

THE TRANSMITTER

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

VOLUME II

APRIL, 1930

NUMBER 4

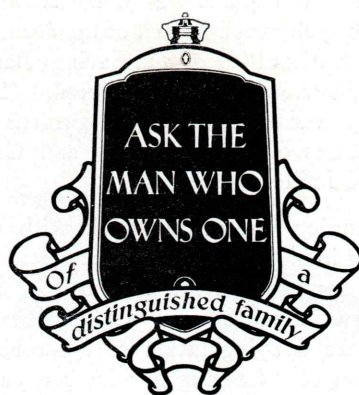
Twenty Years Use by Packard Motors Places Veritable Hall-mark on A. D. T.

"Ask the Man Who Owns One"—the slogan of a quality motor car, just as "A. D. T." is the symbol of quality protection service.

Nothing could be more natural than for the Packard Motor Car Company, at Detroit, Mich., to use American District Telegraph Company protection services at its large plant, to ward off losses that would be costly and that certainly would interfere with the production schedule, a most important factor in the automobile business.

Among the large industrial users protected by the A. D. T., none is better known than the Packard Motor Car Company and few plants indeed have been protected by A. D. T. as long as the Packard plant has. In 1899, when the first car was built by the company, the name Packard was synonymous with the finest in motor cars and has been kept so ever since. It was in 1899 that the Packard company adopted A. D. T. service and it has been a continuous subscriber from that time to this.

The Packard Motor Car Company designed the famous Liberty motor for aeroplanes which was built during the war, and has made many other important contributions to automotive science. Packard engineers have only recently made a great contribution to engineering progress by producing a new Diesel type engine for aeroplanes.



It is unnecessary to state that an organization of such repute has in back of it a manufacturing plant and a personnel of the highest order. The business has been built up by sound management and engineering brains.

Alvan Macauley, president of the Packard Motor Car Company, attributes its success to the stability of the

stability of service and stability running even to salesmen, among whom in all business there is normally a high rate of turnover.

This stability has extended even to the use of A. D. T. service, which has protected the plant since the concern was first organized. At the present time the plant is equipped throughout with A. D. T. Watchman's Compulsory Tour and Manual Fire Alarm service.

The plant maintains a local fire department and large gongs installed throughout the premises are sounded whenever a fire alarm box is operated to give a code to the members of the fire brigade. The alarm is also recorded on a punch register installed at a central point.

The responsibility of protecting a plant of this character can well be judged by considering the fact that it includes ninety-five buildings, having a total floor area of seventy acres. The total ground area is approximately eighty acres.

In normal times about 11,000 employees are employed. During 1929 almost 50,000 Packard cars were produced. This was 6,549 more cars than were delivered during the previous year, making it the largest year in the history of the company.

In the twenty years since the present company was organized, they have sold a total of \$908,973,811 worth of motor cars. It has paid \$71,019,651.41 in cash



AN AEROPLANE VIEW OF THE PLANT OF THE PACKARD MOTOR CAR COMPANY AT DETROIT.

organization—stability of management, stability of manufacturing direction and supervision, stability of sales outlets,

dividends to more than 22,000 stockholders in all parts of the country.

The Packard Motor Car Company can truly be classed as one of the big business institutions in America and the A. D. T. takes pride in the part it plays in helping to maintain the efficiency and stability of such an organization.



A. D. T. Acquires Unique Hold-Up Alarm System

The American District Telegraph Company has recently acquired the Hold-up Alarm System of the Automatic Guard and Signal Company of Detroit, for protection against daylight hold-ups in banks and similar institutions.

This system has been installed in a large number of banks in the middle west and is considered superior to anything yet provided for protection against hold-up. When the system is installed complete and in accordance with the requirements of the underwriters, a 20 per cent reduction on hold-up insurance is granted, which is the largest credit granted for any such service.

The system includes special devices consisting of Money Drawer Traps which make it possible to automatically give a signal when bills are extracted from the drawer at a bandit's command; Special Door Handles for all gates or doors leading from the lobby to the working quarters provided with semi-automatic initiating means which will enable a cashier or custodian to transmit an alarm signal when commanded to open the door from either the exterior or interior; Coping Rails for cages which will automatically initiate an alarm if an attempt is made to climb into the cages from the lobby; Manual devices for installation in each vault and Foot Rail devices to be located near each employee likely to be menaced by bandits.

This equipment is installed and operated in such a way that an alarm will be given automatically by simply obeying the bandit's command and this will be transmitted to a Central Station or at least two remote stations open for business constantly during the day.

Complete details of this system together with illustrations of the equipment will be given in a subsequent issue of THE TRANSMITTER.

