGANIZATION

The American District Telegraph Company (A.D.T.), founded in 1873, is the only nation-wide organization specializing exclusively in the manufacture, installation, maintenance and operation of electrical supervisory and alarm systems for protection against fire, burglary and intrusion, watchman supervision, etc.

A.D.T. Central Station Protection Services are available in more than 350 cities and towns in the United States. In this type of service the protection system in the subscriber's premises is connected to an outside A.D.T. Central Station which provides continuous electrical supervision, transmits alarms to the fire and police departments and investigates trouble and other emergency signals.

Outside of Central Station areas, A.D.T. installs protection equipment for owner operation, with visual or audible signals within the protected premises and, when desired, direct-wire connections to police or fire departments. In exceptionally large establishments, systems may be installed to operate through owner-operated proprietary central stations on the premises.

Whether the system operates through an A.D.T. Central Station or is of the local or proprietary type, A.D.T. provides periodic inspections, systematic tests and complete maintenance by an organization trained and experienced in this type of work. *Without this specialized attention there is little assurance that any protective signaling system will operate when an emergency arises.*

A.D.T. Protection Services include the following systems:

**SPRINKLER SUPERVISORY AND WATERFLOW ALARM:** Summons fire fighting forces when sprinkler operates. Maintains a continuous automatic check on shut-off valves and other points controlling water supply.

**AERO AUTOMATIC FIRE DETECTING AND ALARM SYSTEM:** Detects fire and summons fire department automatically.

**WATCHMAN SUPERVISORY AND MANUAL FIRE ALARM:** Investigates any failure to signal Central Station. Includes Manual Fire Alarm Boxes to summon the fire department quickly and accurately.

**BURGLAR ALARM:** Automatically detects unlawful entry or intrusion and initiates immediate investigation.

**HOLDUP ALARM:** Summons police in case of attack by bandits and in other emergencies.

Also: Automatic Fire Control for Air Duct Systems; Heating System and Industrial Process Supervision and other miscellaneous supervisory services.

## • EDITORIAL •

### Avoiding Fires Vital Now

Fire destruction in the U. S. is inching its way toward higher levels than last year, according to estimates of the National Board of Fire Underwriters. For the twelve months ended October 31, the losses totaled \$686,245,000, which is about \$16,758,000 more than the figure for the same period a year ago.

Fires at any time are a shameful economic waste, but under present conditions the effects may be of much greater consequence. Already stepped-up defense measures have created marked shortages of essential materials and equipment. When such items are destroyed by fire replacement becomes a serious problem.

Experiences in World War II demonstrated that losses by fire can be critically damaging. On this account arson has a strong appeal to those who would sabotage our industrial production. Recently the Munitions Board of the Department of Defense in its manual on principles of plant protection stressed this fact and urged that efforts be made to provide greater safety against fire.

The manual points out the importance of taking precautions against arson because of its universal applicability and because saboteurs may inactivate devices designed to prevent or control the flames. In essence, a high degree of supervision must be exercised to assure the efficiency of protection equipment.

Thousands of organizations, large and small, throughout the country will testify to the effectiveness of ADT Central Station Supervision in automatically detecting closed shut-off valves and other conditions which might impair the efficiency of automatic sprinkler systems. To depend on the human element to perform these functions is a needless gamble, for fire records prove that disastrous fires involving unsatisfactory sprinkler performance usually can be traced to human carelessness, indifference or design.

ADT also provides Central Station-supervised systems for automatic detection and reporting of fire, burglary, intrusion, holdup and other dangerous conditions. Such safeguards deserve the thoughtful consideration of every businessman concerned with maintaining uninterrupted production.

**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 13, 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 ADT TRANSMITTER

VOL. XXII

DECEMBER, 1950

NO. 11

## BANK BUILDING BLAZE NIPPED

### *Aero Automatic Fire Alarm System Detects and Reports Dangerous Evening Blaze in Fourth-Floor Jewelry Shop*

Alerted by the operation of an ADT Aero Automatic Fire Alarm on the night of October 23, Salem, Mass., firemen raced to the Naumkeag Trust Company's building to quell a threatening blaze which broke out in a jewelry and watch repair shop on the fourth floor.

When the alarm was received, ADT Central Station operators quickly notified the fire department. Two engine companies, under the command of Captain Edward P. Harrington, immediately responded. The first firemen who forced open the door of the Mattson Repair Shop were driven back by the outpouring of acrid smoke. Donning gas masks, they reentered the office and had the flames under control in less than three minutes.

