

THE TRANSMITTER

PLANT DEPT.

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NUMBER 3

Two of Country's Newest and Best Equipped Department Stores Select A. D. T. Services

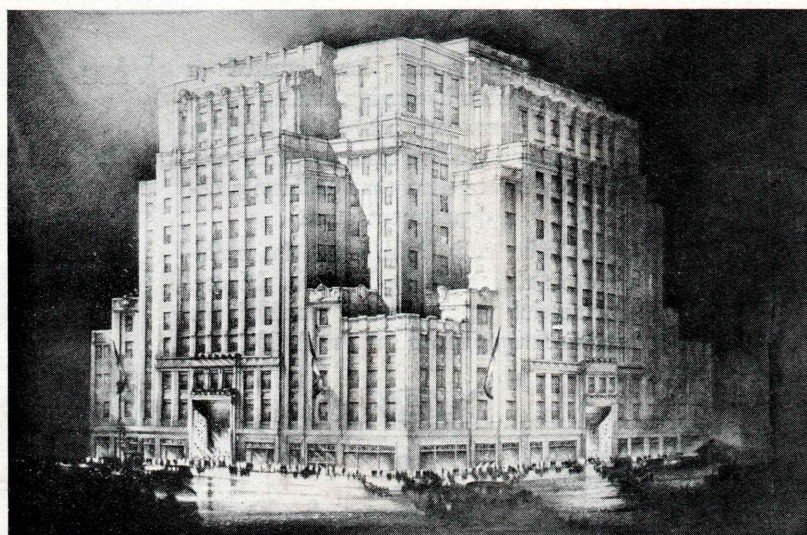
Typical of the many new department store buildings now being erected throughout the country are those of the Titcher-Goettinger Company, of Dallas, and Strawbridge & Clothier, of Philadelphia. Like their predecessors and most leading department stores throughout the United States, these buildings are to be A. D. T. equipped.

The new building of Strawbridge & Clothier is fourteen stories high, representing an investment of more than \$12,000,000.00, and is situated on the site of the present store at Market, 8th, and Filbert Streets.

The new store will be the first department store in America to be designed in setback or pyramidal style of architecture for the purpose of creating a "daylight store." It will rise 220 feet above the street level, affording 88 per cent more floor space than the present store.

The building is being erected in three sections so that business can be continued while construction is in progress. A careful program has been worked out so that construction can be carried on without disturbance to ordinary shopping activities.

In describing the new building the management told of the care and study which had gone into its plans, of the wide traffic aisles, moving stairways and



NEW BUILDING OF STRAWBRIDGE & CLOTHIER IN PHILADELPHIA—TYPICAL OF MODERN ARCHITECTURE AND UP-TO-DATE DEPARTMENT STORE CONSTRUCTION

the batteries of elevators in the center of the new structure.

This new building is to be so striking in architecture, so distinctive from anything that has even been thought of in department store life, so modern in comfort, so practical and beautiful in its interior, that it will stand as a show-place of department store enterprise, according to the owners.

The management has overlooked nothing in the way of modern improvements in protection, and an A. D. T. system will be the foundation of the store's protection against fire. The equipment will consist of Night Watchman's Compulsory Tour, Fire Alarm and Local Gongs, and Sprinkler Supervisory and Valve Alarm.

The Strawbridge & Clothier store has been a landmark of Philadelphia's

shopping district since 1862, when Justus C. Strawbridge opened a drygoods store at the northwest corner of Market and 8th streets. In 1868 Isaac H. Clothier joined Mr. Strawbridge, forming the firm which exists today.

Simon & Simon of Philadelphia are the architects and the Turner Construction Company of Philadelphia and New York are the general contractors. M. F. Bowler, commercial representative at Philadelphia, negotiated the contract for the A. D. T.

Titcher-Goettinger Co.

The management of Titcher-Goettinger describes their new store as "thoroughly and literally modern . . . in building, in ideas, in methods, in fashions." This is emphasized by their decision to rely upon A. D. T. service for protection against fire and theft. The equipment now being installed by the A. D. T. consists of Sprinkler Supervisory and Valve Alarm, Night Watchman's Compulsory Tour and Fire Alarm, and Phonetalarm.

The building itself is symbolic of Dallas, of Texas, and of the Southwest. By its guilds and crafts, which have been reproduced in the stone itself, there is a constant reminder of the industry and resources of the State. A figure of a Texas Indian (from which Texas got

its name) is sculptured over the main entrance and over another entrance is a likeness in stone of George Mifflin Dallas from whom the city took its name.

The store is not unlike most modern emporiums, with wide aisle space, convenience of location, perfect lighting reflected from tasteful fixtures of modernistic design, and eight gearless, vibrationless, self-leveling elevators, the last word in modern store conveyance. The building rises seven stories above ground and is of clear white Texas stone. The beauty of the building has been considerably enhanced by flood lighting at night.

