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Statifacts

Duane Pearsall

Statitrol Corporation

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Our Family Has GROWN!

STATITROL NOW A DIVISION OF EMERSON ELECTRIC CO...

We are pleased to announce that, effective March 16, 1977, Statitrol Corporation became a Division of Emerson Electric Co., St. Louis, Missouri. Except for changes in our financial reporting and an Emerson Electric identification at the bottom of our literature and stationery, the changes in Statitrol as a result of this merger will be almost invisible. There will be no significant changes in our employee benefit programs, company policy, nor our overall method of operation.

Emerson Electric Co. is a major corporation with sales in excess of $1.5 billion per year. Even though you will not see the Emerson name on many consumer products, except in rare instances, they are, nevertheless, significantly larger in sales than, for instance, the Johns-Manville Company. Emerson is structured completely different than a typical larger corporation in that they act as a banking and management function over a large number of independent corporations such as ours. All of their subsidiaries and divisions operate as autonomous companies. Their home office staff in St. Louis is limited to only about 200 people as compared to approximately 1,500 in a typical large corporation.

Many of Emerson's products are sold under different names such as Craftsman tools, Beaird-Poulan chain saws, Rittenhouse intercoms, etc.

On a personal note, I want to apologize for the fact that newspaper and magazine articles announced our pending merger before I had a legal right to disclose the name of our new parent company. News media can pick up advance information through contacts with the New York Stock Exchange or filings with the Federal Trade Commission. Unfortunately, this information was available to them before our contract was completed. I hope each of you will realize this was not just carelessness, but rather a circumstance beyond my control.

What will Emerson mean to our future?

First, Emerson, as a large manufacturing corporation, adds a measure of confidence that we will continue to grow and not become a victim of competition from the many major corporations now in our market. Second, the financial resources of Emerson will allow us to purchase capital equipment necessary to produce consistent and high quality products at the lowest possible price. Emerson has a national reputation for this ability.

Finally, I am convinced that Emerson Electric Co. is made up of people just like us. They have a history of growth similar to ours, an uncompromising standard of quality and believe sincerely in maintaining the highest principles of our free enterprise system. We should hail this event as a milestone in our growth. We have added a new partner who is committed to help us build our Company. This is a great day for Statitrol!

- Duane Pearsall
Get out. Stay out.

Thousands of lives are lost every year in home fires. Many of these fatalities occur when a family member re-enters the burning home to save a pet or salvage personal belongings. If there's a fire, four words can mean survival: Get out. Stay out. The SmokeGard early warning smoke alarm detects invisible or visible products of combustion and sounds a loud 85-decibel alarm to give a family precious time to escape. You can make this life-saving protection available to your employees and their families, through an Employee Off-the-Job Safety Program. There is no cost to your company for our program. Write us for a brochure. Your employees will thank you for showing them the door.

Wake up your employees in the middle of the night.

Most fatal home fires occur between the hours of 10:00 p.m. and 6:00 a.m. You can provide your employees and their families proven protection with the SmokeGard Early Warning Smoke Alarm. It detects invisible products of combustion and sounds a loud 85-decibel alarm to give the family precious time to escape. SmokeGard Early Warning Smoke Alarms are listed in accordance with UL 217.

You can offer this life-saving protection to your employees and their families through our Employee Off-the-Job Safety Program. There is no cost to your company. Write us for a brochure outlining this program. When the sound of our alarm wakes them from a sound sleep, they'll have you to thank.

With all the inexpensive smoke alarms on the market, why should you choose SmokeGard Home Smoke Alarms?

Because we have the only top-quality full line for all your needs!

- SINGLE FAMILY
- MULTI-FAMILY
- NEW CONSTRUCTION
- EXISTING HOMES, APARTMENTS
- REMODELING, CONVERSIONS

MODEL 900A
Ready available 1.5 volt AA alkaline batteries. Self-monitoring (voltage AND resistance). Fail-safe flashing LED. 7-21 day weak-battery signal.

MODEL 900C
Like 900A, but with built-in relay.

MODEL 900A

MODEL 900B
Like 900A, but can be interconnected (up to 6 units).

MODEL 900D
Like 900A, but with interconnect AND relay (normally-open or normally-closed) for connection to any fire/burglary panel or use with remote devices.

