

# STATITROL STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

September, 1975

*Announcing*.... THE NEW 1976 "SMOKEGARD" DETECTORS!

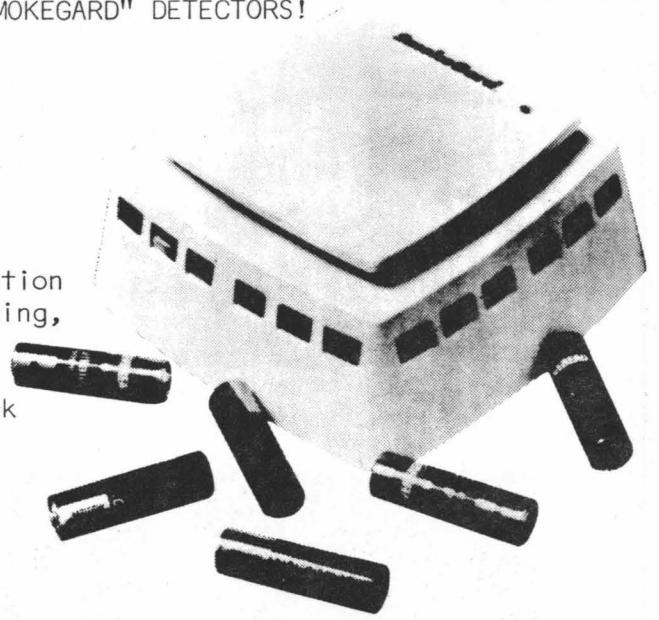
\* MODEL 800A....BATTERY POWERED

\* MODEL 900A....A.C. POWERED

Your "SmokeGard" Representative has all the information on the new detectors...features, availability, pricing, ad support, press releases, etc.

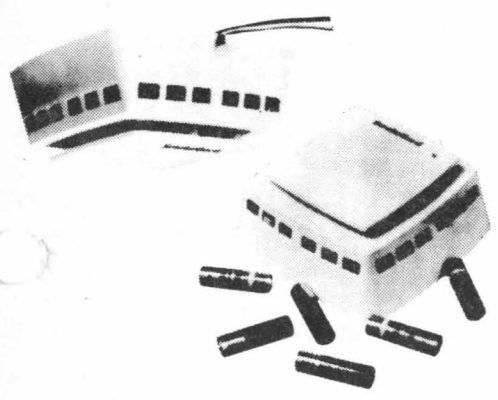
Our national ad campaign begins this month (see back page for examples).

YOUR REP WILL BE CONTACTING YOU SOON!

