

APPENDIX ~~2~~ → 12/77

(L2)

TESTIMONIALS - 1977

(With Release Forms)

8 December 1977

Customer Service
Statitrol Division
Emerson Electric Company
140 South Union Blvd.
Lakewood, CO 80228

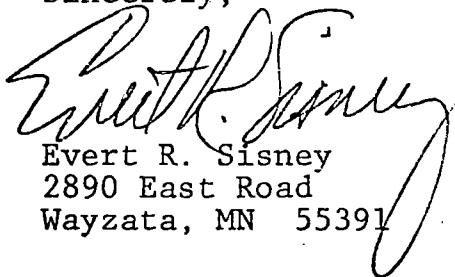
I am writing to express my appreciation for the quality product which your company manufactures. Not long ago while I was on a business trip the furnace room of my home caught on fire. The fire occurred at approximately 7:45 in the morning. My wife was in the kitchen fixing breakfast for my two sons who were still asleep in their beds. She heard the fire alarm go off in our downstairs area and thought that it was a malfunctioning alarm. She went down the stairs, walked to the other end of the house and up into the furnace room area where she found flames burning the floor of the boys' bedroom. She shut the door to confine the fire and ran upstairs to awaken the boys, get them out of the house, and call the fire department.

By this time the upstairs alarm had gone off as smoke had penetrated the boys' bedroom.

The fire department arrived, extinguished the blaze and congratulated us on 1) responding to the fire as quickly as we did, and 2) containing the flames to the furnace room. We would not have been able to do either of these without the Smokeguard fire detectors.

Considering the close proximity of the fire to the boys' bedroom, I believe the Smokeguard detectors prevented serious injury, if not death to my sons.

Sincerely,



Evert R. Sisney
2890 East Road
Wayzata, MN 55391

Unit given to Paul
Staby 10/23/77

Dear Sirs.

On 10/30/77 at 3 AM we had
a fire which was caused by
our furnace. All got out in
plenty of time and damage was
kept to a minimum because
of your unit. Many Thanks!

Please inspect and repair this
unit as necessary.

Thank you again.

Kelley Hughes

O. K. HUGHES
3528 SYDNEY DR.
SAN JOSE, CA.
95132

GENERAL FORESTRY SERVICES

223 Motor Avenue
Port Angeles, WA 98362
(206) 457-7476

September 19, 1977

Mr. David E. McGannon
Customer Service Manager
Statitrol Division
Emerson Electric Co.
140 South Union Boulevard
Lakewood, Colorado 80228

Dear Mr. McGannon:

I recently received a test notice from your firm in the mail. After following the instructions I am glad to say that everything came out affirmatively. I thought, however, that I might take a moment to drop you a line and describe a situation in which the "SmokeGard" really demonstrated its sensitivity and value.

I operate my business out of my home. One evening I was working in my basement office when I wanted a cup of tea. I put some water in the teapot and turned on a high temperature setting on the electric range with every intention of coming back upstairs to the main floor where the kitchen is located in a few minutes. A phone call distracted me downstairs in my office and I forgot all about the teapot. Sometime later I began to hear the "Smokegard" start to beep intermittently. It is located in a hallway some 25 feet and through two doors from the kitchen, one of which was closed. It struck me what was wrong as soon as I heard the beep and I was able to get upstairs, remove the overheated, but not melted, teapot from the stove, and thus avoid the possibility of a more serious fire. I understand that if the appliance had melted on the heating element there may have been a short which in turn could have started a fire. So sensitive was the "Smokegard" to the heat buildup (there was no visible smoke), even through a door, that it reacted and tipped me off. Its times like that that I am particularly happy about having that quality of a detector. Additionally, your notices are an indication that you are really concerned about the performance of your product and want to know that they are working properly. I like that type of business concern, its sort of rare these days.

Thank you again for providing us with a very reliable and essential safety feature for our home.