An investigation disclosed that the

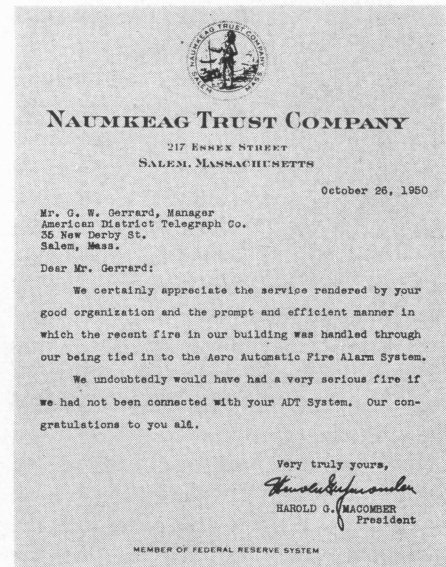
outbreak had been caused by an unattended electric demagnetizing apparatus which had been inadvertently left on at the close of the business day. The fire broke out at approximately 8:30 p.m. and the Aero System immediately responded to the rapid rise in temperature.

Several feet of insulated cable, supplying power to the demagnetizer, threw off billows of dark, dense smoke when the fire started, as did a couple of jars of nonflammable cleaning material containing about 15 per cent tetrachloride which had been placed near the electrical apparatus. Even after the fire had been extinguished, dense quantities of smoke continued to pour from the Mattson shop.

Officials stated that the loss, caused chiefly by damage to the demagnetizer,



**WHERE AERO ACTED** — The blaze broke out in a watch and jewelry repair shop on the fourth floor of the building at right, owned by the Naumkeag Trust Company. Operation of Aero System summoned firemen in time to prevent heavy damage



amounted to about \$750. Some smoke damage to hallways and adjacent offices was reported. Offices on the floor above were affected by the smoke and an office directly under the shop suffered minor water damage.

That officials of the bank were pleased with the efficient operation of the Aero Automatic Fire Alarm and the most effective work of the fire department is evident in the following excerpt from a letter to the Salem Fire Department by Harold G. Macomber, president of the Naumkeag Trust Company:

"I wish to express the appreciation of the officers and directors of the Naumkeag Trust Company to the officers and men of the Salem Fire Department for the excellent job they did in handling the fire which we had in our building on Monday evening.

"We were pleased that the ADT System worked so quickly in notifying your department of trouble. We are extremely pleased by the efficient manner in which your men cleaned up and protected our premises after the fire had been put out."

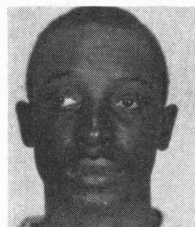


## BURGLARY

### JEWEL THIEF NABBED

#### *Daring Burglar Is Brought Down In Wild Chase in Bank Building*

While scores of customers of the Genesee County Savings Bank looked on in astonishment, Flint, Mich., police, an employee of a jewelry establishment in the building and a couple of courageous insurance men captured a brazen jewel thief on October 26.



The stage was set for the midday drama when 27-year-old Mack Hays strolled into the fourth-floor shop of Brinch Jewelers with larceny on his mind. Finding the showroom vacant, he helped himself to a tray containing seventeen valuable diamond rings.

As Hays went out of the door, the proprietor's son, working in a back room, heard a noise and came into the showroom where he noticed that the rings were missing. He quickly ran to the door and saw the thief sprinting toward the stairs. Giving chase, he overtook the man but could not hold him.

At that juncture two insurance men in a near-by office heard the scuffle and joined in the chase. Down the stairs they flew, with Hays about two strides in front of his pursuers. As they reached the main floor, an alert bank employee saw what was taking place and operated an ADT Police Call Device.

The three businessmen caught up with Hays and were doing a good job of holding him down when the police arrived and made the arrest. The officers promptly recovered \$3,565 in stolen gems, returned them to the owner, and hauled their prisoner off to jail.

Hays proved to be an ex-convict whose record includes a one to ten-year stretch in San Quentin for grand larceny.

### BULLET DROPS BURGLAR

Surprised in the act of looting Sam Banks' Cafe in Dallas on a recent evening, 26-year-old Willie Young attempted to flee, but was brought down by a

policeman's bullet a short distance from the cafe.

