

THE TRANSMITTER

Published Monthly by Controlled Companies of American District Telegraph Company
155 Sixth Ave., New York, N. Y.

VOLUME I

DECEMBER, 1929

NUMBER 6

Delayed Alarm Causes Appalling Loss of Life, as Fire Destroys Pathe Studio in New York

On Tuesday morning, December 10, New York's theatrical and motion picture world was stunned and the public horrified by a fatal fire which took ten lives and injured twenty-one persons in the Pathe Manhattan Studios, Inc., at 134th Street and Park Avenue.

The cause of the fire has been undetermined, but the reason for the loss of life and the seriousness of the conflagration has been definitely attributed by New York's fire officials to the delay in sounding an alarm which would have brought the fire department to the premises before the blaze was beyond control.

A municipal fire alarm box was located on the street corner but excited employees dared not leave the building and attempted to fight the fire themselves. The flimsy drapes and tinder-dry drops furnished excellent nourishment for the flames and the building was quickly doomed despite the frantic efforts of an untrained force of fire fighters.

Fire Chief Kenlon, of the New York fire department, has been making an investigation and he and others are quoted in the *New York Evening Sun* of December 11. The *Sun* says:

"If the fire alarm box had been pulled five minutes before it actually was, no



© Wide World Photos

DRAMATIC PICTURE OF ONE OF THE MOST DISASTROUS FIRES NEW YORK HAS HAD IN YEARS. "DELAYED ALARM" WAS THE CAUSE OF TERRIFIC LOSS OF LIFE.

one would have perished in the building,' said Chief Kenlon.

"The same thing, in a different way, was said by Saul Harrison of the Film Technicians' Union, and Sal Scapa of the Motion Picture Studio Mechanics' Union.

"The chorus girls went back to their dressing rooms to get their clothing and jewelry,' both men said. 'When they finally started to leave the building, it was too late. They became panicky and didn't realize how dangerous it was to wait.'

"Fire Chief Kenlon was the first investigator to come to any conclusions about the fire, but four other inquiries are in progress, made by the Pathe Company, Fire Marshal Brophy of the fire department, the police department, and the district attorney's office.

"It now appears that while the furnishings of the talking picture studio were not fireproof and no sprinkling system was installed, there is no law to compel either.

"The employees of the company messed up things by delaying to turn in the alarm,' said Chief Kenlon. 'The firebox was outside the door of the burning building. We got the first signal from it at 9:37 o'clock yesterday morning. At 9:41 a second alarm was sounded. Within four minutes thereafter ten companies of fire fighting apparatus had reached the scene of the fire.

"If the box had been pulled five minutes before, or at 9:32, no one would have perished in the building. I know it to be a fact that the sending of the alarm was delayed. The employees meant well, but they overlooked the firebox on the corner. They went to work and fought the fire with chemicals and a standpipe line. It got the better of them.'"

Those few precious seconds required to reach the street box on the corner could not be spared without allowing the fire to gain greater headway. A different situation doubtless would have existed had the management acted at once to install A. D. T. service when solicited by the company's representatives. A. D. T. Fire Alarm boxes installed *within the premises* would have been available for

instant use in calling the fire department to the building when the emergency arose. "Procrastination is fire's best friend" is a slogan which proved all too true in this case.

According to a recent survey made by the National Board of Fire Underwriters, which was mentioned in the November number of *THE TRANSMITTER*, "*New York is making good use of supervisory and protective signaling systems*," which is one of the reasons for a minimum fire hazard in the high value section of the city. Here, however, was a case where the need for protection was apparent, yet none was supplied.

There are thousands of similar improperly protected establishments throughout the country at the present time, and in each case the door is being left open for a similar tragedy to occur. A. D. T. is preventing this by offering reliable protection service designed to speed up discovery of fire and provide means for summoning the fire department without delay. How well it succeeds is evidenced by the low loss ratio of A. D. T. protected premises as compared with others and the scores of commendatory letters received each month from subscribers.



Detroit Seeks to Excel Chicago's 18 Out of 18

Not to be outdone by Chicago, with its record of eighteen out of eighteen for A. D. T. protection in Golde Stores, Detroit reports that they are running a close second with twelve out of twelve stores of Finsterwald's, makers of "Men's Fine Fintex Clothes."

Finsterwald's opened its eleventh store in Detroit during the month of November. Starting with their original location at Monroe and Randolph streets, Finsterwald's has kept pace with Detroit's rapid expansion. Today, in addition to the Monroe-Randolph store, there is a second downtown unit at the corner of Griswold and Grand River avenues, and nine others situated throughout the city so as to serve every section.