Twenty-seven years ago this store provided wedding gowns for Dallas brides, and today it is providing trousseaus for their daughters. To maintain the feminine loveliness for which this part of the country is noted, the store includes a perfectly equipped beauty salon, where will be found those niceties of service which most women appreciate.

Phonetalarm Protects Vault

Nearly fifty feet below the street level, in the sub-basement, is the fur storage vault, which has a capacity for 3,000 garments. This was built especially to withstand the heat of Texas summers and has its own cooling system which automatically adjusts itself, and its own sprinkler system. The vault is fireproof, mothproof and burglar proof. A. D. T. Phonetalarm provides complete protection for this vault.

An example of the detail that has been worked into the design of this store will be found even in the drinking fountains. On each floor, alongside the fountain for grown-ups, there is one in half-size, so that children may help themselves without asking assistance.

Has a Large Auditorium

No story of the new store would be complete without a word about the auditorium which is located on the seventh floor and is complete with elevated stage, footlights, dressing-room, and stage equipment. It has a seating capacity of six hundred. Besides providing its facilities to its own employees for dances, playlets, group meetings, etc., the store management will offer its use to clubs, societies, and organizations, if requested.



THE TITCHE - GOETTINGER STORE OF DALLAS RIVALS MOST NORTHERN DEPARTMENT STORES IN BEAUTY OF DESIGN AND COMPLETENESS OF EQUIPMENT

The management has created a unique situation by having availed themselves of every fire prevention facility, and will enjoy a fire insurance rate considerably lower than that ordinarily obtained by a department store.

LaRoche and Dahl were the architects on this building. W. V. Moore, commercial representative, handled the contract negotiations for the A. D. T.



Sunday Papers Feature A. D. T.

Spectacular performances by the A. D. T. organizations at Bridgeport and Waterbury, Conn., recently were used by the local newspapers as the basis for feature Sunday edition stories on A. D. T. service. In each case the newspaper devoted one-half page to a complete description of the A. D. T. office and the operation of A. D. T. services.

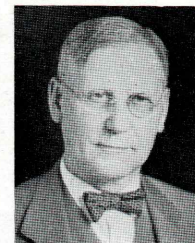
The article in the *Bridgeport Herald* included photographs of J. M. Beaudin, manager; L. H. Graham, chief operator, and Thomas Partington, stationman. It also showed a photograph of the Phonetalarm detector.

This article was inspired by the very efficient service furnished T. L. Watson & Co., private bankers, who are users of A. D. T. Phonetalarm and Police Call services. On February 12, Lincoln's Birthday, the janitor accidentally operated a Police Call hand switch and the alarm brought seventeen policemen and two A. D. T. roundsmen to the

(Continued on page 6)

Vice-President Maxwell Retires

On February 1, Joseph Maxwell, vice-president, retired on pension after a long record of service with the A. D. T. which dates back to 1872, when he entered the employ of the Western Union Telegraph Company at Canandaigua, N. Y., as messenger.



JOSEPH MAXWELL

Mr. Maxwell has seen the company grow from comparative insignificance to a national institution, and has played an important part in its development into the largest organization of its kind in the world. A complete review of Mr. Maxwell's service with the company was given in the September 1929, number of *THE TRANSMITTER*.

Despite his many years of strenuous effort in behalf of the A. D. T., Mr. Maxwell is still very active and is looking forward to complete enjoyment of the many outside pursuits which he has been accustomed to follow. He will undoubtedly spend most of his time in his country home at Awosting, N. J. This will enable him to satisfy his desire to engage in the outdoor pastimes which are abundantly available.

Mr. Maxwell's engaging personality will be missed by those with whom he has come in contact, but his retirement is viewed with the satisfaction that he is enjoying a well earned rest.



PROTECTION PLAUDITS

There were many cases of excellent service rendered A. D. T. subscribers during the month of February, as will be noted from the greatly increased membership in the Capture Club. The organization did well, not only in capturing a large number of burglars but also in performing efficiently in all other services. Some of these instances are described in detail on another page in this issue of THE TRANSMITTER. A few of the complimentary statements made by subscribers in letters of commendation are quoted below:

The I. V. Sutphin Company, Atlanta:

"We have been subscribers to your system of automatic sprinkler supervision since the opening of our Atlanta plant some ten or twelve years ago and have found your service to be the utmost in protection of this character. The damage yesterday was considerably less than it would have been but for your automatic supervision and the splendid way in which our sprinkler system performed."

"We do not hesitate to recommend your service."

Kansas City Structural Steel Company, Kansas City:

"We will say that your service also in this instance was very commendable. We find that you dispatched the fire department immediately, that your roundsman appeared on the job promptly to offer any assistance needed."