MODEL 900C LINE-CORD
A.C. powered, 8 foot cord allows plug-in installation (with non-switch-controlled outlets only). Safety-lock plug prevents accidental disconnect by tots, pets.

Advantages

Some of our current trade-magazine ads:

Top left: Appearing in April issues of NATIONAL SAFETY NEWS and PROFESSIONAL SAFETY, and June issues of OCCUPATIONAL HAZARDS and THE SAFETY JOURNAL.

Top right: Scheduled to appear in the May and June issues of NATIONAL SAFETY NEWS, the July issue of PROFESSIONAL SAFETY, and the August issue of OCCUPATIONAL HAZARDS.

Bottom left: Appearing in April issues of ELECTRICAL DISTRIBUTOR and ELECTRICAL WHOLESAILING, and the May issue of MULTI-HOUSING NEWS.

Other ads, featured in previous newsletters, are appearing in April and May FIRE COMMAND, May FIRE JOURNAL, May FIREHOUSE and June FIRE CHIEF.
One of our distributors, Joe Sposato, Jr., of Fire End & Croker, Elmsford, N.Y., spends most of his non-working hours at the track. No, he's not playing the horses; he's a daredevil at the wheel, a racing car driver! His car is the "SmokeGard March, 778"; March is the manufacturer, 77 designates the year, and B represents the formula series. You all know about SmokeGard!

For those of you who think this sounds like a "fun hobby", it may discourage you to find out it costs Joe approximately $1,000 per race! He'll be participating in the Formula Atlantic 77 Schedule; around 20,000 people attend each race. He's aiming for the "Olympics of Road Racing" (for the top four finalists) to be held in Atlanta, October 24-30.

Good luck, Joe! We're honored that you chose to name the car for our product, and excited that all of those spectators will see you "carrying the banner". All of us at Statitrol will be cheering for you!

Mr. SUPER-Seller

Ken Klapmeier, our National Sales Manager, has another laurel to add to his "crown". At the 27th Annual Awards Banquet of the Sales and Marketing Executives of Denver, April 16, he was presented the Distinguished Sales Award. Even though he has a great product line and a super sales team, we still think Ken deserves a lot of credit for a job well-done -- and a disposition that never suffers under the daily tensions!
**DISTRIBUTOR of the MONTH**

(Pictured: Bill Donnelly and Barbara Jasnowski)

Our featured distributor, FIREMASTER, 1580 Indiana Street, San Francisco, CA 94107 (Phone: 415-285-5700), has developed one of the most successful marketing programs for the complete line of Statitrol products.

One of their most successful efforts is in the area of employee sales. Their residential product group has contacted large employers throughout their marketing area (which includes Alaska, Oregon, California and Texas), providing them with employee forms offering SmokeGard smoke alarms, GasAlarm gas detectors, and fire extinguishers. These forms are passed out to employees, or are printed in company newsletters. The employee completes it and mails it to one of the eight FIREMASTER service centers nearest his home. Within a few days, he receives his order prepaid, via UPS.

The program has been extended to associations, groups and organizations within FIREMASTER's area, with happy results. Based on their success over the last year and a half, they predict the program should continue over several more years.

4 GOOD SELLING, FIREMASTER! Keep it up.

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**"We get LETTERS..."**

MORE TESTIMONIALS THANK US --- AND ALL OF YOU --- FOR "SMOKEGARD":

"I live three doors down from what used to be the recreation room in my apartment building. My front door opens up to a hallway, similar to that of a hotel. I didn't know what was going on until I heard fire sirens and looked out my window to see two fire trucks pull into the parking lot. At that exact moment, I could smell smoke and went to my front door. I didn't know if it was when my hand was on the doorknob or if I'd opened the door, but it was in a split second that my SmokeGard gave the warning. I know that before that split second, there was no visible smoke in my apartment.

I could never have imagined the feeling of hearing the sound of warning that I was in danger of fire. Since I live on the fourth floor, I panicked. I'll never forget the feeling I had as I ran down that hallway, still hearing my SmokeGard.

The next day, I bought another SmokeGard...not because one wasn't enough, but I found out I didn't get ripped off, and you can't get too much of a good thing. Fire is just a word until you actually experience it. I'll never sleep peacefully anywhere again, where there isn't a SmokeGard awake."