Young forced an ADT-protected window at 10:59 p.m. and police were on the scene a few minutes later. Ignoring their commands to surrender, Young started to run, but was stopped in his tracks. He was not seriously wounded.

### CAPTURED AT GUNPOINT

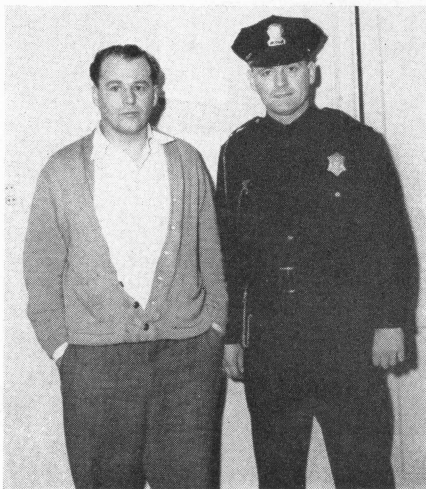
The early-morning quiet of Fitchburg, Mass., was shattered by gunfire recently as almost the full complement of the local police force tracked down and captured a jewel thief in the Back Bay section of town.

Bleeding from a gunshot wound on the right hand, the prisoner, Harold A. Hahn, 42 years old, threw up his hands in surrender when surrounded by at least a dozen members of the force.

About a half hour before, Hahn had smashed the ADT-protected show window of the Scott Jewelry Store and removed several rings and other articles valued at approximately \$500.

When the alarm was received in police headquarters, several officers rushed to the scene. Spotting Hahn fleeing from the store, the officers gave chase, firing as they ran. They finally stopped their man as he made a break from behind a market building.

Most of the missing items were recovered and Hahn, booked on a charge of breaking and entering, was held in \$5,000 bail while awaiting trial.



*Fitchburg Sentinel*  
**AFTER THE CHASE** — Harold J. Hahn stands with Patrolman Emery J. Robichaud after being treated for bullet wound sustained in chase through the streets of Fitchburg. An ADT Alarm in Scott Jewelry Store led to his capture

### NO WAY OUT

Trapped on the roof of a Davega Store through the operation of an ADT Burglar Alarm on November 12, a Long Island City burglar tried in vain to break through a net of policemen surrounding the building.

The culprit entered the sporting-goods establishment at 12:25 a.m. by removing an ADT-protected roof scuttle, which was unlocked, and dropping into the store.

When police reached the scene a scant three minutes later, the frightened intruder attempted to leave through the scuttle, but was spotted by the officers. He made a dash for the front door only to be grabbed by policemen who had stationed themselves at the entrance.

The burglar, identified as Joseph Stevenson, 25, is said to have a long police record.

### NO FARES FOR A WHILE

Finding themselves with time on their hands early on the morning of November 8, a couple of East St. Louis cab drivers decided to liven things up by breaking into the Estlian Tavern.

The cabbies, later identified as Aton Yanones and Clyde Shockley, proceeded to smash the ADT-protected front door of the tavern and help themselves to a supply of liquor. In addition, they took \$11 in change which had been left in a glass behind the bar.

As the thieves were preparing to drive away with their loot, police arrived and the hackmen gave up without a struggle. A haul consisting of twenty-two bottles of liquor was found in the two cabs, which were parked a short distance from the tavern.

### GOT OUT FAST

When Cleveland police responded to an ADT burglar alarm from the factory of the Printz-Biederman Company on the morning of October 29, an undetermined number of burglars barely had time to drop everything and take to their heels.

The officers found twenty suits and fifteen coats which had been abandoned below a smashed ADT-protected window. A thorough search failed to uncover any sign of the intruders.

The owner stated that nothing was missing from the factory.



## TRIO TRAPPED IN STORE

### *Burglar Alarm Leads to Capture; Clears Up Series of Burglaries*

A series of baffling burglaries in the Tacoma area was cleared up on October 21 when an ADT burglar alarm led to the arrest of three men, one of whom had been paroled from the state penitentiary a little over a month before.

The men were nabbed at gunpoint in the basement of the Louis Fruchter fur establishment where they cowered after smashing an ADT-protected window. The capture was made without incident by the Tacoma police who responded and surrounded the building less than three minutes after the alarm was received.