These stores have all been equipped with A. D. T. Burglar Alarm protection and the service rendered has been of such a character that A. D. T. has been established as the standard for all stores.

Improved Equipment and Sales Methods Will Increase A. D. T. Business in 1930

By CLARENCE C. JOHNSON, *President*

"A Bigger and Better A. D. T." is the slogan for 1930.

The year 1929 is behind us. In consigning it to history, it is only fair to say that in its latter months there was much of encouragement. A renewed spirit of energy and effort is manifest in every department. A militant, conquering spirit which augurs much for the future.

We look toward 1930 with high hopes and large expectations. We have more to build on than ever before. Protective signaling systems have come to the front in the public mind. No longer are they looked upon as luxuries, but rather as proved necessities. Our services in particular were never so well thought of by underwriting authorities and the public in general. Our selling forces were never so well equipped with perfected systems to sell, with such telling sales material or with such a record of perfect services to point to. Every man in the organization seems to realize, as never before, that he can, in his own sphere, assist materially in exploitation of the service. Why should we not succeed as never before?

What do we expect from 1930?

Manifestly, with an augmented and improved sales department, we may fairly expect to close a much larger volume of new business than in the banner year just past.

We may hope to improve our methods of installation and operation and thereby do our work more effectively and economically—and these factors will, of course, materially increase net earnings, which is our goal.

The engineering department has under way important developments in both the Central Station and Local

The signing of the contract for the twelfth store, which was opened on December 5, brought the A. D. T. total up to twelve out of twelve and it is understood that the opening of another store soon will bring the total to thirteen out of thirteen. In order to escape the "unlucky" number, service will also be installed in two new stores which are to be opened soon in neighboring cities.

fields, which we may hope to have the use of during the coming year. These include new registering apparatus which will overcome a number of weaknesses in present appliances of this class; a simplified and more effective local bank vault alarm; a less expensive and much improved local mercantile alarm; a radically new type Sprinkler Supervisory transmitter for both local and Central Office use; improved Police Call, apparatus and improved Central Station equipment for Proprietary systems.

Important and far-reaching changes in insurance credits are just in the offing which, when realized, will materially reduce sales resistance and make possible the extended use of the higher grade signaling systems.

We may also expect a marked improvement in the competitive situation, particularly in our Central Station field.

On the other side, there is little of discouragement. True, we have seen a collapse of stock market prices with certain attending disturbances and readjustments. There has been a recession in certain lines of business, but the economic condition of the country is sound and we have never yet caught up with the expansion of business during the last ten years. Our field is unimpaired and is still a growing one.

A continuance and intensification of the fine spirit of loyalty, endeavor, interest and co-operation now manifest is bound to make the coming year one in which we can all have pride and satisfaction.



BANK PRAISES A. D. T.

Both the operating and plant forces at Columbus, Ohio, deserve considerable credit for an excellent letter recently received from the Union Building and Savings Company complimenting the A. D. T. on the efficient manner in which Phonetalarm and Police Call services were installed and operated. The letter follows:

"We wish to compliment you on and extend our appreciation for the very efficient manner in which your Phonetalarm and Police Call services were installed in our new building. We find the entire system to operate entirely satisfactory, as we anticipated it would, for we had the ten years of adequate service from you in the old quarters."



PROTECTION PLAUDITS

Several exceptional commendatory letters were received during the current month from subscribers. Some of the comments on A. D. T. services are given below:

Schumanns' of Chicago say in connection with A. D. T. Burglar Alarm service:

"Let us congratulate the Illinois District Telegraph Company on the efficient manner in which they handled the attempted robbery of our store November 3rd, 1929. The prompt arrival of your men with the police prevented a loss."

"Your system is to be commended and we have nothing but praise for the alarm, the efficiency of your men, and the courteous attention you yourself render."

From Oakland, Calif., the California Conserving Company say, regarding a fire alarm:

"Your handling of the situation was entirely satisfactory to us and brought us to realize more fully what an asset it is to have the A. D. T. service."

The Wolff & Marx Company, of San Antonio, is a booster for A. D. T. service:

"I testify to the fact that you rendered us prompt and efficient service on the 4th instant, at night, when we had a small fire in our store."

It is gratifying to receive a letter such as one from Phillips & Buttorff Mfg. Co., Nashville:

"We declare our full satisfaction with the services rendered by your company. We have long since learned to consider your organization as a member of our own commercial family, and lean on you with the fullest assurance, having never been disappointed as yet."

Saul Elias, a Burglar Alarm subscriber of Worcester, commends the A. D. T. highly for their work in connection with a fire:

"I want to extend my most sincere thanks to Mr. Canane and his men for the invaluable service they rendered until the situation was well under control."