Detroit Hold-up Gang Is Cleaned Up When Policeman Kills Last Member

A report from Hollywood, Calif., states that the last member of the gang that held up the main office of the Western Union Telegraph Company in Detroit on February 13, when two stellar A. D. T. roundsmen were killed, has at last met the same fate, having been slain by a Hollywood policeman following a holdup of a bank in that city.

The man killed was identified as Joseph Luby, alias Louis McKenzie, alias David A. Farr. He was shot and killed fifteen minutes after he had held up the Hollywood branch of the Security First National Trust and Savings Bank. The loot, \$500, was recovered. The bandit was killed near the gardens of the homes of Jack Dempsey and Cecil B. De Mille.

Running out of the bank with the money in his hands, Luby almost collided with Sergeant A. A. Campbell of the Hollywood police force. Campbell tried to make a flying tackle of the robber, but missed. Leaping into his car, Luby

fired several shots at the officer and drove away.

A police car picked Sergeant Campbell up and raced down Hollywood Boulevard, a busy main thoroughfare, in hot pursuit. Shots were exchanged until the police forced Luby's car into a blind foothill street. He abandoned the automobile and began to run.

Shooting over his shoulder, he ran for half a mile down ravines and across the lawns of frightened residents. He then forced a Japanese gardener to surrender another automobile to him.

Policeman Took No Chances

At this point the officers overtook him. Luby shouted, "I surrender. You've got me. Don't shoot."

As the officers came up, however, he drew his gun. Campbell fired and the bullet pierced Luby's heart.

THE TRANSMITTER is pleased to announce that this cleans up the gang, with two members killed and one serving life imprisonment. *You can't win with crime!*

Police Call Test Is Highly Successful

A. D. T. demonstrated its efficiency and effectiveness in rendering Police Call service on March 4 when a test was conducted at the Iowa-Des Moines National Bank & Trust Company, of Des Moines.

This test was sponsored by a local newspaper, the *Register and Tribune*, for the purpose of timing the police and securing photographs of the action taken when a hold-up alarm is sounded.

One minute and fifty seconds after the alarm was received three automobiles and a patrol wagon loaded with police and detectives were at the door of the bank. Less than ten seconds later the bank was filled with armed officers, with others standing in readiness outside the bank, and with one detective keeping the only exit from the building covered with a machine gun.

The alarm was a surprise and only Chief of Police Henry A. Aliber and Inspector of Detectives Al. H. Pedersen were aware of the nature of the alarm,

which was sent by operating the A. D. T. alarm button in one of the cages. Thirty seconds later the first automobile filled with detectives left for the scene of the "robbery." It was followed at three and five second intervals by the police emergency squad and another automobile filled with detectives.



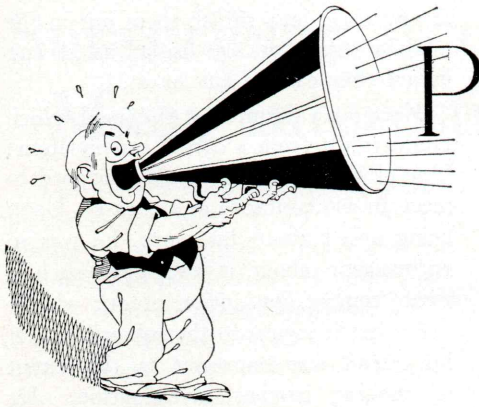
Thief's Curiosity Is Well Satisfied

"What would happen if someone should cut the wires leading to an establishment protected by the A. D. T.?"

This question is frequently asked of A. D. T. Burglar Alarm salesmen.

Someone who may have been perplexed by this same question wanted to get the answer, for on March 19 the wires leading to the premises of Saul Rifkin, wholesale metal merchant of Toledo, Ohio, were cut at the cable box on a pole in an adjoining alley.

The A. D. T., of course, responded, and soon discovered the cause of the alarm.



PROTECTION PLAUDITS

The organization performed excellently during the month and a number of subscribers took occasion to express their written appreciation. The transmission of fire alarms always seems to elicit a greater number of commendatory letters but there is no doubt that all other services are valued to an equal extent. The details of a number of cases of exceptional or interesting services are described elsewhere in this issue.

Bradford Kennedy Company, Omaha:

"We were very much pleased with the results obtained. This was a case where two or three minutes made a great difference, and the alarm turned in from the man at the yard was a gain of two or three minutes over the telephone alarm.

"The writer fully believes that this alarm was the means of averting a disastrous fire, as the flames were racing toward the box factory. Since the wind was so high and everything so dry, if the fire had ever gotten into the buildings, we certainly would have had a big fire."