Sincerely yours,

Larry G. Bell
Larry G. Bell



2-700A

RECORDED
AUG 8 1977

TESTIMONIAL RELEASE FORM

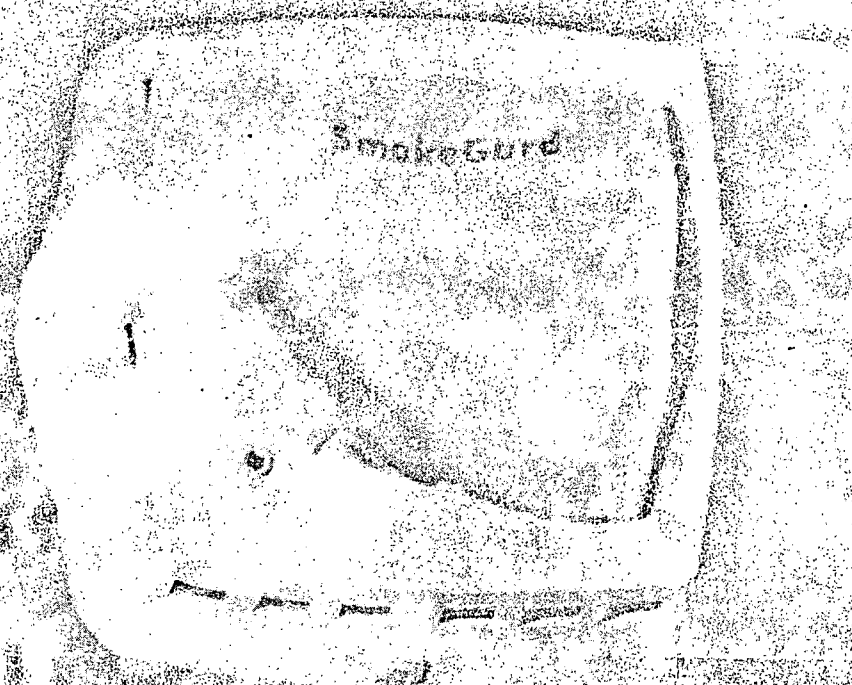
I grant to STATITROL DIVISION, EMERSON ELECTRIC COMPANY, and its agents, permission to use my name, statements and photographs as indicated below for all advertising and public relations purposes. My statement may be condensed, or rephrased, provided the original intent is retained.

On April 21, 1977, our home at 619 47th St. in West Des Moines, Iowa was on fire, due to a plumber having been there alone in the house to "sweat a pipe" which had frozen during the winter. Apparently he did not stay in the house long enough to realize he had caused the fire. I was at work at the time, and my husband was out of the city. The children were in school. The neighbors heard the alarms and saw smoke coming out of the vents in the roof and called the Fire Dept. We have our our smoke detectors for about five years and wouldn't be without them. We have told many people they too should have them. Thank you for sending us replacements as we are now in another home and would feel more secure when we receive them. So far, they have not yet arrived. Perhaps since we moved out of 619 47th in West Des Moines, Iowa, 50265 the day of the fire, and all of our mail was being forwarded to our place of business at 823 4th in West Des Moines, perhaps they got lost; but at this date, we have not yet received them.

Signed: Mrs James L Crosby

Date: August 5, 1977

Pensacola Filaments



See Story, Page 1

Aug. 23, 1977

Statitrol Corporation
140 South Union Blvd.
Lakewood, Colo. 80228

Dear Sir:

Enclosed is a write-up in our company paper about our recent fire, along with the warranty on our new smoke-alarm. We wouldn't live in a house without one now!

Sincerely,
R. J. Vlasic
209 Sixth Ave.
Atmore, Ala. 36502

About Our Cover

Rain pattering on the roof with an occasional rumble of thunder can evoke tranquility and rest in the soul. Slumber is only too peaceful on an evening of thundershowers.

Yet, a sudden bolt of lightning can disrupt a dream ... and destroy a household.

Bob Vlasis, a maintenance foreman, lost his Atmore, Alabama home July 7, 1977, during an electrical storm. Fire destroyed his household but the two members of his family in the home were saved. Marjorie, Bob's wife, was awakened by the

screeching noise emitted from their smoke alert. She and the family dog fled amidst the billowing smoke and flames. Bob said convincingly, "the smoke alert was the only thing that saved them."

The smoke alert (pictured on the cover) was purchased six months ago at the Monsanto stores. It was blackened and warped by the fire but still worked when Bob removed it from their charred home. His investment of \$40 was definitely a life-saver.

My family and I are very grateful to your smoke detector for warning us in plenty of time to get out of our apartment.

I am returning the detector for your inspection and hope to receive a new one from you so I may install it in our new apartment.

Again, our my thanks, for producing such a high quality device, which I am sure will save many, many lives.

P.S. The cause of the fire is still undetermined.