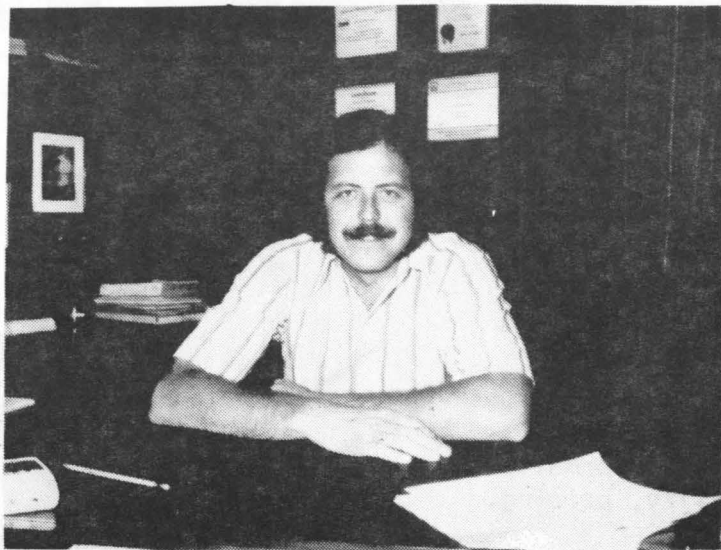


**STATITROL**  
140 SOUTH UNION BOULEVARD  
LAKEWOOD, COLORADO 80228

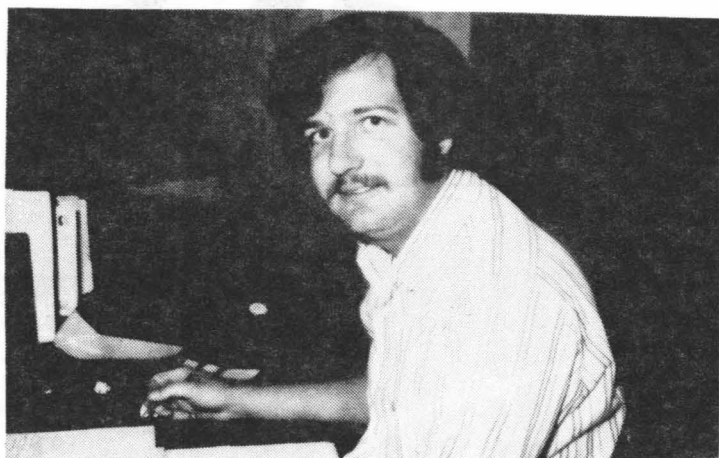
Bulk Rate  
U.S. Postage  
**PAID**  
Permit No. 1163  
Denver, Colorado



MEET OUR CUSTOMER SERVICE DEPARTMENT.....



Pete Smith, Manager (and Resident Genius!)



Dave McGannon (sometimes known as "Re-Pete")



Erna Sheridan and Jan Rood

"WE GET LETTERS...."

The following excerpts are from letters sent us by people who feel lucky. Thanks to their "SmokeGard" Detectors, they've been spared serious consequences in home fires.

"I have a SmokeGard, and it's made a believer of me. Put a skillet on the stove to dry and forgot it. The SmokeGard went off. I did not smell smoke or see smoke, but the SmokeGard did. Now I know all elderly people should own one. Would save lives. I feel safe now. Thank you."

--Alma Mattice, Denver

"I want to thank you for selling me that toy, as I called it. The SmokeGard went off and, thinking the batteries were bad, I changed them, as nothing seemed to be wrong otherwise. The new batteries didn't change the situation. so I started checking my home more closely. It was about 5 or 10 minutes later when I got to the fuse box to check it. It is located about 20 feet from the SmokeGard unit near the furnace. Anyhow, the fuse box was hot as Hell and when I opened the door, smoke just poured out. The box caught fire when the door was opened. We got the fire out and found that hornets had built a nest across the back and shorted out the wiring. Instead of losing everything we only had a claim of \$150 that our insurance company covered."

--Charles Campbell  
Portland, Oregon

"I would like to take the opportunity to send you a big THANK YOU for saving my home from extensive fire damage.

On the evening of 23 July, 1975, at approximately 7:30 P.M.

a pan of unattended grease was left on our electric range. I was not at home at the time; my wife was outside in the yard and our six-year old daughter was playing on the patio. She ran to her mother, saying, 'Dad's beeper is going off'. The beeper she referred to is a battery-operated Statitrol SmokeGard.

My wife ran to the door and saw a ball of flame on the stove and, at the same time, the cupboards were aflame. The flames were extinguished before the Fire Department arrived.

I am thoroughly convinced that a few more minutes delay would have allowed much of the house to be involved in fire, which would have led to much more extensive damage or even loss of the entire structure.

Also, I am thoroughly convinced that all homes should have a device to alert someone of a fire condition, and I am telling all my neighbors and friends how important a device such as SmokeGard can be."

--Neil S. Gates

Littleton, Colorado

(NOTE: Mr. Gates is the Chief Mechanical Engineer for the Denver Building Dept.)

\* \* \*

Be sure to let us know about any fires in YOUR area which have had "happy endings", because of "SmokeGard".

\* \* \*

#### PORTABLE DISPLAYS

Since we have only four displays, and over 600 distributors, your cooperation in returning them promptly is essential. THEY MUST BE SENT VIA AIR FREIGHT...we prepay to you, you prepay back to us.

#### "SMOKEGARD" DISTRIBUTOR OF THE MONTH



NIPPON HAMLIN, INC.

Yokohama, Japan

Nippon Hamlin is entering its third year as Statitrol's National Stocking Representative for Japan. A very well-managed company, Nippon Hamlin is active in both the fire service and security fields in Japan.

One of the most important features which have characterized this fine company's success is its recognition that there is no one simple "how-to-sell" program...no one solution that fits all problems. Part of their success stems from looking at all possibilities...and trying as many of these possibilities as they can accomplish practically.