--- Ms. Marcia Winbourn, Boulder, Colorado

"We recently purchased three smoke detectors and installed them in different levels of our home. Shortly afterwards, two different fires occurred on two different days, in two different locations. No one was at home during either fire, but smoke was seen by neighbors in the noise of the detectors. Firemen were summoned immediately and they disconnected the detectors because the noise was 'driving them crazy.' The actors were melted due to the intense heat during the fire."

--- Mr. Richard Coulsey, Duxbury, Massachusetts

"The fire which caused the total destruction of our mobile home occurred Sept. 3, 1976. My husband and I were asleep when the alarm sounded. The door to our bedroom was closed and we saw the smoke coming under the door. We escaped through the window. The alarm was loud enough that it woke our neighbors across the street. They had already called the Fire Department before we crawled out of the window. The Fire Department was there in minutes. The State Fire Marshall and the Fire Chief of Winter Springs, Florida, both said the SmokeGard detector saved our lives. It was a Christmas present last year from my mother and stepfather. It was the best gift we ever received. I and my husband hope this letter helps others to realize the importance of the SmokeGard detector protection. The fast warning of a fire is the difference between Life and Death."

--- Mr. and Mrs. Daynan McGuire, Altamonte Springs, Fla.

"There was a fire in our utility room which very quickly spread throughout our new home. Had it not been for the SmokeGard detector, I am positive that we would have been overcome by the smoke and suffocated in our sleep. The SmokeGard gave us the needed time to escape. It is with a heartfelt "Thank You" that we send this letter in behalf of myself, my wife, and my 2 daughters, ages 7 and 4. Please keep up your outstanding work in Fire Defense Products. We are living proof of their value."

--- Mr. (k Tr) , Wisconsin Delis, Wisconsin

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**INTERNATIONAL SCENE**

PIctured (left to right) are Frank Lineaweaver, STATITROL International Marketing Manager; Tom Bellingshausen, Executive Vice President; Jim Zur, Manager of Marketing; Gustaf Renneus and Alf Ahqvist of AB Svenska Tempus, Stockholm; and Duane Pearsall, President of STATITROL. They met earlier this year to discuss the Scandinavian market.

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My, how those SmokeGard smoke alarms do get around. A letter from the Tokyo office of a Swedish-based international bank asked us for English instructions for our Model 700 -- not being Japanese, the banker couldn't read his Japanese owner's manual!

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The Statitrol home office has its own "International staff" -- in the person of Kaj Björkman of Stockholm (pictured here), who arrived in Denver in December, to spend a year, via an exchange program. Kaj is a mechanical engineer, and a veteran of 3 years in the Air Force. He began in our Industrial Engineering Dept., and will "Sample" Quality Assurance and Marketing while he's with us.
"A month or so ago we purchased two SmokeGard alarms for our home. I am a fireman at the Firestone Tire & Rubber Company and am well aware of the hazards of smoke and fire. There was a sense of relief and security when they were installed but I had no idea one would be used so soon.

My wife put a turkey in the oven (the extra stove in the basement) to cook all night for dinner the following day. The family was all in bed and all of a sudden we heard this beeping noise which brought the entire family bounding out of bed wondering what was going on. As it happened, the turkey and dressing had run over the side of the roaster into the oven and was burning and smoking.

This time it was not a real emergency but I certainly went back to bed with a very good feeling knowing that our SmokeGard worked and was loud enough to be heard all over the entire house and should there be a real emergency we would be warned well in advance of the real problem...though it was not a real emergency this time it still saved us having a smoke-filled house the next morning."

-- Mr. Howard Williams, Uniontown, Ohio

"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 warning by one of our two SmokeGard 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 brightly burning 3 foot fire in our living room that had apparently just started after smouldering from a candle on a wall shelf that we had failed to extinguish. Thank God and you for SmokeGard! We are recommending smoke alarms to all our friends and acquaintances."