Respectfully,

Scarsciotti

A. R. Scarsciotti & family

9 Cranberry Bog Road RFD 2

Danielson, Ct. 06239

RECEIVED MAY 20 1977

May 12, 1977

Dear Statitrol,

I'm sorry to have delayed so long in writing you. Last January 19 (Saturday) evening I was struggling to build a fire in a stove below a creasote clogged chimney. At about 7 p.m. I gave up, turned on my furnace and conceded that I would have to clean out the chimney once again. This required carrying out a smouldering log so that I could open the pipes. With a pair of tongs I brought the log outside and thought no more of it. After all, a log that wouldn't burn in my new, thermostatically controlled, high efficiency stove surely would be safe on top of a pile of green wood on my porch on a ten below January night, right? Wrong!

At 6 a.m. Sunday morning I was awakened by my SMOKEGARD II. When I sat up in bed there was no smell of smoke and probably wouldn't have been for some time. Opening the door to the hallway I could smell smoke and downstairs it was already so thick I could hardly breathe. Out on the front porch was the triumph of my earlier efforts to build a fire: The pile of green wood in raging flames leaping up against the side of my house! It was already more than my frantic buckets of water could subdue, but within twenty minutes the local fire department had arrived, opened up the wall and quenched the flames that were moving up toward the second floor. Damages were limited to the immediate area and were repaired at very little cost.

I hate to imagine what the story would have been had I not been awakened by the SMOKEGARD. It is clear that the fire was moving very fast. My guess is that the value of the house would have dropped to zero within ten to fifteen minutes and that my wife and I would have been very lucky to have gotten out alive. I have heartily recommended SMOKEGARD to everyone I know and will continue to do so. It's certainly the best investment I've ever made.

Sincerely yours,

David M. Clark

David M. Clark

RECEIVED APR 20 1977

H-96 Lake Lotawana
Missouri, 64063
April 18, 1977

SmokeGard Detectors;

We had quite a fire in our home recently. Naturally, we had a smoke detector that happened to be a SmokeGard. Without explaining how well they work and all of the crazy details of the fire, I am now interested in how to get the smoke stain off the detector so we can still use it. It still works like new, but looks horrid. Is there anything that will safely take out the stain, clean the screen and not harm it? Please reply, as we don't want to buy a new one because we know this one works exceptionally well. The model number is 700A.

Thank You,
Bob Snodgrass, Ass't Chief
Lotawana Fire Protection Dist.

Bob Snodgrass

Our home was completely foolproof (fireproof) we practice all fire safety. A portable I.V. set downstairs shorted out, burnt our oldest son's room, the utility room, the kitchen & living room floors upstairs and smoked the rest of the house. Our smoke detector worked until the firemen could get inside to turn it off. If we had had another one downstairs, the damage wouldn't have been so severe.

The smoke detector still works but I can't figure out how to clean it without damaging the filter and controls. The white on the returned mount is ceiling spray.

Basic facts: Time 12:15 P.M.

Date: November 22, 1976

Baby sitting with 2 small children.

Oldest son - home from school ill.

Husband - Asst Chief Lotawana F.P.D.

Cause - Portable I.V. set shorted out.

If anything else is needed please feel free to ask. Thank you,
Mrs Robert L. Snodgrass

Peter J. Mergen
Box 293
Bryn Athyn, Pa. 19009

April 16, 1977

Statitrol Corp.
140 S. Union Blvd.
Lakewood, Colo 80228

Dear Sirs:

I live on the third floor of an old frame house which was converted to apartments. I bought this detector as a Christmas present to my family. I realized that this particular house should have had up to ten detectors to adequately protect everyone here. I picked the location which I felt would give my family the best chance that was in the hall (stairway) just outside our apartment door. It turned out to be a good place. The fire started at about 10:30 PM on April 8 in a single room across the hall from my ~~appt~~ apartment. I was awake when I heard loud voices outside. It was the neighbor children, who had discovered the fire, waking up all the tenants. They had already called the fire department, so my wife and I rushed to get ~~the~~ our three

P.S. Can two battery detectors
be wired to sound simultaneously?
Please send info. Thank you.

children out.

We were outside for about a
minute when I heard my detector
go on - all the way from the third
floor! I can't tell you that the alarm
actually woke us up and saved us.
However I truly believe that it would
have if we had not been alerted
first by the neighbors. Fire department
officer who I spoke with agree
with me - the detector sounded in
time for us to escape.

So I will gratefully accept a
replacement detector. I plan to
buy another to go along with it
~~to~~ for the home to which we must
move since the fire marshall cannot
allow us to move back in to our old
apartment even if repaired.