The Prager Co., Inc., Worcester:

"We wish to express our thanks for the very efficient service rendered us on the morning of the 3rd."

"Fortunately the fire did not do very much damage, but we are wondering just how far this small fire might have gone if it were not for the prompt service given us through the A. D. T. system."

"We cannot help but compliment you on your efficiency."

The Greenwald Jewelry Co., Cincinnati:

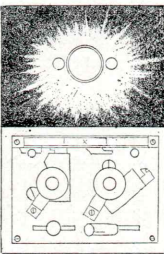
"We desire to compliment your service for the promptness in which your roundsmen and the police department responded to the hold-up alarm sent in this afternoon about 4 o'clock. The result was police galore."

Brink's Express Company, Inc.:

"We compliment you upon the efficient manner in which the equipment on our premises has been handled and also the co-operation and courtesy extended by your employees."

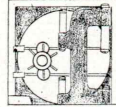
The First Wisconsin National Bank of Milwaukee believes that the A. D. T. Phonet-alarm is a strong talking point for that institution. How A. D. T. protects the valuables stored in the bank's safe deposit vaults is the subject of an advertisement in the Milwaukee Journal of February 19.

The advertisement is reproduced in these columns so that members of the A. D. T. organization can see how one bank is making use of the superior features of A. D. T. service to instill confidence in present and prospective users of its safe deposit service.



THREE BLOCKS AWAY

... yet this light means
protection for your valuables



At four o'clock every afternoon a light flashes in the offices of the American District Telegraph Company, three blocks from the First Wisconsin National Bank—a signal that the magnetic door to the bank's safe deposit vault has swung slowly into place, locked for the night.

The slightest tampering with the vault before eight in the morning would send another flash to the telegraph office—automatically a call would be put through to the Central Police Bureau—within five minutes a squad of men would be at the bank.

In this and many other ways precaution is taken to guard the valuable papers, jewelry and heirlooms in 11,074 safe deposit boxes at the First Wisconsin.

Probably you have many valuables which would be more secure in a safe deposit box. The cost of this protection is small—\$3 a year and up, or less than a cent a day.

There is no expense except each year for 20 cents a month and up, depending on the size of the vault space. Many people keep medicines, gold and other valuables here when they are away on business and vacation trips.

FIRST WISCONSIN NATIONAL BANK
MILWAUKEE

THIS TYPE OF ADVERTISEMENT SELLS
SAFE DEPOSIT SERVICE AND ADDS
PRESTIGE TO THE BANK

The Namm Store, Brooklyn:

"Your expeditious handling of the alarm transmitted to you on February 4 is greatly appreciated by us."

"The value of such an installation is proved by the fact, that while one of our men was transmitting the alarm through your box, someone attempted to send in the alarm from a corner fire box but thoughtlessly neglected to pull the hook. Consequently, no signal was received by the fire department from the city box."

"We have always found your service prompt, efficient, and courteous."

I. Schumann & Co., Cleveland:

"On the 27th of February at 9:00 P. M. I was notified by your office that someone had attempted to break into our place. He jimmied the lock so that neither your man nor myself could open same, and also broke a window in the main door; but owing to your prompt service, he did not get into the premises."

"I want to thank you for the prompt service that you rendered us on this occasion and on other occasions; and also for the man who guarded our premises until opening time."

Weinberger's, Atlanta:

"We wish to commend you very highly on the efficient and very satisfactory service that you have extended to us at all times and especially the manner in which you handled the transfer of service from our former address."

Louisville Tin & Stove Company, Louisville:

"The service in this instance was one hundred per cent, and we owe to all who took part in this happening greatest thanks for the prevention of a possibly much greater loss."

General Electric Supply Corporation, New Orleans, La.:

"Permit us to express our appreciation for the prompt and efficient service rendered by your office this morning in capturing the burglar that broke into our premises."

"We cannot but feel that were it not for the efficient operation of the Burglar Alarm and the prompt response of your men, our concern would have suffered a considerable loss. As it was, your men were here and captured the intruder a few minutes after he had broken into our building."

THE TRANSMITTER

VOL. II MARCH, 1930 No. 3

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 D. D. T. employees, and the articles printed are the individual opinions of the authors.

FELLOW-LOYALTY

"The most important qualification of an A. D. T. employee today is his ability to work with other men." This statement was made recently by a member of our organization with whom we were discussing the subject of personnel.

Contemplate this as you will! It is sufficient to say that the inability to work with other men undoubtedly has been the cause of failure of many men. Such an employee is certainly doomed to failure in our business where the finished product, service, is the result of co-ordinated effort on the part of employees working together with but one result in mind—to deliver a dependable and constant service in an efficient and effective way. Every one must do his part, and that part includes the ability and willingness to work with the other fellow.