Oklahoma City roundsmen must be equipped with wings, according to the following letter from Meyerding Jewelry Company, a Burglar Alarm subscriber:

"I wish to compliment you and your men upon the splendid service you have always rendered me, and, especially do I wish to commend your Mr. Allen Smith, and Mr. Roy Nicholson upon their quick work the night of November 15, when the window of my store was broken and robbed."

"Seldom, if ever, is it possible to catch a window robber, as a window job can be completed in from three to five minutes. Mr. Smith and Mr. Nicholson received our alarm at 1:38 A. M., drove their car approximately two blocks, caught the robber, and at 1:44 A. M., exactly six minutes after, called me at my home advising that my window had been broken and that they had caught the man."

BOSTON STORE

THE WE HAHN COMPANY

FORT WAYNE, INDIANA

November 13, 1929

American District Telegraph Co.
617 S. Calhoun Street
Ft. Wayne, Ind.

Gentlemen:

We were so extraordinarily pleased with the unusual type of service rendered to us on Saturday night, November 9, that we thought this letter extending our congratulations for your method of operating would not be amiss.

If your company had not been on the job 100% Saturday night there is no telling what dire effects might have resulted from the fact that our watchman failed to perform his duty in the customary manner.

It is a pleasure indeed that the A. D. T. service is in Fort Wayne for it should be a great relief for any merchant to know that his place of business is being properly guarded during the night and on Sunday.

Very truly yours,

THE WM. HAHN CO.

RER MG

"In my opinion, there is no better protection than the American District Telegraph service."

H. W. Yaseen, of Scranton, causes the A. D. T. chest to swell by his letter in connection with a recent fire:

"Only at a crisis such as this can your excellent service be appreciated and I am only sorry to say I cannot do justice to you by expressing my full gratitude in enough words."

"All that I can say in closing is, congratulations, and I thank you heartily."

From East St. Louis the J. B. Margolies Grocery Co., say:

"It is worth a great deal to us in leaving our place at night to know that it is under the watchful eyes of your men, who give prompt and efficient service."

The Chapman Docks Company of Brooklyn, expressed themselves in connection with a recent fire:

"It is the writer's belief that of the many occasions on which we have sent alarms, this last one was the crowning achievement for fast dispatch, as the apparatus was on the premises within four minutes after sounding the box."

The Heinn Company, of Milwaukee, are satisfied subscribers as shown in the following:

"The promptness with which you reported and handled the fire alarm which we received on Monday morning certainly assures us that you are on the job."

"We certainly would not feel that we would ever want to do without your service."



GOOD SERVICE

The A. D. T. is still continuing its good work in granting more or less permanent and enforced vacations to the more active members of the burglar fraternity.

(Continued on page 5)

THE TRANSMITTER

VOL. I. DECEMBER, 1929 No. 6

A monthly magazine published by the Controlled Companies of the American District Telegraph Company, 155 Sixth Ave., New York, N. Y.

R. K. Hyde.....Editor

The columns of THE TRANSMITTER are open to all A. D. T. employees, and the articles printed are the individual opinions of the authors.

The Transmitter
wishes you the merriest
sort of a Christmas and
a prosperous and happy
year to come.



HELPING THE NEW COMER

Have you ever forgotten the first few long, nervous, trying hours you spent on the first job you ever held? Do you remember how uncomfortable you felt? How strange everything was? How you dubiously sized up the boss on the Q. T. and wondered if you'd handle the job according to his expectations?

Because a new worker is nervous, uncertain, untrained and uncomfortable, he makes the most mistakes, he wastes or spoils the most material, and is most likely to misunderstand instructions and delay results; and of all times in his career when he is most apt to become discouraged, is before he has had a chance to really start.

All these things are of immense concern to you, because, unless prevented, will spoil your department's showing and your own record.

This indeed is your great opportunity to make of that worker, a lasting friend, a valuable member of the department, and a loyal cooperator for yourself.

It would be well then, to take this new comer under your wing and help him to become acquainted with the office and his job. Show him around, introduce him to your friends and make him feel at home.

Then, when you have established his friendship, sell him on the ideals, policy and future of the firm, pointing out the prospects, opportunities and possibilities that await him if he will but make the most of his present job.

Remember, a few minutes a day may win you the confidence and support of one whose friendship may last for years.

Special Service Wins
Two New Contracts

The A. D. T. is called upon to render special service so often that it ceases to be special service and is ordinary routine. Here is a case, however, which can properly be classified as "extraordinary."