Led by 22-year-old Robert Eckard, the recent parolee, the three men made forays into several other business establishments on the same morning before running afoul of the ADT System. When captured, the trio talked freely and enabled detectives to recover loot valued at more than \$1,000 from the prisoners' homes.

Held with Eckard was a 19-year-old soldier and an unidentified juvenile. Eckard gave the police a complete run-down on their previous activities and described in detail other raids which netted them three new Swedish rifles, valued at \$150 apiece, photographic equipment, hunting items, an assortment of hardware, and miscellaneous articles.

Winding up a night of drinking, during which they had tried a couple of fruitless burglaries, the trio decided to break into the Fruchter store. They went through a basement window at 4:21 a.m. and at 4:24 a.m. they were staring into the guns of police officers.

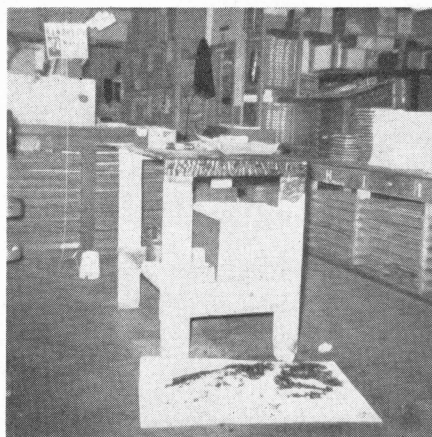
## FIRE

### HOT OFF THE PRESS

#### *Aero Alarm Notifies Firemen of Outbreak in Newspaper Plant*

A few minutes after a watchman at the plant of THE CITIZEN (Houston) strolled past a large wooden trash box on the night of November 12, the contents suddenly burst into flames.

When the outbreak occurred, the watchman was in another part of the



*Curry-ADT*  
**SEARED BUT STILL STURDY**—Workbench sustained minor fire damage when blaze suddenly flared up in near-by trash bin in plant of Houston Citizen

building, unaware of the danger. Fortunately, however, the plant was equipped with an ADT Aero Automatic Fire Alarm System which operated immediately as the result of the rapid temperature rise.

Responding to the alarm transmitted at 10:07 p.m., firemen consulted the annunciator on the outside of the building to determine the location of the blaze. Inside they found the flames attacking a near-by workbench.

Quickly extinguishing the flames at the end of the bench, they tied a line to the burning box and dragged it outside where they finished off the blaze.

It is believed that spontaneous ignition of oily rags, used to clean the printing presses, was responsible for the outbreak. Officials of the plant reported that only slight damage to a portion of the workbench resulted.



*Curry-ADT*  
**OUT OF THE DANGER ZONE**—Trash bin was dragged outside and its burning contents extinguished by firemen responding to signal from Aero System

## BLAZE IN COUNTY HOME

A few hundred aged inmates of the Franklin County Home in Columbus had just finished breakfast on October 23 when one of them noticed a wisp of smoke coming from a second-floor clothes closet.

Informed of the emergency, Superintendent F. T. Babbitt operated an ADT Manual Fire Alarm Box on the floor below to summon firemen while attendants assured the 380 elderly persons, 147 of whom were bedridden, that help was on the way.

Firemen responded quickly and smothered the flames within the confines of the closet. The cause of the outbreak was not determined, but it is thought that a lighted cigarette may have been responsible.

The home, constructed in 1886, is of brick and stone with a wooden interior and could have been the scene of a disastrous blaze had the alarm been delayed. Mr. Babbitt stated that, if it had not been for the prompt action, far greater damage would have resulted. A loss of only \$25 was reported.

## THOUGHTLESS TACTICS

An attempt to drain a gasoline tank on a semi-truck tractor undergoing repairs at the Opekasit Center, Hamilton, Ohio, caused a near disaster on the afternoon of October 13.

Finding the drain plugs broken off, a mechanic used an electric drill to make a hole in the bottom of the tank. As the drill penetrated the metal, there was an explosion. Flames enveloped the tank, but fortunately the man was uninjured.

Operation of an ADT Manual Fire Alarm Box summoned firemen who quickly extinguished the flames.