St. Louis Public Service Company, St. Louis:

"I wish to commend your organization on their dispatch in transmitting the alarm to the City Fire Alarm Office.

"Although the fire was not on our property, but on the Sinclair property adjoining us on the north, the exposure presented by the Sinclair plant to our property is of a serious nature. One of our shopmen discovered the fire and through his promptness in availing himself of your fire alarm service prevented what might have been a serious loss."

T. A. D. Jones & Co., Inc., New Haven:

"We wish to congratulate your organization on the efficient manner in which you check up on our watchman, which check is enabling us to feel sure we are getting the protection for which we are paying."

Hayes Body Corporation, Grand Rapids:

"Damage was very slight, which can be credited to prompt service by yourself and the fire department, which responded in record time.

The fact that the National Savings Bank, of Albany, N. Y., will rely on A. D. T. protection for its new building is being featured in its advertising and publicity to interest prospective tenants.

As will be noted from the accompanying reproduction of their advertisement, the bank is playing up the advantages of the A. D. T. Night Watchman's Compulsory Tour service in protecting the building and providing a lower insurance rate for the occupants.

At the present time but few of the office buildings in Albany employ watchmen. The fact that this new building will have a superior type of protection against burglary and fire makes it the preference of concerns interested in obtaining office space in Albany.

The bank will also protect its vaults by the use of A. D. T. Phonetalarm.

The new building is scheduled for completion May 1.

A 100% Location

At the Crossroads of the Empire State,
in Albany—The Capitol City



1 FRESH AIR, LIGHT AND SUN-SHINE
Outside windows in every office.

2 ELEVATOR SERVICE
Equipped with the most advanced devices for passenger comfort, safety and speed. Manufactured by the Otis Elevator Co.

3 PROTECTION TO TENANTS' PROPERTY
The National District Telegraph Night Tour Service provides night watchmen, giving constant protection to property of tenants and enabling them to a rebate on fire and burglary insurance. The only office building in this city affording tenants this service.

4 SPACIOUSNESS
Offices are unusually large, airy and attractive.

5 MODERATE RENTALS
Already 80% of the space has been rented from places to insurance companies, financial corporations, attorneys and outstanding business firms.

Ready May 1st
New Home of the National Savings Bank

Leasing Representatives
at 70-72 State Street

National Savings Bank

State and South Pearl Sts.

A. D. T. IS USED IN THIS ADVERTISEMENT
AS A TALKING POINT FOR ALBANY'S NEWEST
OFFICE BUILDING.

W. P. Cart Company, Charleston:

"Allow us to express our sincere appreciation of the A. D. T. service rendered during our annual 'Old Silver Exhibit'.

"Your many inspections during our closed hours, from 6 P. M. to 8 A. M. during this exhibition made it possible for us to obtain from our valued clientele museum pieces of silverware, whose value we are not in position to verify.

"We never lose an opportunity to mention your cooperation to our visitors. It is always a great privilege and pleasure to recommend A. D. T. service to other concerns. You are assured of our satisfaction in your twenty-one years' of faithful service."

Kampp & Spencer Company, Sioux City:

"The exact cause of the transmission of this alarm still remains somewhat of a mystery, the responsibility for which we assume we ought to gladly accept.

"The keen interest displayed by you and your assistants in this service is very gratifying to us in every respect and we are more and more impressed with the efficiency of the A. D. T. night watch system."

Allied Mills, Inc., Omaha:

"Your method of handling the fire alarm which you received early Sunday morning was very satisfactory in every respect. The fire department arrived promptly and the blaze was extinguished with very small loss.

"We are indeed very grateful to find your office handling our reports in such an excellent manner."

Lepman Bros. Co., Chicago:

"Want to compliment you on the way you handled the situation in reporting to me the small fire that occurred in our plant on Wednesday night. Through your prompt action we had practically no damage and we feel more than satisfied with your service."

The Emporium, San Francisco:

"May we commend and compliment your organization for the alacrity of action, and the promptness in which all concerned were immediately telephoned to, and the manner in which your representative cooperated with the fire department and the salvage company in taking care of the merchandise, thus undoubtedly cutting down the loss, as well as improving the possibilities of doing business on the premises at an early hour."

THE TRANSMITTER

VOL. II. APRIL, 1930 No. 4

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.

SALESMEN ALL

The whole-hearted cooperation of employees of various company departments in obtaining new business has been the subject of several articles appearing in recent issues of The Transmitter. At a recent bi-weekly meeting held in the Brockton office, L. H. Brann, manager, read a paper on this subject. He discussed the matter in such a manner that all employees will readily understand and put the recommendations into practice at once. This is sound advice and if followed will not fail to benefit the company and the individual as well.