My wife and I feel much better
knowing that we can be saved
from a fire even without the
lucky circumstances in this fire!
Thank you!

Sincerely,

Peter J. Mergen

April 15, 1977

Mr. Timothy Cicon
14 Bonnie Rae Drive
Trenton, N.J.

Dear Tim:

I am writing this note to send you a special thank you. Because you were instrumental in selling me a fire alarm detector (the Smokeguard) for my home, I can honestly say it has saved my life, the life of my treasured animals, and of course my home, which I value very highly.

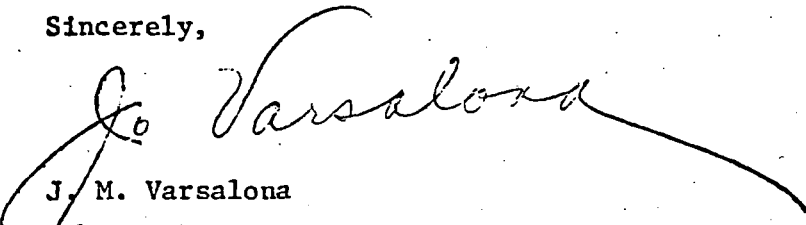
I had decided to boil some cloves on the gas stove a few weeks ago, got busy doing something else, and fortunately the Smokeguard went off telling me something was wrong in the kitchen. I was down in the cellar having completely forgotten that I had something on the stove.

THANK GOD FOR SMOKEGUARD! THANK GOD FOR YOU!

I hate to imagine, what could have happened to my home, my dogs and perhaps even to me, had I not had this warning system.

THANK YOU AGAIN FROM THE BOTTOM OF MY HEART.

Sincerely,


J. M. Varsalona
21 Linden Road
Bordentown, N.J.

April 6, 1977

RECEIVED APR - 9 1977

Dear Sirs,

On October 29, 1976 I installed a SmokeGard smoke detector in my home at 2659 Fairway Dr. Jackson, Mi. The unit was identified as Model Number 800A8101-1, Serial Number 6156 and the registration was returned to you on October 29, 1976.

On January 27, 1977 I was called home from work because of a fire in my house.

Thanks to your detector our 15 year daughter Nina was alerted in time to get out of our home without injury. I have no doubt that it was your detector that saved my daughter injury or possible death.

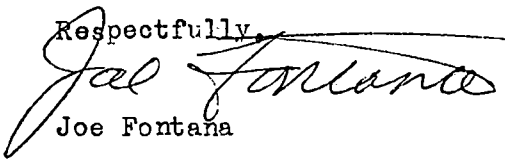
The detector was located following the fire but because of the trauma of the situation I did not think to save and return the unit to you as required. Needless to say the unit had sustained heat to a degree that it was not much more than a mass of molten metal and was discarded during the process of cleaning up of our home.

I am enclosing a copy of the news clipping reporting the fire and hope it will substantiate the loss. Incidentally if you wish to use my remarks and picture to convince others to purchase detectors please do so.

If it is possible to replace the unit I would appreciate it.

In closing thank you for your product and my daughter.

