



STATITROL

140 SOUTH UNION BOULEVARD
LAKEWOOD, COLORADO 80228
(303) 986-1581

Dear sir:

Thanks for your interest in "SmokeGard" ionization alarms...and in "Every Level Protection". As a specialist in protection, you should find the enclosed information helpful.

We at Statitrol have enjoyed a close association with fire service professionals from our earliest years on. Our top management has long been active in N.F.P.A. committees and in helping to form the codes which make your work easier by reducing the terrible annual fire toll in this country.

We believe "SmokeGard" alarms will have a significant effect upon the tragic loss of life and property in residential fires over the coming years. Homes equipped with these life safety devices can now have the protection of an early warning in case fire should strike...early enough in most cases to make your job easier and less hazardous. Our alarms meet the latest building code requirements, and are listed by Underwriters' Laboratories.

The recently revealed results of the Indiana Dunes Tests (summarized on the reverse side of this letter) should give you more information to pass along in your communities. We feel sure you will agree with our recommendation of "Every Level Protection". If you need additional information, we suggest you contact Rex Wilson at Firepro, Inc., P.O. Box 145, Wellesley Hills, Massachusetts 02181...phone (617) 237-1153. Mr. Wilson was a key figure in the interpretation of the Indiana Dunes statistics.

Your nearest "SmokeGard" Representative (see map on back page of this folder) will be glad to furnish you with further information about our smoke alarms, and discuss the possibility of community and group programs with you.

Thank you for your inquiry.

Sincerely,

Joanne T. Widner
Manager, Marketing Services

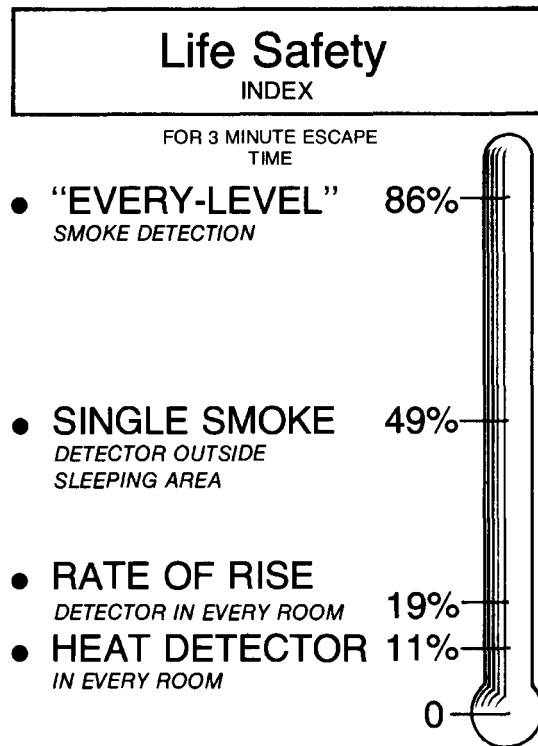
What is “Every level protection”?

The 1973 report of the President's Commission on Fire Prevention and control—“American Burning” . . . recognizes the advanced life saving potential of smoke detection. This report states, “The Commission urges Americans to protect themselves and their families by installing approved **early warning** detectors and alarms in their homes.” **Early warning** was previously referenced as “Every-level” smoke detection.

In 1973, the National Bureau of Standards appointed Mr. Richard Bright to head its Fire Detection Project. In his report in **Fire Journal** (November, 1974), he stated, “Smoke detector technology has advanced to the point where the judicious use of one or two smoke detectors could be more effective than a house full of heat detectors in alerting dwelling occupants to fire.”

In 1974, the National Bureau of Standards obtained several test dwellings, due to the expansion of Indiana Dunes National Park. In cooperation with Underwriters' Laboratories and the Illinois Institute of Technology, comparative tests were run, with a series of 40 test fires. The Life Safety Index (diagram shown) is a result of the interpretation of those tests.

1. With **no detection system**, there can be no alarm. Three minutes of escape time cannot be guaranteed.
2. If a **heat detector** is installed in every room and space, in 11% of the fires the alarm will allow three minutes for escape.
3. If heat detectors are removed, and **rate-of-rise detectors** installed, in 19% of the fires the alarm will allow three minutes.
4. If all heat and rate-of-rise detectors are removed and **just one smoke detector** is installed outside the bedroom area, in 49% of the fires the alarm will allow three minutes.
5. If a **smoke detector** is installed on **each level of the home**, in 86% of the fires, three minutes of escape time will be available.