Recently one of the A. D. T. burglar alarm subscribers was driving his new Buick through the streets of Hartford without much regard for the traffic or speed laws. A police officer not having much of importance to occupy his time, decided to investigate this gentleman's unseemly haste. The result was that he was asked to accompany the officer to the nearest station and there was booked for speeding. He was asked for \$25.00 to insure his appearance in court the following morning, but, alas, the errant subscriber had only \$10.00 in his possession. He was politely informed that "No tickee, no washee". In other words, if he did not produce the required sum, he would spend the rest of the night in the hoosegow.

Confronted with this alternative, it was only natural he should think of the A. D. T. and he promptly sent out an S. O. S. The Hartford Office is accustomed to handle all sorts of emergencies, but this was an entirely new one. However, they proved equal to the occasion. Chief Operator Rogers held a consultation with his roundsmen and it was found that Roundsman Wilson had the necessary \$15.00 in his pocket. Mr. Wilson was accordingly dispatched to the station, where he deposited the \$15.00 and friend subscriber was allowed to sally forth once more a free man.

It is not known why the subscriber did not call on his family for help, but he had some liquid ammunition aboard, and while this gave him courage to defy the traffic policemen, it did not fortify him against the wrath of his wife, therefore he turned to the A. D. T. in his distress, and he didn't turn in vain.

JOHNSON AND WARD
ELECTED

At the December meeting of the board of directors of the American District Telegraph Company, Clarence C. Johnson and E. A. Ward were elected President and vice-president respectively.

The subscriber, of course, was very grateful and presented the roundsman with some pre-war stuff. Unfortunately, however, it is stated that Mr. Wilson has no use for it and is in a quandary as to how to dispose of it.

Now comes the sequel: A few days afterwards, a well-known A. D. T. salesman came into the Hartford Office with two new contracts in his pocket and his chest thrown out. He knew nothing about the affair at the police station and was very elated at his success in obtaining two new contracts from a concern who have the reputation of being "hard boiled," but informed of the affair of a few nights previous, he lost some of his chestiness, as he realized it was not entirely his sales ability that secured the contracts, but the eloquence of the \$15.00 that bailed the subscriber.

Detroit Roundsman
Establishes Record

George Legare, roundsman at Detroit, has established a record for capture of burglars which is nothing short of remarkable. Since October 14 he has participated in seven investigations of alarms which resulted in the capture of twelve burglars.

Roundsmen Osborne, Neron, and Mapes, who assisted Legare in these captures, come in for their full share of credit.

The premises attacked and number captured in each are:

Oct. 14	Federated Metal Co.....	2
" 28	Oakland Junk Co.....	1
" 28	C. N. Granstaff & Son....	1
" 29	East Side Metal Co.....	1
Nov. 3	A. Auerbach	4
" 6	Weber Clothes Shop.....	1
" 20	R. B. Clothing Co.....	2

Manager Doyle says, "the entire force is on its toes and it will go hard with burglars who attempt to enter places protected by the A. D. T."

A. D. T. Service Protects the Dayton Biltmore Newest Hotel in Bowman Operated Chain

The new Dayton Biltmore Hotel at Dayton, Ohio, opened its doors to the public on Saturday, November 16. This is the newest unit in the Bowman chain of hotels. Erected at a cost of \$3,690,000, this new Biltmore is, without a doubt, the last word in up-to-date construction and appointments. Needless to say, the management selected A. D. T. service for its protection. The equipment consists of a complete system of Night Watchman's Compulsory Tour and Manual Fire Alarm stations throughout the building.

The hotel is by far the largest in Dayton and is situated on the northeast corner of Main and First streets. It is seventeen stories high and has five hundred rooms. There are eighteen stores on the street level. There is also a garage which affords easy access to the hotel.

The Dayton Biltmore will be a social center for the city. A dinner dance was held on the opening night with an attendance of eight hundred. The guests included the most prominent men and women of Dayton's economic, business, and social life. John McEntee Bowman, President of Bowman Biltmore Management, Inc., came to Dayton especially for the opening, accompanied by a group of his associates and friends. Others present were George W. Sweeney, vice-president of the hotel company, and a group of hotel men from New York, Cincinnati, and other points. All were unanimous in their declarations of approval of the building.

Particular attention has been given to the public spaces in the hotel. The main lobby is especially attractive. The main dining room is on the first floor and a large ballroom is on the fourth floor. There is also a smaller ballroom on the same floor. A feature of these rooms is the daylight exposure.

Those familiar with the Commodore in New York City will see that there is a striking resemblance between it and the Dayton Biltmore. Both hotels have similar lobby and kitchen arrangements. The same courteous treatment and home-like atmosphere prevails. A. D. T. protects both of them and the management



THE DAYTON BILTMORE, NEWEST
ADDITION TO THE LIST OF A. D. T.
PROTECTED HOTELS

of the chain considers such service of vital importance to the well-being and safety of its guests.