-- Dr. Philip D. Anderson, Chicago, Illinois

"Ten days following the installation of our smoke alarms, a fire broke out in a newly installed fuse box in the basement of my home. My wife and four children were in the home at the time, but were alerted to the fire when the alarm in the basement stairwell began to sound. This early warning made it possible for them to exit to safety past the basement doorway. Prompt detection also held total damage and loss of property to what we consider a fraction of the potential loss."

-- Mr. William A. Rigo, Mentor, Ohio

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1-minute warning

The December 29 issue of the Longmont (Colorado) TIMES-CALL ran a story on a Brownsville fire, which began when a log rolled out of a fireplace. Fire Chief Don Marvin was quoted as saying a major fire was averted when the smoke detectors sounded the alarm about one minute after the blaze began. Photo at right (smaller than the original) shows Lt. Steve Beekhuizen of the Longmont Fire Protection District in the home -- and look at that SmokeGard on the ceiling! Chief Marvin also offered to tell anyone calling the fire station about smoke detectors. (Photo by Laverne Walker, courtesy LONGMONT TIMES-CALL.)
STATI-strata:

• Thanks to Pete Mitchell (Statitrol Representative, Territory #3S) for sending us a beautiful seven-page picture feature from the March 13 (Sunday) issue of PICTORIAL, the magazine section of The Seattle Times, a really nice "House of the Week" story. One of the photos showed a cathedral archway leading to the dining room -- and centered in the revealed ceiling was a SmokeGard alarm! No product credits, of course, but a nice shot nevertheless. And we had it three days after its publication! Thanks again, Pete.

• The January issue of CHAIN STORE AGE had an article on the National Fire Prevention and Control Administration's championship of smoke alarms. Howard Tip- ton, NFPCA Administrator, was quoted as saying, "The home detector market is the most significant single technological weapon our nation has to reduce fire deaths and destruction". NFPCA estimates that mass acceptance of alarms could reduce fire-caused deaths by 50% to 60% a year!

• In a series of radio and TV announcements, N.Y. Secretary of State Mario Cuomo says "Smoke detection devices offer the best protection against fires in the home". New York's code (applicable in 658 municipalities throughout the state) requires at least one smoke detector adjacent to each sleeping area. The New York Division of Fire Prevention and Control is distributing a free pamphlet advocating installation of smoke alarms.

• New legislation in Minneapolis requires smoke detectors in all houses and apartments, and gives owners five years to comply. This will cover an estimated 165,000 dwelling units, including rooming houses and older hotels.

• Our entire SmokeGard line is now U.L. 217 listed. Another confirmation of our top-quality product.

• PR Suggestion: Contact the Program Director (or a local "personality") of your radio or TV station, offering to help man a phone-in session for a talk show. You can probably get the Fire Chief or Assistant Chief to accompany you. Listeners can ask questions about fire protection and smoke alarms... a "hot" topic! This can be more valuable than paid "commercial" time.

New book out

By now, each Statitrol distributorship should have received a copy of the new best-seller, FIRE AND YOU. Statitrol has subsidized 10,000 copies, which were sent to Fire Chiefs, U.S. Senators and Congressmen, most fire industry personalities, and Statitrol Representatives and Distributors. The book retails for $7.95 at leading bookstores. Its author, Howard Owen, has included some really new material. To quote Duane Pearsall, "It's the best book on the subject written to date -- and really interesting reading!"
"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."

-- Ms. Jeri Dalton, Juneau, Alaska

"My wife and I were both home from work, spending a leisurely day enjoying peace and quiet. Our seven children had gone to school, so we decided after breakfast to clean house from end to end. The night before our older girls had some friends in for a party in our family room; 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 family room had the appearance of the night after a teenage party. The ashtrays were loaded with cigarettes and cigars, along with numerous papers. In an attempt to expedite my share of the cleaning, I emptied all the ashtrays 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 underway. Five hours after I emptied the ashtrays and thirteen hours since the last cigarette was put out the night before, while my wife and I were at the far end of the house the SmokeGard in the kitchen went off. I rushed to find the waste basket on fire and flames about to ignite the kitchen curtains. I immediately ran to the sink, doused the fire, and carried the basket outside. 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 SmokeGard is a small price to pay when you weigh it against the lives of your family."

-- Mr. Ed Paparella, Whitesboro, New York

THIS IS YOUR NEWSLETTER...SEND US YOUR SUCCESS STORIES!