



IT'S the first five minutes that count . . .

Every year *belated discovery* and *delayed alarms* offer upon the altar of the fire demon the cruel sacrifice of thousands of human lives and the needless destruction of millions of dollars worth of property.

It is an axiom among fire fighters that "the first five minutes at a fire are worth the next five hours." When a fire results in a serious loss the underlying reason usually is *belated discovery* or a *delayed alarm* . . .

"AERO" insures instant and accurate alarms

The "Aero" Automatic Fire Alarm System eliminates the hazard of belated discovery and delayed and inaccurate alarms.

No matter when or in what part of the building a fire may start, "Aero" detects it immediately, reports it automatically and accurately — summons the fire department direct to the scene in those first precious minutes that so often mean the difference between an incident and a disaster.

**Controlled Companies of
AMERICAN DISTRICT
TELEGRAPH COMPANY
155 Sixth Ave. • New York**

"Aero" Automatic Fire Alarm "Feels the first breath of fire"

Controlled Companies of
AMERICAN DISTRICT TELEGRAPH COMPANY

155 SIXTH AVENUE • NEW YORK, N. Y.



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