We are pleased to print Mr. Brann's speech in full.—Editor.

If someone asks you where you work, do you say, "Oh, I work down at the A. D. T. office," or do you say, for instance, "I am night chief operator for the American District Telegraph Company?" If further inquiry is made regarding the character of the business or your own particular duties, do you try to give an intelligent and comprehensive reply or do you make some vague, off-hand remark to discourage further question?

When a man speaks of his job with pride and lets it be known that he considers it an interesting and worthwhile topic of conversation, he is not only sure to raise himself in the estimation of his listener but he will also leave a favorable impression of the concern that employs him.

If, on the other hand, he speaks more or less indifferently of his work and complains that he is not appreciated, doesn't get enough pay, and claims that other men on the job who are not so smart get all the breaks, and so on, he is sure to come down a couple of pegs and the one who has to listen will wonder why the company employs him.

Has it ever occurred to employees that while they are on the payroll and roster as signal operators, chief operators, roundsmen, etc., they are, or should be, salesmen for the A. D. T.? By this I do not mean that anyone is expected to go out and sell the service in spare time. What I do mean is that we should conduct ourselves generally, we should speak of the company, and we should have an attitude towards our jobs that will reflect credit on us and that will also and at the same time enhance the prestige of the A. D. T.

We can never tell when we are overlooking an opportunity to put in a few words for A. D. T. service which might lead to a new subscriber. Possibly the one listening to you at the time is not a potential subscriber himself, but the one he talks to next might be. Seemingly casual conversation has more than once landed business for the company. Disparaging remarks might just as easily lose it. So, if we have any grievances

at any time, let's thrash them out in the office where they can be adjusted and before they can do any harm.

Here is an example of the good which might result from a casual conversation: One of our local employees happened to meet an acquaintance in a theater. Upon being asked about his work, he was so enthusiastic about it and gave such a clear, concise description of our service and what it means to the subscriber that his friend was impressed to the extent of making further investigation. He discovered that A. D. T. service was just what he needed in his own business. A contract was the inevitable result. Of course, we do not want to go out and bore everybody with whom we come in contact with this sort of thing. However, we are actually walking advertisements for the company. With this thought in mind, the least we can do is always to give the service a boost whenever possible.

Cleveland Holds Honors in Capture Club

The Capture Club enrolled several new members during the month and many of the former members added to their laurels. D. Graham and A. Venslove of Cleveland hold the honors for the largest number of captures to date.

The figures in brackets indicate the number of captures during the present year.

<i>Subscriber</i>	<i>Roundsmen</i>	<i>Burglars Captured</i>
De Soto Realty Trust, Chicago.....	W. W. Campbell, J. Scott.....	1
Atlas Tire Co., Cleveland.....	A. Burke (3).....	1
Flak's, Inc., Denver.....	Chas. Howard and Ray Thornton	1
Langfelder Dry Goods Company, St. Louis	H. P. Frank and J. M. Tierney (2)	1
Star Dry Goods Co., Houston.....	R. M. Branan (2) and O. R. Newton (2)	1
Lambert & Lowman, Detroit.....	J. Shank (3) and C. McGloughlin (2)	2
The Basch Company, Cleveland.....	D. Graham (6), A. Burke (3) and F. Brindza (3).....	1
Sacks Bros., Cleveland.....	F. Brindza (3) and A. Venslove (6)	1
H. R. Rosenbaum Co., Chicago.....	C. Selgrath and R. Foy.....	1
Weinstock & Weiss, Cleveland.....	D. Graham (6) and A. Venslove (6)	2
Harris Goar Company, Kansas City...	O. L. Smith and C. M. Walston	1
Chas. Schwartz and Sons, Washington.	C. E. Lamb and L. E. Livingstone	1
Jacob Cohen, Louisville	J. D. Cain (2).....	1
Mrs. Walter H. Martin, Columbus....	V. Reeb	1
M. Rappaport's Fur Shop, Chicago....	M. Dore	1
Total.....		17

Subscribers Acclaim A. D. T. Services For Many Interesting and Valuable Performances

There were many interesting details in connection with A. D. T. services during the past month. Space does not permit the publication of them all. There is given below, however, a few stories of typical everyday A. D. T. performances which may prove to be instructive and inspiring to readers of THE TRANSMITTER.

A Robbery Prevented

The A. D. T. was directly responsible for frustrating an attempted holdup of the watchman of the Gulf Refining Co. at Maspeth, L. I., recently.