## FIRE IN LOCKER ROOM

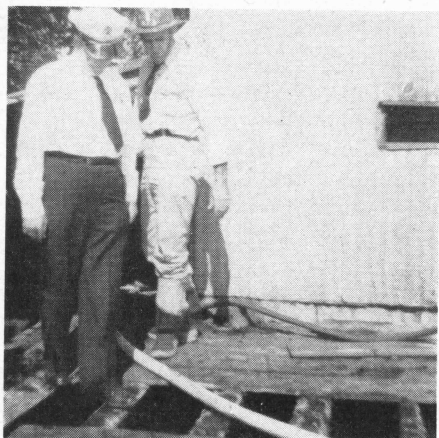
Operation of the Aero Automatic Fire Alarm System at 12:42 p.m. on Saturday, October 14, summoned Atlanta firemen to the plant of the Evans Metal Company where they discovered flames licking the contents of several lockers in one of the dressing rooms.

The prompt notification enabled the firemen to limit the damage to a few lockers and a portion of a wooden partition surrounding the room. The loss was estimated at \$700.



## COTTON FIRE CONTROLLED

O. J. Lottman, proprietor of the Lottman mattress factory in Houston, and some of his employees moved fast when



Curry-ADT

a fire broke out recently in an accumulation of waste cotton on a frame platform at the rear of the plant.

Using a fire hose connected to the ADT-supervised sprinkler system within the building, the men attacked the blaze, at the same time automatically transmitting a waterflow alarm. Unfortunately, in their anxiety to extinguish the blaze, the untrained fire fighters scattered the burning cotton and drove the blazing particles through cracks in the flooring.

The municipal fire fighters arrived in the nick of time and quickly ripped up a section of the platform to wet down the material. Mr. Lottman, thankful for ADT Protection, stated that the loss was negligible.

## LUCKY HE LOOKED

On a recent Sunday afternoon, an employee of the ADT Central Station in Springfield, Mass., happened to look out the window and saw a cloud of smoke rising from a building occupied by the Cinderella Shop, a subscriber to ADT Burglar Alarm Service.

Aware that there was no automatic fire detection system to give an alarm, he promptly notified the fire department and dispatched a guard to admit the firemen.

When the guard opened the entrance door at 2:17 p.m., he was greeted by billows of smoke from the interior of the shop. The fire fighters arrived a minute later and discovered a blaze in a small record room of the bookkeeping department on the second floor.

The flames were speedily extinguished. Most of the damage was caused by smoke. It was the opinion of the firemen that the careless disposal of a lighted cigarette on the day before started the fire which smoldered for almost twenty-four hours.

## 'FRAGRANT' AFFAIR

A few deep draughts of ordinary ozone were required by Jersey City firemen after fighting a fire on a recent afternoon in a garbage car on a siding at the plant of the Seaboard Terminal & Refrigeration Company.

The fire fighters were summoned by an ADT waterflow alarm when eight sprinkler heads fused over the blaze at 1:20 p.m. The outbreak was extinguished in a few minutes.

Company officials estimated that the loss would not exceed \$100.

## WATCHMEN

### AERIAL WIZARD CAPTURED

Watchman William Boyd of the Mechanics Finance Corporation in Jersey City is not to be confused with the fast-moving gent of the same name who portrays "Hopalong Cassidy" on the screen, but he hopped along pretty fast when he heard a noise on an upper floor of the building on a recent morning.



George Rich

Boyd, who was making his round on the second floor, summoned police assistance by operating an ADT Police Call Device. Three police officers made a quick search and flushed out 21-year-old George Rich who was attempting to hide under a table on the fourth floor.

Rich amazed his captors by telling how he entered an adjoining building, climbed the stairs to the roof and swung down to the fourth floor by means of some scaffold ropes on the side of the building. He went through an unlocked window and started ransacking several offices.

He was walking along the fourth-floor hallway when Boyd heard him and summoned the police.

## ORGANIZATION

### QUARTER-CENTURY AWARDS

As of December 31, the following twenty-two members of the ADT organization will have been awarded diamond emblems during the past four months in token of twenty-five years of service, bringing the total of quarter-century members to 638:

R. W. AMBROSE, Chicago, Plant  
E. C. BERTIE, Duluth, Plant.  
W. BOBKIVICH, Cleveland, Oper.  
H. BRADY, Hartford, Plant.  
H. J. COYNE, Scranton, Oper.  
E. E. DAVIS, Omaha, Oper.  
W. W. DOOLEY, St. Louis, Comml. Supt.  
W. HUBERTUS, Newark, N. J., Plant.  
L. E. HULTBURG, Cedar Rapids, Oper.  
F. KEHR, Louisville, Oper.  
E. J. KROPP, Chicago, Plant.  
H. E. MATHISON, St. Paul, Oper.  
H. J. MITCHELL, Minneapolis, Oper.  
R. PIONTEK, St. Paul, Oper.  
E. PRIETZ, Chicago, Oper.  
R. J. REDSTROM, Wausau, Oper.  
W. S. SAGER, Jersey City, Oper.  
J. STOLLENWERCK, Wichita, Oper.  
D. ST. PIERRE, Davenport, Comml.  
F. N. THOMPSON, New York, Plant.  
J. P. TIMOSSI, San Francisco, Oper.  
S. YONKERS, Kalamazoo, Oper.