Diversification and flexibility have been emphasized in their total marketing program, and they have been careful not to ignore any element which they believed could contribute to the proper development of "SmokeGard" sales.

Pictured above is the Nippon Hamlin "SmokeGard" staff. Tohru Horinouchi, the Marketing Manager, is kneeling (second from right) in the front. Although Nippon Hamlin has many sales locations in Japan, with a network of employees, this special "division" is staffed with experienced people who are familiar with the fire service field, the building construction field, and those regulatory agencies which may influence future requirements for smoke detectors in Japan.

They've translated our product literature, too.

Next time you visit our "home office", look for the colorful Nippon Hamlin "SmokeGard" poster...in Japanese!

Scheduled ads currently feature our battery replacement program ("Click-click-click", seen at right), and our brand-new detectors ("Fill 'er up", below left, and "Treat yourself to a Six-Pack", below right). They will appear as follows:

"Click-click-click" - August FIRE CHIEF, August NATIONAL SAFETY NEWS.

"Fill 'er up" - NFPA ANNUAL FIRE PROTECTION REFERENCE DIRECTORY, published August 30th. Also in November OCCUPATIONAL HAZARDS and November FIRE JOURNAL.

"Six-Pack" - September FIRE JOURNAL, September NATIONAL SAFETY NEWS, September SAFETY PRODUCT NEWS, September OCCUPATIONAL HAZARDS, October FIRE CHIEF, October SAFETY JOURNAL, and October PROFESSIONAL SAFETY.

In addition, our "used detector" ads will appear in the Sept. 22 and Oct. 20 issues of BUSINESS INSURANCE, September SAFETY JOURNAL, September PROFESSIONAL SAFETY.

It's a good line-up, we think, and it should be bringing you new "leads". Let us know if you get measurable direct inquiries as a result of any particular ad.

# CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK

CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK

That's the sound your SmokeGard Model 700 Ionization Smoke Detector makes when its batteries need to be replaced. Sometimes those 4.5 volt battery replacements aren't as easy to find as you would like. We recognize that problem and have taken steps to solve it.

When you buy a SmokeGard 700, you should fill out the warranty card and return it to us. That puts you on our automatic Battery Replacement Reminder List. Before it's time to replace your batteries (they last about a year), you will receive a reminder from us and an order blank to purchase new batteries at approximately 50% below normal retail prices.

If you haven't received a reminder from us and your batteries are ready to be replaced, fill out the coupon

below and enclose your check or money order. Your new batteries will be on their way to you the same day we receive your order.

Rest assured we are concerned about the proper operation of your SmokeGard detector as long as you have it.

See us at Booth E 2, National Safety Congress.



#### STATITROL CORPORATION

140 South Union Blvd., Lakewood, Colorado 80228

Please ship me  3  6  9 Long Life Mallory PX 21 batteries for my SmokeGard detector.

Special price: \$3.00 per set of three.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

FC



## Fill 'er up with regular.

That's right. Our new 800A SmokeGard<sup>®</sup> ionization smoke detector is powered by six regular AA 1.5 V alkaline batteries. Use Mallory MN1500 or Eveready E 91. They last at least a year, then the detector "clicks" to remind you it's time to replace them. Think of it, a power source that's available just about anywhere.

The new 800A is in keeping with our tradition of designing and refining reliable ionization

smoke detectors for home and industry. So, when your 800A runs low, just drive over to your corner drugstore and fill'er up with regular.



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




## TREAT YOURSELF TO A SIX-PACK

It's an occasion to celebrate. Now there's an Ionization Smoke Detector powered by regular 1.5 volt alkaline batteries that last about a year. They're as available as your corner store. No more battery replacement problems. The new detector is the SmokeGard Model 800A. It's backed by years of reliable design and engineering of SmokeGard Ionization Smoke Detectors. That's why we've been able to establish this breakthrough -- a detector powered by regular 1.5 volt alkaline batteries. So, when it's time to replace the batteries in your SmokeGard Model 800A, you can just head down to your store and pick up a six-pack.




STATITROL CORPORATION  
140 South Union Blvd., Lakewood, Colorado 80228  
See us at Booth E 2, National Safety Congress.

Your employees can realize significant cost savings when they purchase their SmokeGard smoke detectors through your company safety program. And, it's an effective method of expressing your concern for their off the job safety.

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