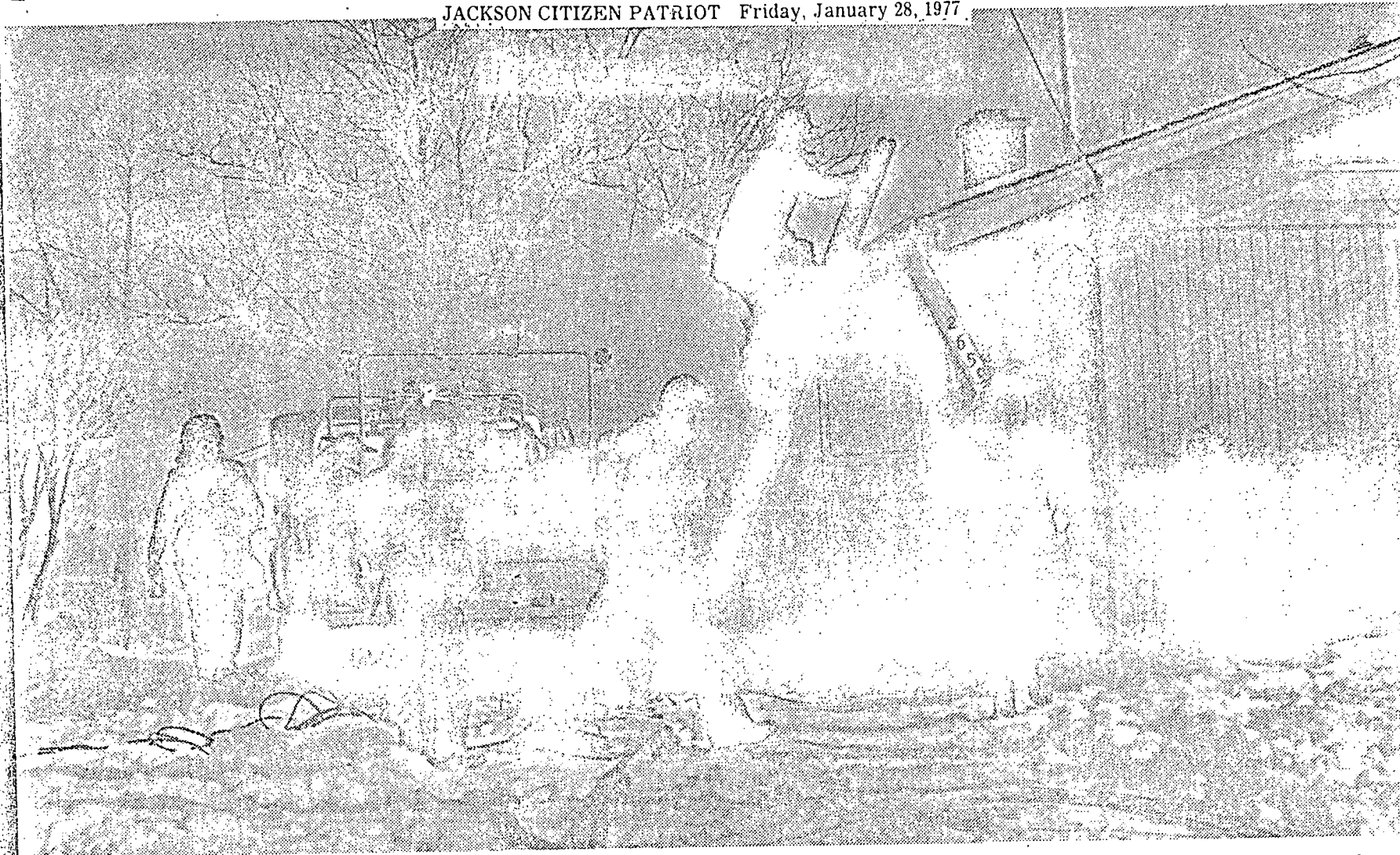
Respectfully,


Joe Fontana

2659 Fairway Dr.

Jackson, Mich. 49201

JACKSON CITIZEN PATRIOT Friday, January 28, 1977



FAMILY BURNED OUT — Fire caused extensive damage to this home owned by Mr. and Mrs. Joseph Fontana, 2659 Fairway, about 12:45 p.m. Thursday. Al Newcomb, Spring Arbor Township police chief and also a volunteer fireman, said the fire was probably caused by a short in the electrical box. He said damage

may reach \$20,000. A daughter of the Fontanas reported the fire after a smoke alarm sounded in the house. Flames ate through the bathroom floor from the basement. Newcomb said firemen had a difficult time finding the source of the fire because of heat and smoke. Summit and Blackman township fire departments assisted. (Citizen Patriot photo by Bob Keyes).

March 21, 1977

RECEIVED MAR 24 1977

Statitrol
140 South Union Boulevard
Lakewood, Colorado 80228

Gentlemen,

On January 4, 1977 our house was completely damaged by fire - see attached newspaper article.

Although the fire was at 8:40PM and no one was in bed at the time there are six of us in the family and most were in different rooms. My wife was the first to see the flames shoot out of our furnace-laundry room and the "Smoke Gard" detector went off just about the same time.

We expect to move back into our rebuilt home within the next month and wish to purchase another "Smoke Gard". There is various named detectors being sold in this area but since the "Smoke Gard" proved itself I would like to purchase another one.

Would you advise me where in the Harrisburg area I could purchase one. The one we had lost in the fire was purchased from a representative of the USF&G insurance company and he is no longer in this area.

Very truly yours,

Kenneth G. Lebo
Kenneth G. Lebo
3964 Rauch St.
Harrisburg, Pa. 17109

L. Paxton House Hit ^{1/4/77} By Blaze

*Harrisburg
" Patriot News "*

Fire last night gutted a single-story frame home in Lower Paxton Twp., according to Colonial Park Fire Chief Lee Witman.