The Dayton Biltmore was designed by F. J. Hughes, architect of Dayton. The Starret Building Company, of Chicago, was the general contractor.



PLAUDITS

(Continued from page 3)

At Chicago, Roundsmen Haller, Hall, and Boulter captured a burglar who attacked the show window of the Raymond Jewelry Co.

Again at Chicago, Roundsman Aspaas is credited with capturing two burglars who were attempting to jimmy the basement door of Kal Kalish.

A Cincinnati burglar learned more about A. D. T. service after he had gained entry to Powell & Company's premises. Roundsmen Steinker and Huesing effected his capture in short order.

In Oklahoma City good service is credited to Roundsmen Nicholson and Meredith for the capture of a burglar who was attacking the front door of The L. T. Hill Co.

Flint, Mich., enters into the good service column in connection with the capture of a burglar by Roundsmen Lincoln and Vaughan. The burglar was at-

tempting to effect entrance through a transom in the premises of the Model Tailors and Furriers.

At Milwaukee, Roundsmen Flanigan and Burrows performed good service in the capture of a burglar who was playfully manipulating the Burglar Alarm switch in the premises of the Louis Esser Co.

Roundsmen Smith and Nicholson, of Oklahoma City, merit praise in the capture of a burglar who attempted robbery of the show window of Meyerding, Inc. A commendatory letter was received in this case as already noted.

Minneapolis comes in for glory in the capture of a burglar who attempted entry into the private residence of a Mrs. Bagley, the capture being effected by Roundsmen Mitchell and Hanson.

The Lorch Manufacturing Co., of Dallas, is indebted to A. D. T. service for preventing a loss by capturing a burglar. Roundsmen Baker and McDonald did the trick.

In Cleveland two burglars were captured who attempted entry through a rear window of the Surplus Material Co. Roundsmen Nichols and Brazie were responsible.

Again at Cleveland, Roundsmen Brazie and Burwig are credited with the capture of a burglar who attempted to enter the premises of the Campus Sweater Co.

Roundsmen Legare and Mapes are still on the job. They captured two burglars who attacked the show window of the R. B. Clothing Co.

Another burglar was captured by Roundsmen Legare and Neron. The culprit entered the Weber Clothes Shop but fortunately for the owner was unable to continue his work.

Certain Detroit burglars will doubtless avoid the sign of A. D. T. protection in the future inasmuch as four of them attempted to enter the premises of A. Auerbach but the prompt arrival of Roundsmen Neron and Legare with the police, frustrated their plan. At the moment they are comfortably reclining behind prison bars.

San Francisco reports an interesting case of good service in the capture of a

burglar who had attempted to break into the premises of the United Cigar Stores which has Night Watchman and Fire Alarm service with a silent box. The watchman, upon hearing burglars break in through a window, sent in an alarm from the silent box with the result that the burglar was captured in short order.

Roundsmen Gross and Heisler of the Chicago force come in for glory in the capture of two burglars who were attempting a ceiling entry to the premises of S. S. Ackin. A strong letter of commendation was received from this subscriber who appreciated the complete protection afforded him.

In this particular case the roundsmen heard a noise within the building and Roundsman Gross fearlessly entered the building and conducted a search. It was not long before he discovered two burglars crouched in a hallway. He then turned them over to the police who were guarding the alley.

At the present time these gentlemen view life from the wrong side of prison bars.



Dictated But Not Read

(Lifted but not credited)

"Now, Miss Blogg," boomed Jasper N. Whurtel, president of the Whurtel Whirlwind Laundry Company, to his new stenographer, "I want you to understand that when I dictate a letter I want it written as dictated and not the way you think it should be. Understand?"

"Yes, sir," said Miss Blogg, meekly. "All right—take a letter."

The next morning O. J. Squizz, of the Squizz Flexible Soap Company, received the following:

"Mr. O. K. or A. or J. something look it up, Squizz, President of Squizz what a name Flexible Soap Company, the gyys, Detroit—that's in Michigan, isn't it?"

"Dear Mr. Squizz. Hm-m-m-m: You're a h—— of a business man. No, start over. He's a crook but I can't insult him or the bum'll sue me. That last shipment of soap you sent us was of inferior quality and I want you to understand, no, scratch that out, I want you to understand. Ah, unless you can ship, furnish, ship, no furnish us with your regular soap you needn't ship us no more period or what ever the grammar

is and please pull down your skirt. This d—— cigar is out again pardon me and furthermore where was I? Nice bob you have. Paragraph. The soap you sent wasn't fit to wash the dishes, no make that dog, with comma let alone

the laundry comma and we're sending it back period. Yours truly. Read that over, no, never mind. I won't waste any more time on that egg. I'll look at the carbon tomorrow. Sign my name. We must go out to lunch soon, eh?"