When the watchman failed to finish his round at 1:00 A. M., as scheduled, the A. D. T. office at Long Island City immediately started a telephone investigation. When no response was received, two roundsmen were dispatched to the premises. Upon arrival, the roundsmen found that the watchman had been held up by five holdup men immediately after he had given his starting signal at 12:45 p. m. The robbers tied the watchman to a chair and started to attack the safe. It was at this point, however, the A. D. T. started to investigate and the ringing of the telephone bell frightened the robbers. They left posthaste, leaving their tools behind them.

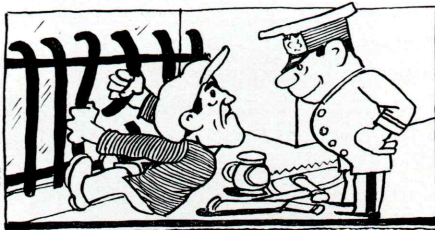
Although the watchman's grace period was not up until 1:30 A. M., investigation was started at 1 o'clock, inasmuch as the watchman at this plant is habitually on time and had not been delinquent for three months prior to the date of the holdup. The operators sensed that something was wrong and decided to take no chances.



The A. D. T. management was congratulated for its alertness on this occasion, which undoubtedly prevented a substantial loss.

Old Offender Caught

A. D. T. catches the burglar—and sometimes catches a “record” that makes Jesse James look like a piker. Witness the following:



At Denver an ambitious burglar attempted to remove some iron bars protecting a window of Flak's, Inc. He did not take into consideration, however, the narrow strip of silver foil which bordered the window. His chisel accidentally broke the glass and this resulted in his downfall. Within a few minutes he was confronted by two A. D. T. roundsmen, who quickly effected his capture and turned him over to the police.

The burglar proved to be an automobile thief as well, and the police found a new car that he had stolen in Salt Lake City parked across the street from the Flak establishment. Upon further investigation it was found that the man captured was an old offender and under sentence to San Quentin penitentiary for robbery.

B. A. Again Detects Fire

That the A. D. T. Burglar Alarm makes an excellent Fire Alarm has been proved by the many cases, reported in recent months, where fire has been detected in its early stages by the melting of the foil or grounding of the Burglar Alarm circuit.

Another instance of such dual protection comes from the Charleston, S. C., office of the A. D. T. On Monday morning, March 31, a burglar alarm was received from the premises of I. Lesser and Company, retail jewelers. Roundsmen Anderson and Nickolson were assigned to investigate and upon reaching the store discovered a blaze in the rear. They immediately called the

fire department. Little damage was done owing to the timely discovery by the A. D. T.

The subscriber was absent from the city at the time of the fire and the A. D. T. roundsmen took charge of the store until the owner returned. He was particularly pleased with the way things were handled and expressed his appreciation of the value of A. D. T. service in no uncertain terms, as follows:

“Please allow us to congratulate you upon the creditable manner in which you handled the protection of our store at 528 King Street, after fire of March 31, during our absence from the city.

“Your protective system certainly relieves one's mind of a lot of worry, as it gives you a feeling of security while away from the business, and it is with the greatest of pleasure that we recommend your system as the best.”

Floor Trap Saves Tires

Used tires continue to be good bait for thieves, while the A. D. T. never tires of catching them.



The November number of THE TRANSMITTER described a unique use of an A. D. T. floor trap for protection of automobile tires at the Atlas Tire Company, Cleveland, Ohio.

On March 18 another attempt was made to remove tires from the same establishment with identical results.

An alarm was received by the A. D. T. at 6:06 P. M. When Roundsman Burke arrived at the premises, he found a man attempting to remove the tires. In doing so, however, he had sprung the floor trap, which caused the A. D. T. to investigate.

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

The "big three" that directs the destinies of the New England territory have fully as important a responsibility as those in charge of larger geographical districts.

Many well known industrial establishments in this extremely thickly settled area depend upon A. D. T. service for protection.

The record and experience of the men in charge of A. D. T. activities in New England are ample evidence that this territory, although one of the smallest, is well managed and furnishes a grade of service that is second to none.

A brief introduction follows:

J. M. L. Groby

J. M. L. Groby, district commercial manager, is in charge of commercial activities in Albany, Boston, Bridgeport, Brockton, Burlington, Hartford, New Haven, Worcester, Peabody, Portland, Springfield, and Waterbury.



J. M. L. GROBY

Mr. Groby entered the service of the A. D. T. at Worcester on May 16, 1927, and was transferred to Boston in October of the same year. On October 16, 1929, he succeeded A. Van Valen as district commercial manager.

Although identified with the A. D. T. only a short time, Mr. Groby is well grounded in the fundamentals of fire protection technique, having devoted practically his entire business career to the calling.