Firemen responding to an 8:40 p.m. alarm at the home of the Kenneth Lebo family at 3964 Rauch St. found the interior of the structure completely involved, according to Witman.

He said the blaze apparently started in a small furnace-laundry room located near the center of the home, although the cause of the fire was not known immediately. He said no one was injured.

Witman said the family lost all of its possessions and he estimated total damage at about \$30,000. He said Red Cross representatives provided assistance to the family, which was expected to spend the night with relatives.

About 35 firemen from the Progress and Colonial Park companies responded and fought the flames for about an hour, Witman said.

Ice which formed on the street in the area resulted in slick road conditions and hindered movement of fire apparatus from the scene, according to reports.



IT WORKED... A Smoke-Gard home detector alerted Paul and Louise Barna that their home in St. Albans was on fire. The fire started about 4:30 in the morning and roused the Barnas from a deep sleep.

Smoke Detector Alerts Barnas

About a year ago, Paul Barna, of Engineering, purchased a battery-operated Smoke-Gard from the Carbider Office.

A few weeks ago, it went off at 4:30 am. The loud shrill woke Paul and his wife, Louise, from a deep sleep in the bedroom of their home on Hughes Drive in St. Albans. "Our first thought was to get out of the house," recalled Paul. "I sent my wife next door to the neighbors to call the Fire Department while I did what I could to stop the spread of the fire."

The fire had started in the attic of the Barna's garage, apparently from faulty wiring. By the time the alarm sounded, the garage was on fire and it had spread into the dining area. The smoke from the fire activated the alarm.

After purchasing the alarm, Paul installed it in the hallway adjacent to his three bedrooms. "Even though the blinker light was still good, I replaced the batteries only a few weeks before the fire," said Paul. The Smoke-Gard oper-

ates from six Eveready penlights which are good for about a year.

Paul said the alarm possibly saved their lives and certainly cut down the amount of damage to their home with its early warning.

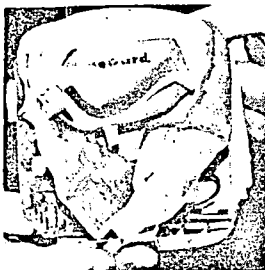
Paul not only plans to replace the smoke detector but will add another one to his home warning system.

"That \$37.50 was one of the best buys I've ever made," he commented.

Smoke Detectors Available

The Carbider office still has a limited supply of battery operated Smoke-Gard Detectors for sale to employees for \$37.50. We also have a few AC Honeywell detectors which sell for \$24.75 plus \$1.80 for the cord.

The detectors are available at the Carbider office in Building 791.



*What Happened
To This Smoke Alarm?*

SEE PAGE 2

WILLIAM P. KEMP
3018 Pine Spring Road
Falls Church, Va. 22042

Mar 9, 1977

RECEIVED MAR 12 1977

Statitrol Corp.
140 S. Union Blvd.
Lakewood, Cal. 90228

Gentlemen:

This morning at 2:40 a.m. my
STATITROL smoke detector saved my
life and the lives of my wife and
13 year old daughter.

Yesterday, my wife had been
restoring the finish of a piece of
antique furniture. Since she had
only partially completed this task
in the late afternoon, she put the
rubbing rags, which were saturated in
a mixture of linseed oil and turpentine,
in one of the drawers that she had
removed from the antique chest. She
stored the drawers in our living room which
is on the same floor our bedrooms
are located. When the STATITROL detector

was activated the entire home was full of dense smoke and the rags and wood drawers were in flames from spontaneous combustion. Had not had this wonderful detector we would have all perished in our sleep in our contemporary, frame construction home.

I am retired and live on a fixed income. Even though it is difficult most of the time to take care of all our needs on the monthly annuity, I am putting a little aside each month to buy another STATITROL unit for a downstairs location.

When I am ready, can I order a unit direct from your factory, or is there a local outlet in the D.C./Va. area!

My wife and daughter have asked me to express their appreciation of your dependable, life-saving smoke detector.

Very sincerely,
William P. Kemp

February 17, 1977

Jeri Dalton
180 Behrends Avenue
Juneau, Alaska 99801

Statitrol
140 So. Union Blvd.
Service Department
Lakewood, Colorado 80228

Dear Sirs:

done ←
MR
Please repair my SmokeGard. After replacing batteries, it still beeps. I really rely on the SmokeGard, so your early attention and repair will be appreciated.