Who's Who in The A. D. T. Roster



© Blank-Stoller

C. M. MARRON

Another outstanding example of an A. D. T. employee who started at the bottom and made the most of each opportunity to advance from one important position to another is C. M. Marron, now general superintendent of the operating department.

Mr. Marron is a native of New York City having been born there in 1873. When he was five years of age his family moved to San Francisco where he was educated at St. Ignatius College.

He joined the Western Union as a messenger boy during the latter part of 1888 and was assigned to a small joint A. D. T. Western Union office. Here he soon developed the ambition to study telegraphy and spent most of his spare time learning to send and receive Morse signals.

In 1892 he received his first promotion and was assigned to the Gold & Stock Telegraph Company (a subsidiary of the A. D. T. Western Union) as telegraph operator during stock exchange hours and operator in the Western Union office in the evening.

His proficiency in this line soon led to appointment as manager of the second district A. D. T.-Western Union

office, but about eight months later a stock boom took place which necessitated remodeling of the ticker service. Because of his experience in that department Mr. Marron was transferred back to it again in the capacity of electrician.

In 1903 the A. D. T. took over a local concern known as The Municipal Burglar Alarm Company. This was the inception of A. D. T. Burglar Alarm service in San Francisco. The burglar alarm department was assigned to Mr. Marron to manage along with the ticker service.

The burglar alarm business developed rapidly. In 1905 Mr. Marron was appointed general foreman of the Pacific Coast division, with headquarters at San Francisco, and was sent into the field reconstructing offices and inaugurating Burglar Alarm service at Log Angeles, Portland, Oregon, Tacoma, Spokane, and Seattle, Washington and Vancouver, B. C.

He continued in that capacity until March, 1919, when his appointment came as district plant superintendent of the Pacific division with headquarters at San Francisco. In January, 1920, he was again promoted to district superintendent of the Pacific Coast division, succeeding J. L. Husman, who had been transferred to the executive office in New York.

Mr. Marron is most familiar to the majority of the organization through his connection with the operating department. In October, 1920, he was made assistant to Joseph Maxwell, general manager of the operating department, which position he held until June, 1925, when Mr. Maxwell was elected vice-president and Mr. Marron succeeded him.

To those who have followed the development of the operating department under Mr. Marron's supervision, his ability to manage and direct with rare skill and diplomacy is readily apparent. Today that department is an outstanding example of efficiency and performance.

Intelligent and Careful Methods Give Lever Brothers Adequate Fire Protection

Cleanliness is next to Godliness—and intelligence is akin to fire protection. Lever Brothers, the famous manufacturers of nationally-known brands of soap, believe implicitly in both of these slogans.

The Lever Brothers plant is a large one, and occupies two city blocks in Cambridge, Mass. The plant is, as would be expected, a model of efficiency and cleanliness, and is completely equipped with up-to-date machinery and devices for the manufacture of the various brands of soap that are turned out by this internationally known concern. Lever Brothers have adopted careful methods of operation, have seen that there is an adequate fire fighting force, and have done the other things that intelligent management said should be done.

Today the buildings are protected with sprinkler systems, and those systems are in turn supervised and protected by A. D. T. Central Station Sprinkler Supervisory service. The watchmen of the buildings are also supervised by the A. D. T. Central Station, and A. D. T. Fire Alarm boxes are located at frequent and strategic points throughout the entire plant.

In addition to all of these precautions,

a local fire alarm system is now being installed by the American District Telegraph Company for the purpose of warning the employees in case of fire emergencies.

One of the unique features of the fire protection methods used by the Lever Brothers management is, in effect, a training course in the use of the fire alarm boxes. Large posters, attractively printed to be noticeable at considerable distance, give complete instructions in the operating of the A. D. T. Fire Alarm boxes. A reproduction of this poster is given in this issue of THE TRANSMITTER.

Lever Brothers is the largest manufacturer of soaps in the world. Among its products are Lux, Life Buoy Health Soap, Rinso, Lux Toilet Soap, and Pear's Soap. The firm is also one of the largest advertisers in the world, and it is practically impossible to pick up a newspaper or periodical of any kind that does not have in a prominent position an advertisement of one of the products of the Lever Brothers Cambridge plant. The American company is associated with Lever Brothers in England.