His first position was with the Walworth Manufacturing Co., of Boston, whose employ he entered in 1901. He left in 1902 with the rank of chief draftsman. In 1903 he became affiliated with the Manufacturers Automatic Sprinkler Company in New York City and was later transferred to Chicago as chief engineer.

In 1907 he was made sales manager with headquarters in Pittsburgh. He remained there until 1910, when the concern became a part of the Automatic Sprinkler Corporation of America. He was then transferred to the New Eng-

land district as sales manager. Mr. Groby continued this work in New England until he joined the A. D. T. organization. Needless to say, he is thoroughly familiar with the territory as well as the business of fire protection.

E. W. Brooks

E. W. Brooks, district plant superintendent, is in charge of construction and maintenance in Boston, Bridgeport, Brockton, Burlington, Hartford, Lynn, New Haven, Worcester, Peabody, Portland, Springfield and Waterbury.



E. W. BROOKS

Mr. Brooks entered the employ of the A. D. T. in September, 1919, as wireman's helper at Baltimore. One year later he was appointed inspector and in October, 1923, he was appointed stationman at Scranton. He remained there until August, 1924, when he was transferred to Washington, as city foreman. During 1928 he made several special trips for the company to Chicago, St. Louis, Cincinnati, and other places.

On August 1, 1928, Mr. Brooks was appointed district plant superintendent in charge of the New England district where he has already established himself as a capable worker and department head.

J. B. Rustic

J. B. Rustic, district superintendent, is in charge of operating department activities in Boston, Bridgeport, Brockton, Burlington, Hartford, New Haven, Peabody, Portland, Springfield, Waterbury, and Worcester.



J. B. RUSTIC

He is an old timer in the service of the A. D. T., having started his career as a messenger boy for the Western Union in Baltimore. Shortly afterwards an A. D. T. office was established and he was transferred to what was then

known as the signal department. He remained there until 1917, in the meantime filling the positions of chief operator, bookkeeper, cashier and salesman.

After a brief career as inspector, Mr. Rustic was appointed to the position of manager-salesman at Dayton, Ohio, where he remained for about one year. He then returned to Baltimore as manager of that office. He held this position until 1919, when he was made manager of the Philadelphia office. In 1927 he was appointed superintendent of the New England district.

Mr. Rustic has had a continuous, uninterrupted service record of more than 23 years with the A. D. T. and during this period witnessed the transformation and growth of the company from a loosely knit organization to the closely welded and soundly managed concern it is to-day.



Decalcomania Sign Good Ad at Columbus

"It pays to advertise" is a slogan that is always good, as was demonstrated a short time ago at Columbus, Ohio, where the A. D. T. decalcomania signs are used on employees' automobiles so that they will be immune from parking restrictions in the downtown sections.

A car bearing one of these signs, parked in front of the A. D. T. office, was noticed by the general manager of the May Furniture Company, who, being interested in protecting his premises, made inquiry regarding A. D. T. service.

This was forwarded immediately to the local commercial representative, who secured contracts for Phonetalarm in the premises of the May Furniture and Carpet Company and in the Howe Furnishing Company, another concern under the same management.

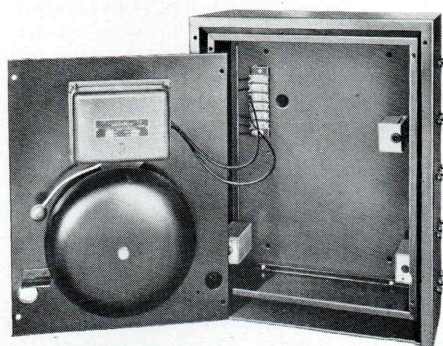


Lighting and a woman driver never strike twice in the same place.

If one really can profit by one's mistakes we know some people who ought to be very rich.

I'd rather be right than be a press agent.

New Type Local Burglar Alarm Systems Announced by Engineering Department



No. 425 OUTSIDE BELL HOUSING.

The engineering department has recently announced that three new types of Burglar Alarm systems are now available for shipment. Like the model No. 825 Local Mercantile Burglar Alarm, which is still available, these systems are listed by the Underwriters' Laboratories as Grade "A."

The systems differ from each other in their application and each is designed to fulfill a definite requirement. Two of the systems are applied to protection for which heretofore there has been no equipment available, so far as certification is concerned.

These systems are described as follows:

No. 425 Local Mercantile Alarm

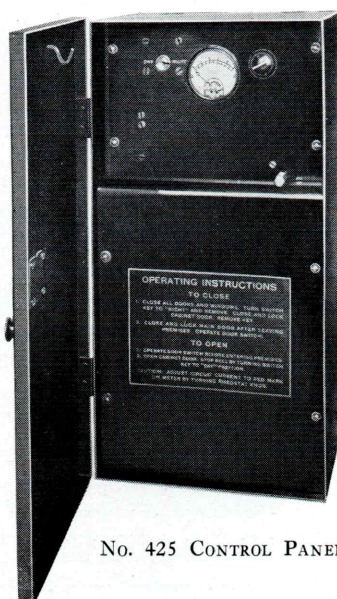
For open stock or premises protection only.