This very often means nothing more than having consideration for the part that the other fellow has to do and, having that consideration for him, to do what you can to help him. It also means maintaining a cordial and co-operative spirit between you and him so that there is no friction in this nation-wide organization on which thousands depend.

This thing of working with the other fellow sometimes requires self-discipline, exercise of patience, and often of forbearance. But it pays! No man ever lost anything for having made the way easier for his fellowman, and sometimes the reward is more tangible than the inward satisfaction which never fails to come.



26,250,000 TELEPHONES

Through the extension of submarine cable and wireless telephony it is now possible for a telephone subscriber in the United States to reach approximately

82 per cent of all the telephones in use throughout the whole world. It is estimated that at the present time there are approximately 32,200,000 telephones in the world, and that 26,250,000 are capable of connection to almost any telephone located in the United States.

Of the 19,052,000 telephones in use in the United States, only 146,000 were so located as to be unable to be physically connected with the rest of these telephones.



A Skeptic No Longer

It so happens that the tannery foreman for the Smith Fur Company, in Des Moines, Iowa, always had some doubt as to the efficiency of the Phonet-alarm installed in the plant, according

to Kenneth Smith, an official of the company.

A short while ago the foreman's wife visited her husband at work, and when he was busy she walked around. In the course of her travels she walked over the top slab of the vault. When the two were ready to leave, they met the police with a bunch of sawed-off shotguns. The A. D. T. roundsman arrived a few seconds later, and held the two until Mr. Smith was able to go down to identify them.

Mr. Smith concludes his letter as follows:

"Your service was very good, and there is no doubt in the foreman's mind now as to the efficiency of the Phonet-alarm."

Burglar Round-up Increases Capture Club Membership

Memberships in the Capture Club increased considerably during the month of February. A total of twenty-three burglars was captured in sixteen attempted breaks. A. D. T. roundsmen are apparently working with their eyes open and are taking nothing for granted. Prompt action and thorough investigation of every alarm cannot fail to swell the club membership.

The figure in brackets following the name of the roundsman indicates the number of captures in which he has participated during the present year.

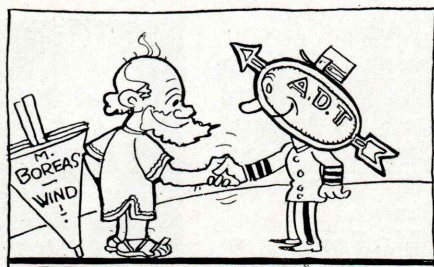
Subscriber	Roundsmen	Burglars Captured
Salt Lake Junk Shop, Chicago.....	A. A. Gregor, H. Riehl (4), J. Lapinski and S. Pozorski	2
White Cross Radiator Co., Toledo....	A. LaJennesse.....	2
Powell & Clement Sporting Goods Co., Cincinnati	P. J. Meehan (3), and John Huesing	2
B. G. Operating Co., Chicago.....	Wm. E. Woodlock and C. B. Ritter	1
S. A. Roth & Co., Cleveland.....	Thos. Dever (2), and A. Venslove (3).....	1
F. Z. Cikra, Cleveland.....	D. Graham (3), and A. Venslove (3).....	2
Golde Clothes Co., Cleveland.....	Thos. Dever (2), and D. Graham (3).....	1
L. Feiblemen & Co., Inc., New Orleans.	E. W. Baudine (2), and J. R. Church	1
Joe Rosenbaum, South Bend.....	J. M. Lester and W. J. Merri- field	1
Empire Butter & Egg Co., Detroit....	C. Jones.....	1
Poro College, Detroit.....	P. Harding and J. Shank.....	1
Woodland Style Shoppe, Cleveland...	F. Brindza, A. Burke and J. Rice	1
Brown Shoe Store, Chicago.....	H. Riehl (4), G. N. Heisler (3), and Wm. Boulter (3).	2
Woolf Bros. Inc., Wichita.....	H. W. Ogden.....	2
L. G. Fink, St. Louis.....	D. D. Griffin (2), and G. S. Lanigan	1
Congress Clothes Shop, Waterbury...	F. J. Theriault and F. J. Cam- bigue	2
Total.....		23

February Has its Full Quota of Service Well Performed by A. D. T. Organization

The month of February developed several spectacular and interesting performances by the A. D. T. organization which are reported here for employees, subscribers and prospects.

Unlocked Door Soon Discovered

The A. D. T. Burglar Alarm proved its value at Salem, Mass., when an entrance door of the dry goods store of William G. Webber Company was left unlocked when the premises were closed for the night. A strong wind caused the door to blow open which gave an alarm in the A. D. T. office at Peabody from which subscribers in Salem are served.



The Salem police were notified and an officer was dispatched to the premises. He found the door open and although the store is situated on one of the main street corners of the town, apparently no one had entered. Upon being notified, the owner returned to the store and immediately expressed his appreciation of value of the prompt action by the A. D. T.