Lever Brothers are demonstrating just what can be done to combat industry's



THIS ATTRACTIVE POSTER, 14" x 22", IS AN IMPORTANT FACTOR IN LEVER BROS. FIRE PROTECTION PROGRAM.

greatest enemy—FIRE. This company is doing it in an intelligent manner, and its management deserves to be congratulated on its foresight and executive ability.



A husband who had a great habit of teasing his wife was out driving in the country with her when they met a farmer driving a span of mules. Just as they were about to pass the farmer's rig the mules turned their heads toward the auto and brayed loud and long.

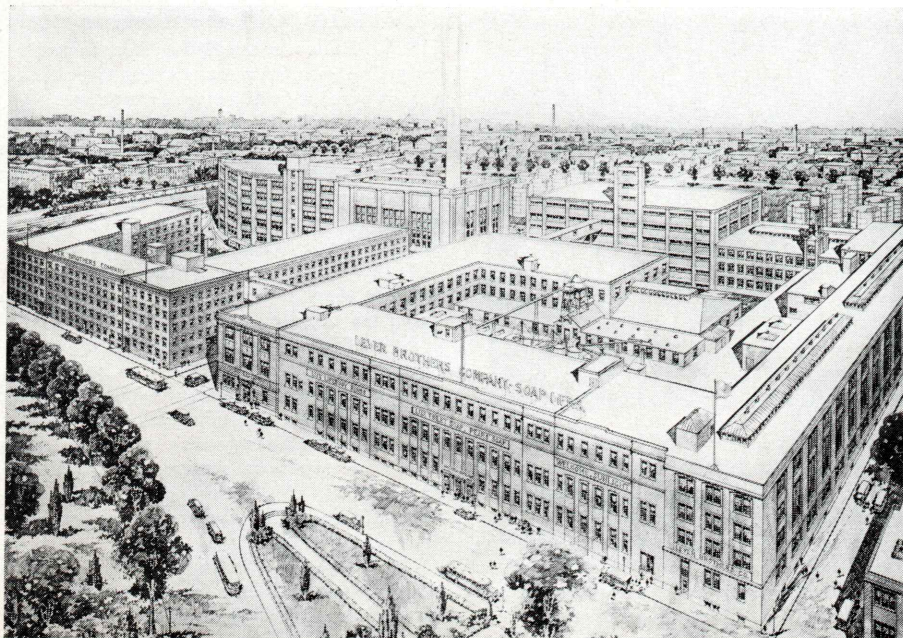
Turning to his wife, the husband cuttingly remarked, "Relatives of yours, I suppose?"

"Yes," said the wife as sweet as could be, "by marriage."

From there on the engine took up all the attention.



Sixty years ago John D. Rockefeller's account was refused by a New York bank which considered the oil business as too much of a gamble.



THE LARGE CAMBRIDGE, MASS., PLANT OF LEVER BROTHERS

DEPARTMENTAL NOTES

IN THE SALES DEPARTMENT

Salesmen credited with the largest contracts in each class of service for the month of November are as follows:

Burglar Alarm—T. Callanan, Jersey City, N. J. Perryman Electric Co. (Radio tubes).

Phonetalarm—L. Tufts, Paterson, N. J. First National Bank, Scranton, Pa.

Fire Alarm—W. Bourke, New York City. Melrose Theatre.

Police Call—F. Marks, Chicago, Ill. Chicago Bank of Commerce.

Valve Alarm—E. Noakes, Chicago, Ill. Producers Warehouse Co.

Tour and Fire Alarm—A. Brock, Newark, N. J. Celluloid Corporation (Celluloid products).

Combination Night Watch and Fire Alarm, A. Brock, Newark, N. J. Newark Plaza Corporation (Loft building).

Sprinkler Supervisory and Valve Alarm—B. Eyer, Los Angeles, Cal. R. K. O. Studios, Inc. (Motion picture studio).

Aero Automatic Fire Alarm—W. N. Evans, Worcester, Mass. St. John's Parish (Church parish house).

LOCAL SYSTEMS

Proprietary Tour, Fire Alarm, Sprinkler Supervisory and Telephone—W. Ingold, Portland, Ore. Weyerhaeuser Timber Co., Longview, Wash. (Mill).

Burglar Alarm—W. N. Evans, Worcester, Mass. Smith-Leavitt Co., Gardiner, Mass. (Jewelers).

Police Call—C. B. Webster, Cleveland, Ohio. Cleveland Trust Co.

Fire Alarm—N. S. Biggs, Detroit, Mich. Flamingo Theatre.

Paging (Signal Call)—J. A. Edwards, Pittsburgh, Pa. Allis-Chalmers Mfg. Co. (Machinery).