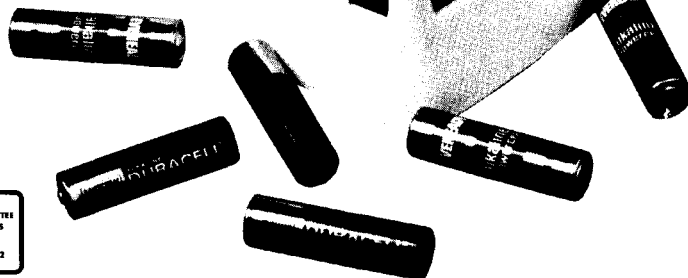
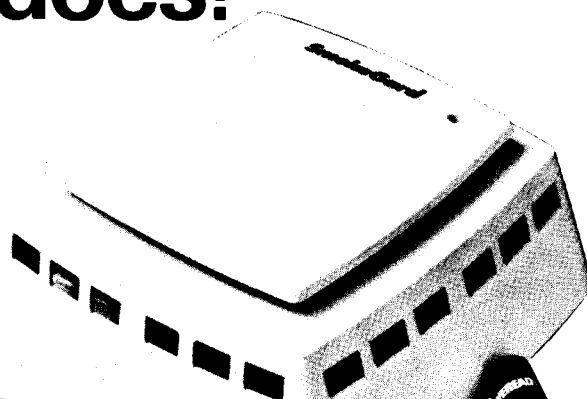
DATA: NATIONAL BUREAU OF STANDARDS

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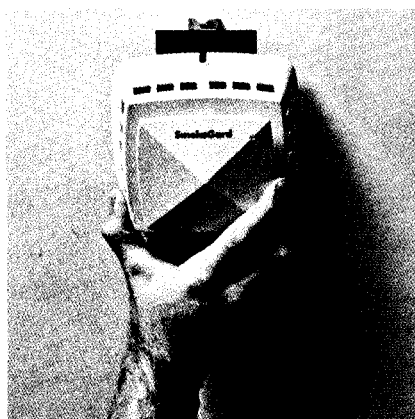
This is a **five time improvement** over a rate-of-rise detection system with a detector in every room . . . and a **seven time improvement** over a system of heat detectors in each room.

We strongly recommend “Every Level Protection”.

You'll sleep better knowing your **SmokeGard®** Smoke Alarm never does!



Alarm utilizes 6 AA 1.5 volt alkaline batteries (Eveready E91 or Mallory MN1500), which come with the unit. Remove insulating tab between batteries and contact to energize smoke alarm.



Fasten mounting plate to ceiling with enclosed screws. If necessary, use expanders, toggle bolts or "moly" fasteners to be sure of secure mounting.

Features of the SmokeGard Model 800A Low Cost Ionization Smoke Alarm

- Designed for Life Safety — Alerts the family before smoke or toxic gases accumulate
- Ionization Principle — A new, highly sensitive electronic home smoke alarm
- Detects smoldering fires earlier — yet will not alarm in a room full of heavy smokers
- Battery powered — no wiring — fastens to ceiling in minutes, with screws provided
- Readily-obtainable 1.5 volt AA alkaline batteries
- Fail-Safe — batteries last 12-18 months — horn will "click" when batteries are weak
- Exclusive removable mounting plate — get extra mounting plates for vacation homes
- Unique pilot light pulses every 5-10 seconds — assures you that batteries are capable of sounding an alarm
- One alarm protects each bedroom area
- Location — on the ceiling of the hall outside bedroom doors (approved for both wall and ceiling mounting)
- Alarm horn — 85 decibels — loud enough to awaken most heavy sleepers through closed bedroom doors
- Suitable for homes, mobile homes, apartments, vacation trailers or cabins
- Extra units can guard basement and living room
- Underwriters' Laboratories and I.C.B.O. listed — Factory Mutual approval applied for

**ALSO AVAILABLE... •Model 900A, A.C.-powered Smoke Alarm, wired into house current.
•Model 900A LINE-CORD, for locations with non-switch-operated outlet.**

SmokeGard®

Early Warning Smoke Alarms

by

STATITROL.