Roundsmen Find Watchman Dead

At Zanesville, Ohio, the watchman for the H. H. Sturtevant Merchandise Company failed to turn in his signal at 1:06 A. M. on February 25. The plant was called by phone but no response was received from the watchman. The police were notified immediately and went to the store with the A. D. T. roundsman. A search of the entire building was made and the watchman found dead on the second floor near the box from which he had signaled last.

The management was notified immediately and coroner summoned, who pronounced death as due to a stroke.

Roundsman Cohagan remained on the premises until 5:50 A. M. when he was relieved by a new watchman.

B. A. Detects Another Fire

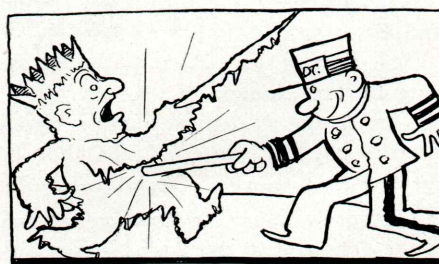
The A. D. T. Burglar Alarm again proved its value as a fire alarm when its operation was instrumental in preventing a serious fire in the premises of Simon & Landauer of Davenport, Iowa. The fire started in the tailor shop near a window. The heat of the flames melted the foil on a window which caused the Burglar Alarm to operate. Roundsman Randolph responded and upon discovering the fire called the fire department.

A night watchman had passed this store five minutes before discovery of the fire but nothing was visible as the rear windows of the store were sealed by iron shutters. The prompt discovery of the fire by the A. D. T. prevented a total loss. In fifteen minutes the entire building would have been in flames. The owner therefore has just cause for the praise which he has bestowed upon the A. D. T. organization.

In addition to the service rendered, the store was wired temporarily until permanent equipment could again be installed.

Frozen Valve Is Thawed Out

At Worcester, Mass., the watchman for the Worcester Pressed Steel Company failed to signal the Central Office and upon investigation it was found that a sprinkler head was in operation but the watchman was unable to locate the gate valve controlling the supply.



Thomas Canane, acting manager, and Neal Evans, commercial representative,

immediately went to the plant and assisted the watchman. They found the proper valve but it was frozen and they had to thaw it out before the water supply could be shut off. Neither the watchman nor the A. D. T. representatives were able to get in touch with any of the members of the firm until some time afterwards.

The situation, however, was ably handled and the management expressed their appreciation of the practical manner in which assistance was rendered.



Cooperation Leads To Good Contract

Active cooperation between the various departments of the American District Telegraph Company is still productive of good business—as is evidenced by the town of Peabody, Mass.

The September issue of THE TRANSMITTER described how a Night Watch contract with The Warren National Bank of Peabody, Mass., was secured through the cooperation of H. Batchelder, manager of that office. Now the plant department at Peabody has stepped to the front with a live tip that resulted in a Burglar Alarm contract for the commercial department in Boston.

H. A. Gibson, stationman at Peabody, noticed an item in one of the local papers regarding a burglary in a drygoods store in the Back Bay section of Boston. Mr. Gibson clipped the news item and turned it over to the commercial department.

The lead was given to W. H. Locke, commercial representative, whose strong sales arguments succeeded in closing the contract. This was done in the face of heavy competition with a local alarm concern.

Mr. Locke thanked Mr. Gibson for his cooperation in the following letter:

"Had it not been for the tip, no doubt the local alarm company would have secured the job.

"We certainly appreciate the tips given us by any of the men in the plant department. I feel that Mr. Gibson should be given due credit for this."

Sunday Papers Feature A. D. T.

(Continued from page 2)

premises within a few minutes. It also brought out the newspaper men and this complete write-up of all A. D. T. services was the result. T. L. Watson & Company expressed their highest commendation of the service rendered.

The write-up in the *Waterbury Republican* included a photograph of the local A. D. T. office and the local operating force. This article was the direct result of good service rendered by A. D. T. roundsmen in capturing two burglars who attacked the show window of the Congress Clothes Company, which was described in the February number of THE TRANSMITTER.



Working for a Bigger and Better A. D. T.

A. L. Barnett, commercial representative at Louisville, believes in giving credit where credit is due. His supporting forms in connection with a Burglar Alarm contract with The Specialty Shoppe at Louisville bore this notation: "This contract secured through the co-operation of J. F. Morrison, roundsman." This came to the attention of W. W. Browne, district superintendent, who, upon learning the details, complimented Mr. Morrison for his interest.

During Mr. Morrison's night off he happened to go into the subscriber's store for a little social visit. The conversation naturally drifted to Burglar Alarm service and in looking around it was noted no protection had been provided for an additional room in the rear of the store which the subscriber had taken over since the original installation. Mr. Morrison suggested the protection, which resulted in a contract for additional service.