### RETIREMENTS ANNOUNCED

John J. Mahoney, New York City guard, retired on pension effective September 6, according to a recent announcement of the Benefit Fund Committee.

Mr. Mahoney, who joined the ADT organization on March 3, 1926, now lives at 84-15 52nd Avenue, Elmhurst, Long Island, New York.

The committee also announced the retirement of B. M. Hanley, service supervisor at Salem, Mass., to become effective on January 10, 1951. Mr. Hanley, an ADT employee since January 5, 1928, now resides at 104 Lowell Street, Salem.



## THE ROSTRUM

*Devoted to Open Discussion of Protection Problems*

### RACEWAYS FOR RUNAWAY FIRES

***Even Modern Fire-Resistive Construction Cannot Combat Fire Coursing Through an Unprotected Network of Ducts***

By WILLIAM EVANS

The Cleveland Clinic fire of 1929 was relatively insignificant as big fires go, yet 125 people lost their lives there. Not in an antiquated sanitarium, but in a fairly new, modern structure that was commendably firesafe in every respect—except one. That flaw was the unprotected system of pipe ducts or chases through which the lethal fumes from the burning X-ray film vault in the basement were swiftly spread through every room in the building.

It has been twenty-one years since that costly lesson was taught us, yet a great many architects and many building managers haven't mastered it yet. Structurally and materially, buildings become more and more secure against the ravages of fire and explosion. Yet a discouraging proportion of them still harbor in their vitals this same flaw which permits poison gas, huge volumes of smoke, or even flames to infiltrate.

To the spectator on the street, a typical duct fire isn't worth watching, but to the firemen who have to pursue it through five, ten or fifteen stories, it is a vexatious and back-breaking problem. To the tenants of a building so involved, the losses from smoke damage or from prolonged shutdown can be terrific. A leading movie house in New York, for example, was closed for several months simply because a small rubbish fire outside was sucked into the fresh-air intake of the air conditioning system.

In industry, of course, spray booth ducts are notoriously bad actors, especially because of the ever-present threat of spontaneous ignition of deposits of certain paints, varnishes and lacquers. On top of this is the friction spark hazard. Frequent cleaning—in some cases every day—is the most obvious safeguard; so, also, is the use of filters which keep the ducts from being contaminated with flammable residues. It goes without saying, however, that the

filters themselves must be kept clean.

Hotels, restaurants, hospitals and other occupancies which have large kitchens are also frequent victims of duct fires because of grease deposits in them. And, naturally, all structures with ventilating or air conditioning systems must consider this menace.

Not long ago a million-dollar high school suffered excessive damage because of two very expensive "economies." The first was putting a combustible roof on an otherwise incombustible building; the second, terminating the ventilating ducts under this roof with absolutely no dampers or heat cut-offs in the system. As a result, an outbreak in a paint shop in the basement traveled upward and burned the roof off the entire building, causing severe damage to the upper floors.

All of the fire inspection and control agencies have evolved very thorough codes for the ample protection of ducts of all types; hence there is little point in going into them here. The fact remains, however, that the farther away from these standards a given system