IN THE PLANT DEPARTMENT

The department has had the two best months it ever had. And it expects another in December. We are talking about construction work now. There will be, in many localities, the usual rush to "cut in" last minute jobs, just when the holiday festivities are at their height and when the other departments are endeavoring to clean up for the year. This situation will call for some unusual co-ordination and perhaps forbearance on the part of the other fellow, which, we are assured, will be the spirit of the season.

The Chicago construction forces turned in about \$30,000 in November—a high mark for all time. But, sometime in the early part of the new year, the west coast is due to turn in that much in one job.

H. F. Tiber, district plant superintendent, has moved his headquarters to Cleveland in order to contact closer with his compatriot, District Sales Manager Van Valen.

H. S. Finney, our senior inspector, who has been hibernating in Detroit and the surrounding country, seems to be of the opinion

that certain of his recent associates have considerable to learn about inspection work and the business value thereof.

General Inspector Habermann is off to a big job where he hopes to inaugurate the use of parkway cable—this in place of conduit and lead sheathed wire for underground connection to P. I. valves, tanks, etc.

The latest acquisition to the staff of the general superintendent of plant is Emil J. Kropp—one of Superintendent Wootton's satellites. This is a promotion that will benefit both parties—of course.

From Superintendent Murphy to City Foreman Goley (San Francisco)—"I am pleased to report to you that our S. S. & V. A. subscriber Dunham, Carrigan and Hayden has expressed their appreciation for the good work performed by our sprinkler inspector F. M. Rodgers. Commenting upon our service in general, they made the following statement, 'Would suggest you put in a good word for the inspectors on this service, as they give us special attention.'

"I am surely glad that our inspection service has been good enough to attract the special attention of our subscriber and I wish you would commend Inspector Rodgers and let him know that we appreciate the good work that he is doing."

Inspections are considered one of the chief functions of this department—and a function that cannot possibly be too well performed. We must have the kind of inspections that even our customers recognize.

OLD A. D. T. EMPLOYEE NEEDS SUPERVISION



Old timers, look who's here! It's none other than J. J. (Maffitt) Flaherty, formerly district plant superintendent in the New England district, now retired.

No they are not colleens and by their costumes you will guess they are Dutch girls. You're right. Jack has been touring Europe for his health and has returned as fit as a fiddle. The photograph was taken in Holland. They make 'em big and husky over there, and they are just brimming with good

nature, especially the one wearing the white cap.

Many of the principal cities were visited including, of course, London and Paris. A trip to county Cork and Blarney Castle included kissing the Blarney Stone and acting as anchor for the fair ones of the party who desired to do the same. The land of canals seems to have made the best impression on Jack and the reason for this can perhaps be determined from the photograph.

Detroit plant dept. held one of their usual (grief) meetings. We took advantage of the presence of Mr. Finney to clear up some of the uncertain points.

"Bob" Perry bemoaned the fact that he was only able to complete seventeen new Burglar Alarm jobs for November, but threatened to deliver more for December.

W. A. Riedel, district plant superintendent, was present and helped make the meeting instructive.

IN THE ENGINEERING DEPT.

The engineering dept., although considerably upset during the period of moving into its new quarters, is now well on its feet and ready to render service.

The new engineering department inspection "test" room has now reached such a stage of operating perfection that it is in a position to handle effectively a greater volume of work than was physically possible in the old location and with much less difficulty.

We are glad to announce the addition to the engineering staff of P. M. Farmer, at one time the chief engineer of the Klaxon Company, and of P. S. Huntley, formerly associated with the Remington Arms Company, of Ilion, N. Y. We welcome them to our "chief's" family and confidently anticipate that their association with us will result in many improvements in internal methods and in greater productivity of the department.

IN THE OPERATING DEPT.

J. W. Bullen, formerly bookkeeper at Portland, Ore., has been transferred to Salt Lake City where he will serve as manager.

P. J. Fitzpatrick, manager of the Worcester, Mass., office has been on sick leave since October 24. Thomas Canane, day chief operator, is managing the office during Mr. Fitzpatrick's illness. We hope to see Fitz back again in a short time.

J. B. Rustic, district superintendent at Boston, Mass., was a recent visitor at the executive office.

A. H. Blake, general inspector for the operating department, has been spending some time in Fort Wayne, Ind., assisting the office force in getting settled in their new quarters. The office has already been visited by many insurance inspectors, prospective subscribers, and friends. All have complimented Manager Baxter on the fine lay-out and appearance of the office.

Our sympathy is extended to G. T. Edgar, district superintendent at Cleveland, Ohio, on account of the recent death of his father.

Our sympathy is also extended to John Q. Hayes, manager of the Paterson, N. J., office, who was recently bereaved of his wife.