"The super-salesman," writes Allen A. Jacobson, "had been uniformly successful. He had sold consistently to manufacturers, to jobbers, to retailers, to consumers. He had tried nearly every kind of line—staples, specialties, convenience goods, safety pins, heavy machinery, bug powder, face powder, insurance, stocks and bonds. And always he had met with great success.

"Suddenly, success palled. Life became tame and not worth living. He decided

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

This month THE TRANSMITTER introduces to its readers the triumvirate that directs the A. D. T. activities in the New York district, with headquarters in New York City.

All of these men have long service records with the company and have ably demonstrated their ability to discharge the duties of their offices in a satisfactory manner.

Harry G. Cavanagh



H. G. CAVANAGH

District commercial manager, in charge of commercial activities in New York City, Baltimore, Brooklyn, Buffalo, Jersey City, Long Island City, Newark, Niagara Falls, Paterson, Philadelphia, Reading, Rochester, Scranton, Syracuse, Trenton, and Washington.

Mr. Cavanagh entered the employ of the company as a salesman at Chicago in 1904. He was transferred to Milwaukee the same year and continued in that capacity until 1912 when he was made manager of the Milwaukee office. In 1918 he became district superintendent with headquarters in Minneapolis and in 1923 was transferred to New York as district commercial manager.

Carl S. Hammergren

District plant superintendent in charge of plant department activities in New York City, and in Brooklyn, Jersey City, Long Island City, Newark and Paterson.

Mr. Hammergren entered the employ of the A. D. T. as a Sunday signal timer at St. Paul in 1903. In 1904 he



CARL S. HAMMERGREN

to commit suicide. He stood on the end of the dock and stripped off his coat. A police officer saw him, took his arm and led him down the street to talk things over.

became night signal timer at St. Paul, and in 1907 he entered the employ of the Northwestern Bell Telephone Company as an installer. Later that year he returned to the A. D. T. as inspector, trouble man, and installer. In 1915 he was made district inspector.

In 1917 he entered the service of the United States Army and was assigned to the Signal Corps. Upon being mustered out in 1919 he became foreman for the A. D. T. at Minneapolis. He left the employ of the company in the latter part of 1919 to engage in other duties but returned in 1920 and was assigned as district plant superintendent for the Minneapolis district. He was placed in charge of the New York district in 1924.

John J. Kelley



JOHN J. KELLEY

District superintendent of New York City, Albany, Brooklyn, Jersey City, Long Island City, Newark, and Paterson.

Mr. Kelley is a native of New Haven and was educated in the public schools of that city. He prepared to enter Yale but was attracted by the opportunities offered by the A. D. T. and in 1910 entered its employ under W. A. Harris, district superintendent of the Connecticut district. He was manager of the New Haven office and was also commercial representative and inspector of the Connecticut district. In 1914 he was transferred to Pittsburgh as manager in charge of the operating, commercial, and plant departments. In 1915 he was appointed district superintendent of the metropolitan district.

The A. D. T. organization also includes another member of the family, Sarah F. Kelley, who is cashier at New Haven and has charge of the bookkeeping for all of the Connecticut offices.

"Five minutes later, the policeman and the super-salesman walked back down the dock together. Side by side, they both jumped in.

"Super-salesmanship!"

Fire Prevention Schools Feature A. D. T. Service

Fire prevention schools conducted from time to time by various city departments and civic organizations offer an excellent opportunity to train watchmen and employers in the use of A. D. T. fire prevention services.

For a number of years Samuel Dodd, assistant chief of the Los Angeles fire department, has conducted a fire prevention school in connection with the work of that department. This school is attended by watchmen, superintendents, owners, firemen, and others interested in fire prevention work. Instruction is given by means of lectures, including actual demonstrations of fire prevention devices.

The watchmen's course includes distribution of a monthly publication called *The Watchman*, which contains detailed instructions regarding the use of all types of fire protection equipment. The February 1929, number gave instructions for operating the A. D. T. Manual Fire Alarm box and explained how the signals are handled at the A. D. T. Central Station and the fire department. The April 1929, number explained the use and care of automatic sprinkler systems and included a description of A. D. T. Central Station Sprinkler Supervisory service.

These schools have been so successful that Chief Dodd has been invited to establish them in the cities of San Francisco and Portland, Ore. These will be along the same lines as the Los Angeles school.

The A. D. T. recently participated in a series of lectures conducted in connection with a fire prevention school under the auspices of the Chamber of Commerce of Pittsburgh. Meetings were held each Tuesday for a month. These were attended by janitors, watchmen, building superintendents, and others responsible for building protection. Addresses were made by fire insurance engineers and various manufacturers' representatives. C. L. Chafee, district commercial manager of the A. D. T., addressed the meeting on February 18, and explained the type of fire protection furnished by the A. D. T. organization.