This system has been developed to meet the requirements for a system within the range of competition and will sell for much less than the present No. 825. The equipment is simpler to install, operate and maintain. The control apparatus employs a single relay, self-contained batteries, suitable relay and supervisory equipment. The alarm device includes an 8-inch gong mounted in a heavy steel housing.

The Model Double "A" Mercantile Vault System

For protection of mercantile vaults. Certified as Grade "A" partial.

This system is designed for protection of mercantile vault doors. It comprises, in general, a control cabinet located



No. 425 CONTROL PANEL.

within the vault, contacts on the combination and vault door body, a time clock to control the door protection, and a 10-inch gong located in an outside housing, which also houses the batteries for the system.

Model Double "A" Mercantile Safe System

For use in complete or partial protection of ordinary store safes.

This system comprises, in general, a control panel with time clock control for mounting inside the safe. An outside housing contains a 10-inch gong and the batteries for the system. Protection applied to the safe in connection with this

system consists of a foil lining and contacts on the safe body and door.

The Double "A" systems for safes and vaults opens a wide field which has not heretofore been covered by such satisfactory and efficient equipment, especially designed for the purpose. The new systems are comparatively inexpensive, yet they provide adequate protection for the safe or vault.

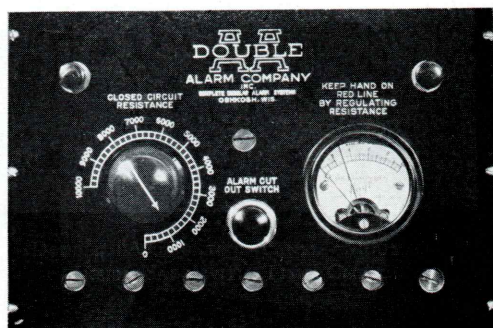
This new system makes it possible to combine safe or vault protection with premises protection and such combination protection will secure larger discounts on insurance covering contents of safes or vaults.

The Double "A" time clock system is essentially like any regulation time clock alarm system used for the protection of bank vaults. It applies and releases the protection on the vault or safe door at a pre-determined time.

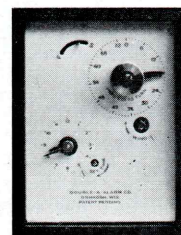
The use of a foil lining for protection of safes is an innovation. It can be installed in any safe, old or new and does not interfere in any way with the interior fittings such as shelves and drawers. The lining, together with door contacts provides complete protection for the safe.

The introduction of the No. 425 Local Burglar Alarm system will facilitate the sale of A. D. T. Local Burglar Alarm systems in the large cities and towns where the equipment can be installed and operated on a rental basis.

Installation, maintenance, and operating instructions together with selling prices and layouts showing the equipment required for each system will be sent to the field forces in the immediate future.



DOUBLE "A" CONTROL PANEL—MOUNTED INSIDE SAFE WITH TIME CLOCK.



TIME CLOCK.

DEPARTMENTAL NOTES

IN THE COMMERCIAL DEPARTMENT

Commercial representatives who have had the good fortune to be associated with Neil Slavin, district commercial manager, at Detroit, know and appreciate the words of wisdom he hands out occasionally at his noon-day conferences or whenever his advice and counsel is sought. He always has words of encouragement for the new recruit or the seasoned veteran that are based on sound logic and practical experience.

His slogan is, "Make the calls; you cannot get business by staying in the office." The so-called business depressions mean nothing to him as is evidenced by the record of his department at the present time and in 1921 when, under most unfavorable conditions, he built up the commercial organization in the New England territory and increased the business there almost 100 per cent.

Here are a few of his statements which should furnish much food for thought on the part of commercial representatives:

"The only method of keeping your business on a paying basis is by diligently going after new business."

"Building up sales with new salesmen is similar to building up a new business. It is not always a matter of a month's trial so much as a period of education."

"In good times we are liable to make the serious mistake of not prospecting. This is important and must never be forgotten."

"Do not be afraid to make calls. Fear throws us into a state of mind akin to pessimism and the only cure is to make calls because successful ones create optimism."

"Make the calls now. Big contracts are to be had when times are not so good, because everyone is working the utmost towards economy and A. D. T. service is prorating protection so that the overburdened manpower can be transplanted into productive channels."