(I had a fire in my home two years ago, and only because of a neighbor hearing the SmokeGard going off were the firemen able to save the house from burning to the ground, even though there was extensive damage done, approximately \$30,000 worth. So you can see why I rely on the SmokeGard so very much. I do have a loaner from our dealer of SmokeGard here in town, Mr. Rudy Ripley, so I will be able to use it until my is serviceable again.

Thank you for your product and your prompt attention in this matter.

Sincerely,

Jeri Dalton
Jeri Dalton
180 Behrends Ave
Juneau, Alaska 99801

1-700A

2/22/77

STATITROL
140 50. UNION Blvd.
LAKEWOOD COLORADO 80228

Attn. Ms Perisilla Wiederhold:

Dear Ms Wiederhold:

THE UNITS THAT WERE RETURNED, WERE
INSTALLED IN OUR HOME, THANK YOU FOR
THE NEW UNITS & THEY ARE NOW INSTALLED.

OUR FIRE STARTED FROM A Electric Blanket.
AT APPROX. 1:30 A.M. ~~FEB 12 1971~~ IN THE MASTER
BEDROOM, WE HAD ONE UNIT MOUNTED AT THE
ENTRANCE TO THE HALL, THE OTHER UNIT WAS
MOUNTED ABOVE THE ELECTRICAL PANEL IN OUR
SONS BEDROOM. BOTH UNITS WORKED AS DESIGNED,
AND CONTINUED TO WORK UNTIL THE FIREMEN
KNOCK THEM FROM THE ^{CEILING} WALL, (EVEN THOUGH THEY
WERE PARTIALLY MELTED.)

THE UNITS WERE PURCHASED THROUGH UNIGARD
INSURANCE GROUP - WHERE MY WIFE IS EMPLOYED.
WE FEEL IT WAS A GOOD INVESTMENT ON
OUR PART.

We have ^{now} purchased a third unit for
our home so that we will have complete
coverage.

Please feel free to use this letter in
any way you see fit,
Thank you.

Yours truly,
Wanda Fox
10708 Palatine Ave. N
Sea Wn 98133

February 1, 1977

Dear Sir,

REC-2107
1970 - find ones made?
About seven years ago I purchased three Smoke Guards. One of the units is now sounding its alarm once or so every few hours. I have tried new batteries however this did not correct the problem. It seems also that the type of sound is unlike the sound I've heard, in past years, when the old batteries needed to be replaced. This unit still sounds the alarm when I reset it and test it.

Shall I return it for you to check?

Cordially

Mrs. Betty Stoppenbach (over)
Apt. 2731
6012 Hunt Ridge Road
Baltimore, Md. 21210

P. S. Since I feel you must enjoy
good remarks - one of my suits slid in
the last year and me to a fire just
started in my kitchen and with this thought
of comfort I this Christmas gave my Mother
and a friend each a Smoke Guard as a gift.
Wish more people felt as I have for years
about the need for detectors in homes.

Statistral
140 So. Union Blvd.
Lakewood Colorado 80228

1.28.77

If it hadn't been for my
"Smoke Detector" I would have had a
disastrous fire.

Had candle burning in
bedroom, alarm went off,
(without a noticeable smell to me)
Candle melted but still large
flame, just in time picked
up whole thing & threw out
door

Very comforting to know it is
sensitive enough to give
sufficient warning. I can't praise
it enough.

Elizabeth M. Sevey

January 21, 1977

Caution Enterprises Inc.
Stafford Avenue
Waterville, New York 13480

Gentlemen:

In 1974 I purchased two Statitrol SmokeGard Units for my home from your company.

I would like to let you know how I feel about the units and an actual account of a fire in my home last month.

My wife and I were both home from work this particular day and were spending a leisurely day enjoying peace and quiet. Our seven children had gone to school so we decided after breakfast to clean the house from end to end. The night before our older girls had some friends in for a party in our family room to play pool, listen to records and rap. That night we told the children it would not be necessary for them to clean up because we would be home the next day.

The next morning the family room had the appearance of the night after a teenage party. The ash trays were loaded with cigarettes and cigars along with numerous papers. In an attempt to expedite my share of the cleaning, part of which was the family room, I emptied all ash trays in a plastic waste basket and placed it in the kitchen.