Mr. Chafee's talk was supplemented by a demonstration of A. D. T. equip-

ment. The system which attracted particular attention was the Aero Automatic Fire Alarm which, of course, provided a very spectacular demonstration. Frank C. Harper, a columnist for the *Pittsburgh Press*, writing under the heading "Pittsburgh Day by Day," included the following in his remarks concerning the fire prevention exhibit:

"To me the most interesting was a simple-looking little device known as the Aero Automatic Fire Alarm." He stated further, "The little Aero Automatic Alarm does everything but take down the hose and turn the water on, and I understand the inventor intends to make it do that after he has worked on it a little longer."

Bank Building, Highest in Toledo, Will be A. D. T. Protected

The A. D. T. is now installing its equipment in the Ohio Savings Bank Building, which will be the highest building in Toledo and one of the best equipped in the country.

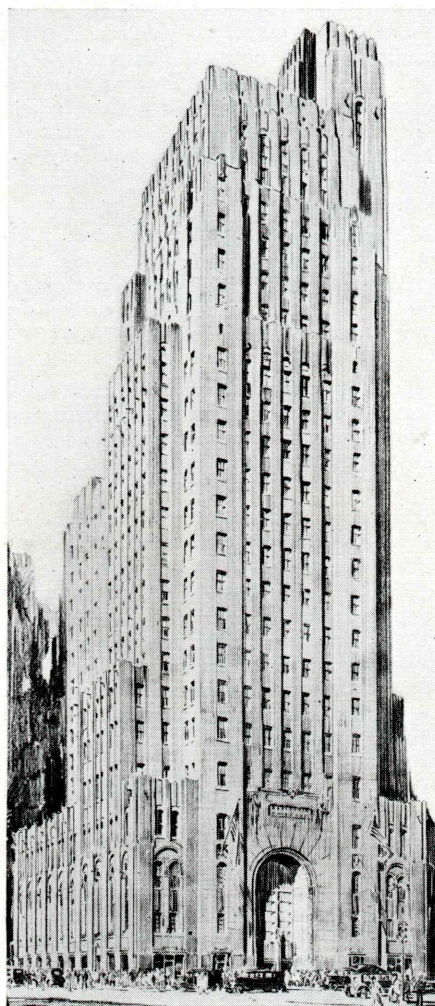
A. D. T. Watchman's Compulsory Tour Service will protect the entire building. All vaults are being equipped

with Phonetalarm and Emergency Police Call buttons are being installed throughout the entire banking quarters. The Police Call system will include a 50 drop local annunciator to indicate which of the devices has been operated. Five Compulsory Tour stations surround the vault and an Emergency Tour box is being installed at that point to provide additional protection for the watchman.

As will be noted from the illustration, the building is of the ultra-modern, setback and tower type of architecture. It will have twenty-four stories above ground and will be 368½ feet in height. The banking section will be most modern in every respect, having the latest type of fixtures and an up-to-date system of ventilation.

The Ohio Savings Bank ranks among the first one hundred leading banks of the United States. Its officials have a very high opinion of A. D. T. protection services. An attempt to burglarize their vault in 1928 caused them to investigate the operation of A. D. T. services and the protection value proved to be a revelation. As a result, all new buildings erected by this institution are now A. D. T. equipped.

The attempt to attack the vault of this bank occurred in October, 1928. The burglars planned to enter by drilling through the building wall of the basement adjoining the premises. This was discovered by the owner, who found a hole one foot in diameter and six inches deep drilled in the concrete wall which separated the building from the bank. It was evidently intended to penetrate this wall and attack the vault which was on the other side. The early discovery frustrated the plans of the burglars.

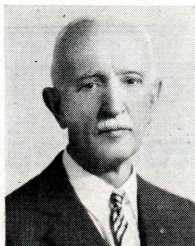


THE OHIO SAVINGS BANK AT TOLEDO

DEPARTMENTAL NOTES

IN THE OPERATING DEPARTMENT

On February 1, D. B. Griffin assumed the management of the Stockyards office at Chicago, succeeding C. M. Hayes, who, as announced in the February number of THE TRANSMITTER, has retired on pension.



D. B. GRIFFIN

Mr. Griffin's service record dates back to June, 1882, when he was employed as a messenger. Up to the time of the appointment, he was ninth chief operator of the Stockyards office. His popularity with the fire chiefs of the packers, the battalion chief of the fire department and the ranking officers of the insurance patrol, assures the whole-hearted coöperation of those organizations.

Mr. Griffin has the full support and best wishes of all employees of the office, as well as the entire A. D. T. organization.

