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DEPUTY ADVOCATES

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Deane, MAY 10 1977

Nice seeing you at last Sunday's Chamber of Commerce dinner + reception. - last time I saw you was last year when we awarded you the Small Businessman of the Year Award.

I am enclosing the story I mentioned during our brief exchange of comments. Good luck

Bill Black



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Duane - My hearty congratulations, sir! It's always good to see success for a friend. Bill



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Denver Post Photo by Bill Johnson

LAKWOOD FACTORY TURNS OUT LIFE-SAVING SMOKE DETECTORS

Kenneth M. Klapmeier, left, national sales manager of Statitrol Corp., Duane Pearsall, president, are shown in busy work area of their plant, to be tripled in size.

Fire-Protection Firm Expanding Staff, Plant

A Lakewood firm which specializes in making a line of ultramodern fire protection devices is expanding its executive staff and its plant.

Statitrol Corp., 140 S. Union Blvd., has named two veterans of Honeywell, Inc., to top executive posts, according to Duane Pearsall, president.

Chosen as vice president of marketing and sales for Statitrol was Thomas A. Bellinghausen, a 16-year Honeywell veteran whose last position there was as national protection systems marketing manager.

Appointed national sales manager of Statitrol was Kenneth M. Klapmeier, who served 21 years with Honeywell and most recently was regional supervisor of protection systems.

PART OF CAMPAIGN

Pearsall said the appointments were part of a campaign to step up sales and distribution of the SmokeGard device perfected by Statitrol and now being sold for home protection use nationally under its own label by Sears, Roebuck & Co. as well as by Statitrol distributors in 21 key cities from Florida to Alaska.

Pearsall said he also has completed plans to triple the size of Statitrol's 10,000-square-foot plant in Lakewood built in 1970 and now filled to capacity with a work force of 150 persons. He said an addition of 20,000 feet is scheduled as sales mount for Statitrol's lines of ionization fire detectors for business and industry, as well as for home use.

Pearsall said the emphasis is being placed on the SmokeGard device for home protection because the company's three major commercial ionization detectors, all listed by Underwriters Laboratories, already have won full acceptance from industry.

ABSORB IONS

Pearsall says SmokeGard is installed in more than 36,000 homes and has saved uncounted lives since its introduction less than two years ago.

"It's not a heat detector nor even a standard photo-cell smoke detector," he says. "It works on the principle that when a fire first begins it sends out small and usually invisible particles of combustion which absorb ions from the air and thus become charged them-

selves. SmokeGard immediately detects these charged particles and sets off its alarm horn."

This happens long before enough smoke or toxic gasses are emitted to threaten human life, according to Pearsall.

"And SmokeGard will have sounded off and the firemen will long since have been there before any fire could build up enough heat to set off a conventional heat-controlled fire alarm," he adds.

BULGING FILES

Statitrol's files bulge with testimonials. One the company likes best as an example of what SmokeGard is all about was sent last Dec. 29 from Aumsville, Ore., by a mother who said her unit saved her and three other family members from suffocation by smoke. She said her three-year-old son got cold in the night, climbed out of bed with his pillow and snuggled down beside an electric heater. The pillow began to smoulder, but the mother said SmokeGard sounded the warning and awoke the family before any damage was done.

SmokeGard units can be ceiling-mounted by anyone in short time and a pair costing less than \$100 will fully protect even a two-story, large home, Pearsall says. The device operates on batteries, and the detector begins to "chirp" when the batteries become weak.