We had lunch in the kitchen near the waste basket with no idea a fire was under way. Five hours after I emptied the ash trays in the basket and thirteen hours since the last cigarette was put out the night before, while my wife and I were in the far end of the house the smokegard in the kitchen went off. I rushed from the far end of the house to the kitchen to find the waste basket on fire and flames about to ignite the kitchen window curtains. I immediately ran to the sink, doused the fire, and carried the basket outside. In seeing the flames shooting from the basket I would say within minutes the entire kitchen could have been fully in flames. We did not smell smoke or have any idea of what was taking place in the kitchen.

Since that day, which could easily have left the family of 9 homeless, and possibly without parents, we thank God and your company for saving our home and lives.

We recommend your smokegard as an excellent warning device which as far as we are concerned, paid for itself with just that one incident. The minimal cost of a Statitrol SmokeGard is a small price to pay when you weigh against the lives of your family.

Again, many many thanks for giving me the security and peace of mind
in knowing a fire getting out of control has little chance with my smokegard
on duty.

Very truly yours,

Ed + Barb Paparella

Ed and Barb Paparella & Family
21 Walnut Drive
Whitesboro, New York 13492

MS

RECEIVED
FEB 5 1977

*Return to
Pearsall*

February 2, 1977

STATITROL
140 South Union Boulevard
Lakewood, Colorado 80228
Attn: Mr. Duane D. Pearsall

Dear Mr. Pearsall,

I am returning herewith the signed Testimonial Release Form requested in your letter dated January 27, 1977.

My family and I again would like to take the opportunity to say "Thank You" for keeping us alive and together. We sincerely hope our experience when shared with your potential purchasers will result in personal rewards for yourself and piece of mind for the new "SmokeGard" owner.

I would also like you to know the local firm of Caution Enterprises, Waterville, N.Y. that sold the two units to me have been very courteous, helpful and cooperative with all my questions since I purchased the units.

Best wishes for a very prosperous future for your company and affiliates.

Sincerely,

Ed + Barbara Paparella + family

Ed & Barbara Paparella & family

cc: Caution Enterprises

replacement sent June 17, 1977
6/23/77

Dear Sirs,

On June 1, 1977 the entire first floor of our apartment was burnt in a fire.

At the time of the fire my wife, myself our youngest son and my sister were up stairs in the house starting to get ready to take my sister home. At approximately 9:20AM the smoke detector went off.

Not knowing why the alarm had gone off my wife and I dashed down stairs to see what had happened. We found the kitchen area engulfed in smoke.

After locating the fire, I tried to put it out but was unsuccessful. At that point my wife called to me that she could not find our son.

I immediately took off for the up stairs telling my wife to get out of the house.

By this time the entire house was filled with smoke and the air was get very hot and hard to breath.

I was very luck to run into Matthew at the head of the stairs. With a bit of a struggle, due to his panic, I was able to get him out of the house in time.

Philip D. Anderson, M.D.
5881 N. Kilbourn
Chicago, IL 60646

177

5 JAN 76

STATITROL
LAKELWOOD, COL.

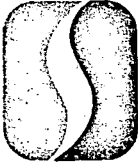
DEAR SIR:

I WANT YOU TO KNOW THAT MY
WIFE AND I, PLUS TWO OF OUR CHILDREN
ATTRIBUTE OUR BEING HERE TODAY TO THE
5:00 AM WAKING BY ONE OF OUR TWO
SMOKE GARD ALARMS ON SUNDAY, DEC. 26TH, 76.
HAVING GONE TO BED AT 1:00 AM WE SERIOUSLY
DOUBT THAT ANY OF US WOULD HAVE AWAKENED
WITHOUT THE ALARM. AS IT WAS WE DASHED
DOWNSTAIRS IN TIME TO EXTINGUISH A BRIBBLY
BURNING 3 FOOT FIRE IN OUR LIVING ROOM THAT
HAD APPARENTLY JUST STARTED AFTER SMOUL-
DERING FROM A CANDLE ON A WALL SHELF THAT
WE HAD FAILED TO EXTINGUISH. THANK GOD AND

X
YOU FOR SMOKE GOOD!

KINDLY SEND ME LITERATURE ON
ALL YOUR MODELS + A PRICE LIST.
WE ARE RECOMMENDING SMOKE ALARMS
TO ALL OUR FRIENDS AND ACQUAINTANCES.

Philip Anderson



TESTIMONIAL RELEASE FORM

I grant to STATITROL CORPORATION, and its agents, permission to use my name, statements and photographs as indicated below for all advertising and public relations purposes. My statement may be condensed, or rephrased, provided the original intent is retained.

As written

Signed:

Philip J. Anderson, M.D.

Date:

25 Feb 77

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