

# National Fire Prevention Day, Saturday, October 9



**A Fireman Every 10 Feet Guards Your Building Day and Night**

Just like living fire fighters with hose in hand, Globe Automatic Sprinklers stand guard over your property day and night, ready at the first attack of the "red demon" to pour a stream of water into its very heart. In the time it takes you to get up the stairs to the fire department to arrive—the "demon" are at work within a few seconds after the fire starts.

**GLOBE AUTOMATIC SPRINKLER COMPANY**  
Sales and Engineering Office  
2035 Washington Ave., Philadelphia, Pa. In Principal Cities

**WE MAKE and sell everything for Fire Extinguishment and Fire Protection, such as:**

- Fire Bells
- Fire Extinguishers and Brackets
- Fire Axes and Holders
- Crowbars and Holders
- Hose Couplings, every size and kind
- Leathers and Holders
- Nozzles, all sizes and kinds
- Nozzle Holders
- Chemical Hose Couplings and Nozzles
- Complete Equipment for Motor Chassis
- Hose Drags and Hose Tongs
- Fire Poles and Hooks
- Special Plug Wrenches
- Plug Reducers and Special Connections
- Repair Buttons or Patches for Hose
- Hose Reels and Racks
- Engine House Door Springs
- Equipment for 4-fold Doors

We will be pleased to send you our catalogue and prices on anything you require.

**JOHN H. CLAY**  
1318-20 Ridge Avenue  
Philadelphia, Pa.  
In business since 1865

## "Make Pennsylvania Fireproof"

2000 lives lost annually as the result of fires in the United States. About 5000 persons are injured besides. The cash loss exceeds \$700,000 per day. Philadelphia's loss exceeds \$5,000,000 since January 1st.

No other nation has so great a bill to pay by reason of fire as America.

**The Cause: Carelessness.**  
**The Remedy: Care, caution, preparedness.**

You can do your part to correct this great evil and gross waste if you will. If you do not you will have to contribute toward paying the horrible bill.

## foamite firefoam

**Solves Your Fire Problem**

Firefoam is a fire smothering, fire extinguishing foam which covers all burning objects. It puts out fire quicker than other extinguishing agents and prevents re-kindling. It coats and clings to all surfaces and floats on even the most inflammable liquids. Unlike water it does not damage.

Firefoam apparatus includes Fire Paila Hand Extinguishers, Portable and Stationary Engines, large Protective and Sprinkler Systems for every possible kind of fire risk. Firefoam is endorsed by the National Board of Fire Underwriters, the Underwriters' Laboratories, the U. S. Steamboat Inspection Service and others.

**ATLANTIC FIREFOAM CO.**  
1509 Arch Street Philadelphia, Pa.

**Rope Fire Escape Co.**



**Mrs. Rope Fire Escapes and Rope Ladders**

Steel Cable Fire Ladders  
Fire Gongs and Minor Appliances  
Send for Catalogue

1626 Market Street Philadelphia, Pa.

Specialists in Fire Prevention, Accident Prevention and Industrial Relations

Insurance of All Kinds

## Independence Associates

Insurance Brokers and Advisers  
Representing

**Henry W. Brown & Co.**  
**Brown, Crosby & Co.**

Independence Square Philadelphia  
Phone: Lombard 435

## Fire Protection

for homes, stores, schools, factories, automobiles, garages and motorboats.

**SafandShur**  
Chemical Fluid Fire Extinguisher, \$5.00 each.

**FYR-OUT**  
Good (ill) used. Refilled free. This chemical hand fire extinguisher will not deteriorate, cake or freeze; 82 per cent of all fires put out last year in U. S. were extinguished by chemicals.

Price \$2.00 Each  
Postage 10c extra

**FIRE BUCKETS**  
Approved by Board of Fire Underwriters. Painted red, stenciled "Fire".

12 qts., flat bottoms, \$9.00 dozen; 90c each.  
12 qts., round bottoms, \$10.50 doz.; \$1.10 each.  
All other approved fire devices.

Rochester Can Co. Underwriters' Galv. Oil Waste Cans, \$7.25 and \$8.25 each.