Mr. Marron has recently returned from an extensive inspection trip covering some twenty offices through the South and Middle West and reports that all members of the operating department, especially the managers, are exerting every effort to assist the commercial department in its development of new business.

The Insurance Rating Bureaus in the various states, particularly Louisiana, Texas, Oklahoma and Nebraska, were decidedly enthusiastic and commendatory as to the service being rendered in their territories by the A. D. T. Company.

Mr. Marron arrived in Chicago the morning following the unfortunate shooting of Roundsmen Scott and Catlin at Detroit. He immediately left for Detroit and arrived the same evening, enabling him to aid Messrs. English, Doyle, Slavin and other employees of our Detroit force in their efforts to assist the families.

Mr. Marron says it was indeed gratifying to note the deep interest displayed by the people of Detroit toward A.D.T. service and the men, especially by the Police Department, Western Union officials and employees, and A. D. T. Burglar Alarm and Police Call subscribers, many of whom expressed in a substantial manner their admiration of the valor of the men and sympathy for the bereaved families.

W. J. Duncan, manager at Canton, has been on the sick list since January 9. He has the best wishes of all for speedy recovery.

Superintendent Straus reports that during a recent call at Houston, the subscriber remarked he would have to close up his business if he could not have A. D. T. Burglar Alarm service. A burglar was recently captured in his store. This is the kind of a feeling all subscribers should have—that they can't get along without the A. D. T.



IN THE PLANT DEPARTMENT

A. F. Worden, general superintendent of plant, is on an extended inspection trip that will take him as far as Longview, Wash. and into seven or more plant districts. For about two months he will be subject to railroad schedules and their whims.

The item in last month's TRANSMITTER telling of the success of Detroit plant men in capturing burglars evidently inspired the Cleveland forces to strut their stuff. An alarm from the Golde Clothes Shop on February 19 brought Repairman King and Roundsmen Graham and Adams to the premises. While the roundsmen guarded the front and rear entrances, King went looking for trouble. He found it—a broken skylight and a burglar hoping to conceal himself. The burglar was arrested and the skylight repaired.

Misses Kuemmel and Topper of the Chicago plant department paid a flying visit to Buffalo over Washington's Birthday—possibly to get some advance information about Niagara Falls.

About half the districts have absorbed a sizeable increase in Local B. A. installations without indications of distress or interference with their normal activities.

Stationman Rodenbeck, of Erie, sends in the following clipping from an Erie newspaper column:

"Crooks call those electrical burglar alarms that border store windows—'Bugs'—and one boastfully told me recently that they never made one he couldn't disconnect. He must be wrong because he told me that in jail and he's facing a couple of more years in a prison."

Hal Cogswell, district commercial manager, has the following to say with reference to one of the largest supervisory service installations made in 1929:

"You will be happy to know that in a recent conversation with the executives of the Paramount-Famous Players-Lasky Studios they praised Mr. Jordan, one of your Los Angeles plant men, most highly, complimenting Mr. Jordan's reliability, honesty, and also his very competent and efficient

workmanship on the large Sprinkler Supervisory installation which we recently installed for this studio.

"Work like this is of great aid to the commercial department. As this subscriber recently sprinklered a laboratory at another location and took occasion to compliment Mr. Jordan at the time, we presented a Sprinkler Supervisory contract covering the new location."

Jordan handled the installation in its entirety under the supervision of City Foreman Dyer.

There is marked evidence that the "Important Information" forms sent out with our letter X-19-1 have captured the interest of all concerned and the results are pleasing. We have, for example, a letter written by W. E. Hight, commercial representative who covers Peabody and Brockton. He is moved to express his commendation on the fine spirit of co-operation exhibited by the plant and operating organizations in the territory which he covers.

We have also an instance of four prospects brought to the attention of the commercial department by Stationman Speich of Albany. J. M. L. Groby, district commercial manager, advises that three of the prospects have been signed up and the fourth is expected within a short time.

We have before us also a list of seventeen unsupervised booster pump installations in Chicago. The list was compiled by District Plant Superintendent Wootton and turned over to General Manager Haugh of the Chicago division and will undoubtedly be productive of some worth-while new business. The possibilities, if everyone becomes interested and lends full co-operation toward finding and reporting potential business can well be imagined.



New Uses for A. D. T. Fire Alarm Boxes

After fruitless attempts to attract attention upon being locked in a vault, an employee of Armour & Company, at Omaha, turned in a fire alarm signal from an A. D. T. box.

The employee, who was an inspector, entered the vault, leaving the door open behind him. A watchman closed it. As the door could not be opened from the inside, the employee waited for forty-five minutes, and then pulled the fire alarm box. He received immediate relief.

A guest at the Multnomah Hotel, Portland, Oregon, recently had a terrific urge to summon an elevator. He pulled an A. D. T. Fire Alarm box and secured an immediate response.