Better Fire Defense Products Worldwide

140 South Union Boulevard, Lakewood, Colorado 80228 U.S.A. • (303) 986-1581

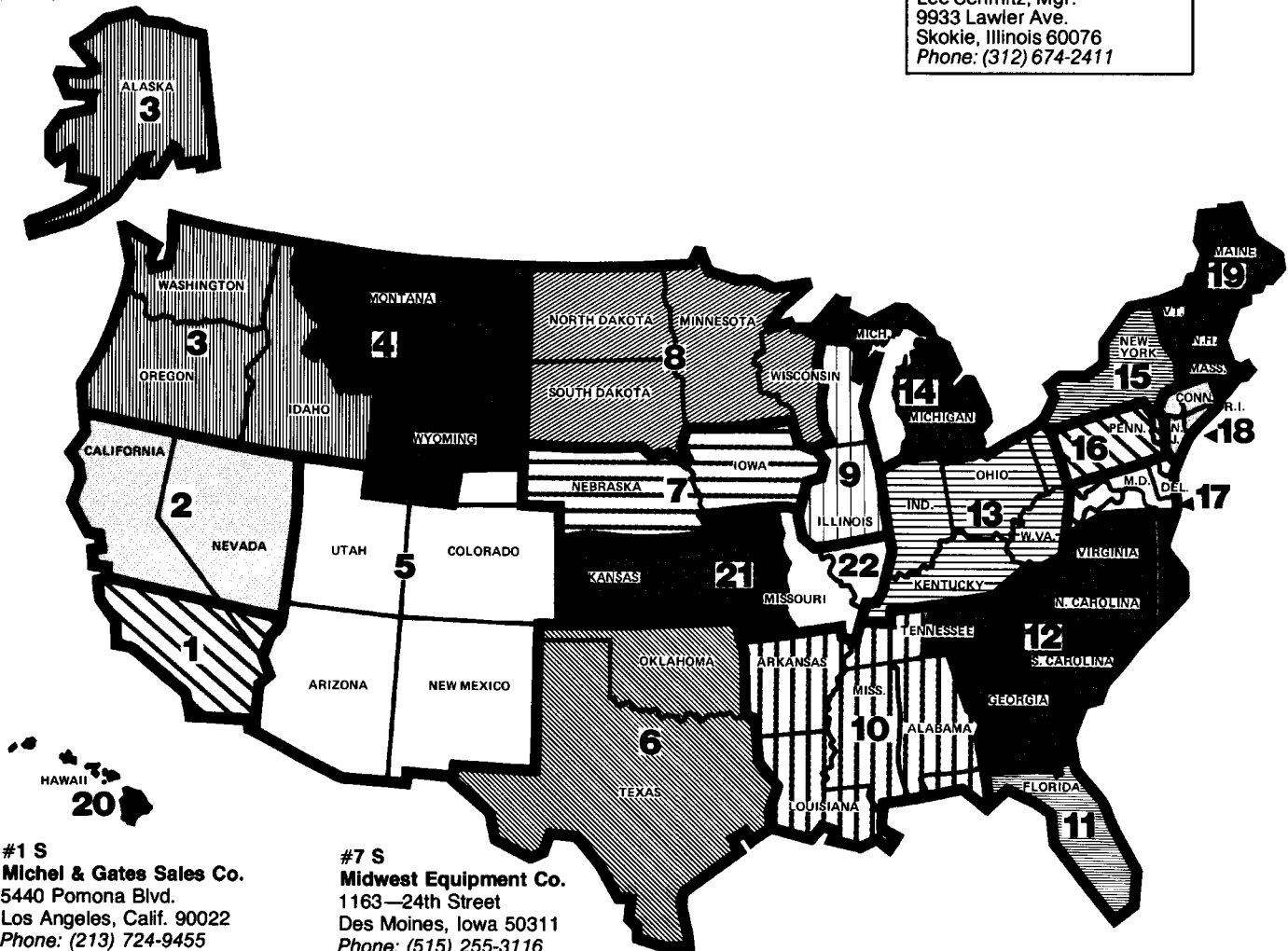
(WHERE CAN YOU BUY AN ALARM? See our Territorial Map on Reverse Side.)

SmokeGard[®] Representatives

STATITROL CORPORATION

140 South Union Blvd.
Lakewood, Colorado 80228
(303) 986-1581

Midwestern Regional Office
Lee Schmitz, Mgr.
9933 Lawler Ave.
Skokie, Illinois 60076
Phone: (312) 674-2411



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Michel & Gates Sales Co.
5440 Pomona Blvd.
Los Angeles, Calif. 90022
Phone: (213) 724-9455

#2 S
Jess Foss & Associates
2950 3rd St.
San Francisco, Calif. 94103
Phone: (415) 824-5557

#3 S
Peter Mitchell Sales Co. Inc.
P.O. Box 1804
1606 103rd Pl. NE, Suite K-2
Bellevue, Wash. 98004
Phone: (206) 454-5250

#4 S
Mountain West Lighting
1441 Cheryl St.
Billings, Mont. 59101
Phone: (406) 259-0619

#5 S
McSherry & Associates
Squire Plaza Bldg.—Suite 28
8527 W. Colfax Avenue
Lakewood, Colo. 80215
Phone: (303) 238-8361

#6 S
Flanders Sales
13702 Gamma Rd.
Dallas, Texas 75240
Phone: (214) 239-0216

#7 S
Midwest Equipment Co.
1163—24th Street
Des Moines, Iowa 50311
Phone: (515) 255-3116

#8 S
Martin Safety Devices, Inc.
6316 Peacedale Avenue
Edina, Minnesota 55724
Phone: (612) 922-6145

#9 S
**Contact Statitrol's
Midwestern Regional Office**
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#10 S
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Jackson, Miss. 39212
Phone: (601) 373-1386

#11 S
Gibson Sales Co.
P.O. Box 870
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Phone: (813) 446-1021

#12 S
D. H. Bruch Marketing, Inc.
5200 Park Rd., Suite 134
Charlotte, N.C. 28209
Phone: (704) 527-4653

#13 S
B & B Specialties Inc.
8050 Hosbrook Rd.
Cincinnati, Ohio 45236
Phone: (513) 891-1658

#14 S
Larson-Peterson Associates
17605 James Couzens Hwy.
Detroit, Michigan 48235
Phone: (313) 341-1141

#15 S
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16 Robin Hill Drive
Williamsville, NY 14221
Phone: (716) 688-7700

#16 S
Yorktowne Electronics
7339 Central Avenue
Philadelphia, PA 19111
Phone: (215) 722-0446

#17 S
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ESPEC Corporation
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121 Koko Isle Circle
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Clayton, Missouri 63105
Phone: (314) 727-7550