"Whenever one is in doubt about the times, I think it is well to remember that the income of the people in the United States is approximately ninety billions of dollars per year, and the United States has such momentum that it cannot be befogged for any length of time."

Bob Warner and Nan Conway of the Commercial Department, Detroit, have decided that two can live as cheaply as one. The wedding took place on Saturday, March 8th.

It's funny how Cupid works. About a year ago, Warner was charged with securing a stenographer for the Detroit office. Hence Nan Conway; which proves again that you can never tell just where you will meet your future wife.

The good wishes of the A. D. T. are heartily extended to Nan and Bob.

IN THE OPERATING DEPARTMENT

A. D. T. employees have many opportunities to show they are alert and on the job. Saturday night, March 16, Signal Operators Kehr and Morrison of the Louisville office noticed a bright reflection on a nearby building. Chief Operator O'Donnell sent Mr. Morrison to the street to make an investigation. He soon discovered a tailor shop a short distance away in flames and immediately transmitted a fire alarm. For some time the Commercial Department has been trying to close a contract with this concern and it is anticipated that this wide-awake action by the operating department will land it.

A fine example of team work and co-operation was displayed during the severe snow storm at Chicago on March 24 to 26. Traffic was demoralized beyond anything comparable for years and yet because of the fine spirit displayed by the employees of all departments the A. D. T. was able to come through without any serious mishaps. Surface and elevated lines were almost completely paralyzed, making it difficult for roundsmen and repairmen to get around. This also caused many employees to be late reporting for duty but those on duty willingly stayed pending the arrival of others. The plant department kept an extra force on duty and everything possible was done to keep the service going. President Johnson, commenting on the handling of the situation, says, "A very good record in view of the severity of the storm. The Chicago forces are to be highly commended."

Our deepest sympathy is extended to Manager Fite of the Nashville office, whose little daughter died on April 10 after a brief illness.

IN THE PLANT DEPARTMENT

The office of the General Superintendent of Plant is taking on its accustomed appearance with the return of Mr. Worden and Mr. Finney. Mr. Worden has been afield for a period of two months and Mr. Finney for three. No doubt the results of their observations in the field and their discussions with field officials will be manifested in subsequent activities and practices. Now, if Inspector Habermann would return from Longview and Inspector Kropp get back from Washington, the local organization would be intact for the first time in a long while—that is if they get back before Messrs. Worden or Finney hit the road again.

The New York City organization, both plant and operating, was called upon to show its ability in rendering emergency service when a series of mid-town manhole explosions destroyed a number of trunk telephone cables on April 3. All available telephone forces worked day and night for

three days before service was restored and every A. D. T. man reachable was drafted to carry on our service obligations for the duration of the trouble. Representatives of the interested inspection bureaus were favorably impressed with the emergency measures taken and the results obtained by reason of them. The departments cooperated and coordinated to the fullest and the telephone company recognized our right to prior consideration. A most disagreeable situation was most agreeably handled.

St. Louis has grasped the opportunity presented by General Instructions No. 21 for Central Offices with adequate forces as the following district circular will show:

"You a few days ago received General Instructions No. 21 dated April 7 advising of a reduction in Police Call Service to Mercantile Burglar Alarm subscribers, the object being, as stated in the instructions, to encourage the extension of the subscriber's protection.

"It is felt that if our subscribers knew of this great reduction in cost for so important a protection, we would secure a considerable number of contracts for additional revenue. Please therefore have your inspectors and troubleshooters when in a subscriber's premises on trouble or inspection, inform the subscriber that there has been a sweeping reduction in the cost of this service.

"In other words, we wish to advertise to our subscribers the fact that we have made this large reduction in the cost of this service so that those interested will call our commercial department which will permit them concentrating on those interested at this time, rather than canvassing both interested and uninterested subscribers, and thereby save time."

District Plant Superintendent Walker is justly proud of the fact that fifteen to twenty of the men in his organization are sufficiently interested in their work and in their future to enroll in courses of study designed to make them electrical experts.

He is lending a helping hand and is familiarizing himself with the study course so that he will be in a position to assist and, to some extent, supervise his men in their educational pursuits.

The past month has been productive in results due to suggestions received from the field relative to improvements or changes in standard devices. Foreman Eldred of Oakland was responsible for suggestions relative to the Tour transmitter and the No. 758 spring, while Foreman Angelo of Waterbury initiated suggestions regarding the No. 37 switch and the No. 288-A foot push button. In addition, District Plant Superintendent Ring has assisted materially in working out practicable methods of protecting night depository equipments at the factory. The results sometimes appear a considerable time after the submission of the suggestion. That should not dissuade anyone with a good idea from sending it in for consideration.