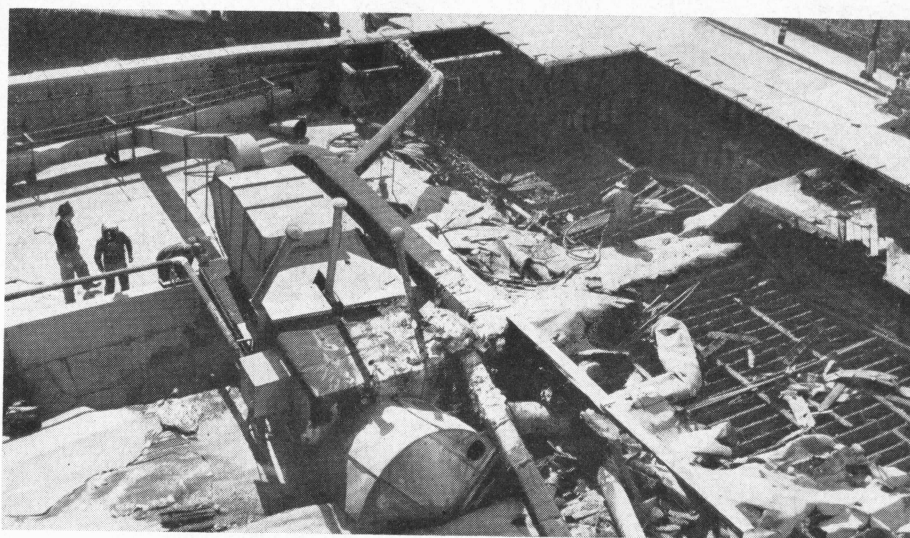
may be, the greater is the need for supplementary automatic safeguards.

Automatic sprinklers or open deluge sets are highly recommended for many installations; heat-actuated systems are not difficult to install; without a doubt the most significant new development is the ADT photoelectric smoke detector. This device is especially effective, since in so many cases, particularly where the life hazard in department stores, hotels, etc., is concerned, the major threat is smoke and noxious gases.

ADT records are replete with reports of potential "Cleveland Clinic" cases that were snuffed out in their infancy when automatic control systems of one type or another went into operation. A recent case concerns a large department store where a grease accumulation in the restaurant kitchen caught fire and the flames were promptly sucked into the ventilating duct. Three sprinkler heads operated and firemen, summoned promptly by an ADT waterflow alarm, extinguished the flames in the duct.

In another department store ignition of an accumulation of dust, lint and other combustible material in an air duct generated quantities of smoke. When the smoke passed through a light beam projected across the duct the ADT Automatic Fire and Smoke Control System instantly operated to close dampers and shut down fans. Firemen, notified automatically, extinguished the blaze.

Patently, the more modern our buildings become, the more vital it is to properly safeguard this Achilles' heel.



**NIGHT CLUB NIGHTMARE** — The roof of this Hollywood club is a shambles following blaze that broke out in lounge and traveled through air conditioning system which had been left in operation. The loss was estimated at \$63,500

Acme



# Let's Back Them Up!

In an effort to reduce the staggering losses caused by fire, The Advertising Council, cooperating with the National Fire Protection Association, has recently instituted a year-round, nation-wide, fire prevention campaign.

The Council, a nonprofit organization devoted to educational programs in the public interest, seeks the support of businessmen everywhere in pointing out common acts of carelessness which it is estimated will result in more than 340,000 fires in homes this year, and the loss of 11,000 lives.

If you are an advertiser you can cooperate in the campaign by writing one of the Council's offices listed below for mats and other free material for use in newspaper, magazine, radio, TV and all other advertising.

Fires are shameful economic waste. Let's back up the Council in this timely drive to conserve the Nation's resources.



1,300,000 homes *Built* in 1950



340,000 homes *Burned* in 1950

Almost a thousand homes burn every day of the year. Yet 90 per cent of these home fires could have been prevented by following simple safety rules. Make it a point to live by them...and you'll keep that roof over your head. Protect what you've got. Replacement today is more costly than ever.

keep plenty of large ash trays around.



never smoke in bed.



throw out rubbish.

don't abuse electrical appliances.



check your chimney.

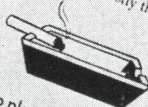
don't gamble with fire—the odds are against you!

SPONSOR'S NAME

Ad No. HF6  
(1 col. x 100 lines)

Two children die Cause: defective dirty, cracked, clogged

Keep plenty of large ash trays around.



Never smoke in bed.

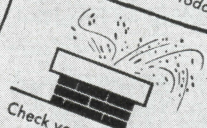
Don't abuse electrical appliances. Replace frayed cords.



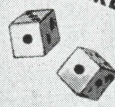
Throw out rubbish—today.



Check your chimney.



DON'T GAMBLE WITH FIRE—THE ODDS ARE AGAINST YOU!



SPONSOR'S NAME HERE  
(3 col. x 200 lines)

1,000 damage as in 1950. Let's prevent careless industrial fires.

The Advertising Council, Inc.  
Fire Prevention Campaign  
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