**Shannon**  
Hardware  
816 Chestnut

**IF** the furnace and flues had been thoroughly cleaned, or—

**IF** that old piece of waste and other refuse had been carted away, or—

**IF** the coal-oil can or the gasoline had been kept in their proper places, or—

**IF** the benzine or other inflammable substance had not been left uncorked near a fire or in a gas-lighted room, or—

**IF** a match had not been used in the woodshed or attic instead of one of the many safety flashlights, or—

**IF** that leaky oil valve on your automobile had been repaired in time, or—

**IF** —yes, if—if—if—a thousand of them, which we think of too late—too late.

After taking the above precautions, do not fail to make application for an insurance policy to the



**Fire Association of Philadelphia**  
N. W. Cor. Fourth & Walnut Sts.  
E. C. IRVIN, PRESIDENT

## Evans "Almet" Fire Doors

Carry the highest approval of the Underwriters' Laboratories and will stand the most severe onslaughts of fire. They should last as long as the building. Light in weight, attractive, durable and efficient. An automatic closing device will shut the door when fire approaches.

**Star Ventilator**

The installation of "Star" Fire Retarding Ventilators is a step in the proper direction by securing the benefits of good ventilation and fire protection at the same time. They contain patented gravity dampers that can be operated easily, and close automatically in case of fire.

**Merchant & Evans Co.**  
PHILADELPHIA  
Washington Ave. and 21st St.

## METAL LATH PLASTER BOARD SHEETROCK

WALL (PLASTER) BOARD

**Pearce Fireproof Co.**  
Fireproofing Building Material  
N. E. Cor. Broad and Arch

## FIRE INSURANCE WILL NOT PAY

for the loss of life—of prestige—of your valuable records; nor for loss of production and exasperating delays until your plant can be rebuilt.

**DON'T TAKE CHANCES!** What assurance have you that a small fire, perhaps starting this very moment in some remote corner of your plant, will not rapidly spread before a proper alarm can be given?

**AUTOCALL** will protect your employees and your property. **AUTOCALL DUAL SYSTEM** is the only fire alarm system that will pay daily dividends and special dividends in case of an emergency. List of enthusiastic users will be furnished you on request.

Let us talk it over—no obligation.

**The Autocall Company**  
Specialists in Signal Systems  
Fire Alarm—Watchman's Record—Man Finding  
Local Office, 1632 Real Estate Trust Bldg.



View of the new erecting shop—one of the group of the Baldwin Locomotive Works at Eddystone, Pa., of which the exterior walls are built of Hollow Tile Fireproofing, furnished and erected by us—

Construction of this kind furnishes the surest safeguard against loss by fire or otherwise, and produces an everlasting monument.

**O. W. KETCHAM, Main Office, 24 South 7th St., Philadelphia, Pa.**  
Branches—New York, Baltimore and Washington  
Factory—Crum Lynne, Pa.

**PREVENT FIRE SPREAD!**

Rolled **Lupton** Steel

PIVOTED FACTORY SASH  
COUNTERBALANCED SASH  
Made to Underwriters' Requirements If Specified  
Steel Partitions and Doors  
for Factories and Offices

**DAVID LUPTON'S SONS CO.** Philadelphia

## FIRE ESCAPES

THE

**JOHN BAIZLEY IRON WORKS**  
514 S. Delaware Ave.  
Philadelphia, Pa.

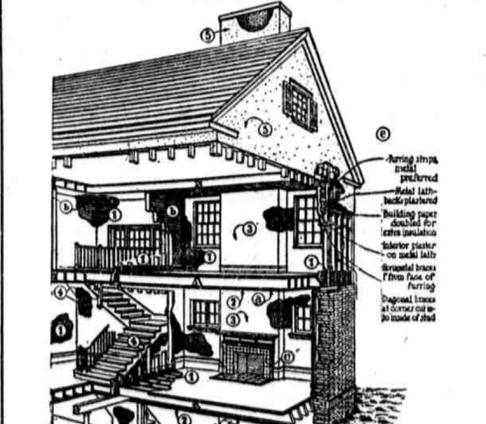
Builders' Iron Work of all description

**A HOME FOR YOUR FAMILY**

Deserves more protection against fire than your securities, which you lock in a fireproof vault. If you live in a house that is not fire protected, ask us how to make it so. We can explain in a few minutes how to avoid worrying yourself and your family about fire.

**Pearce Fireproof Co.**  
Fireproofing Building Materials  
N. E. Cor. Broad & Arch

## METAL LATH STOPS FIRE and PREVENTS CRACKS



**for "FIRE STOPS"**

- (1) All heating partitions and stud exterior walls, including a basket to hold noncombustible material as fire stop, especially over heating plants and coal bins.
- (2) All chimney breasts, around flues and back of kitchen ranges.
- (3) All stair-walls and under stairs.
- (4) At base and reinforcement for exterior stucco.

**for "CRACK PREVENTION"**

- (A) On ceilings of prominent rooms.
- (B) Lap 4" on other side of wall and partition angles, and around door bucks.
- (C) Back of wainscots and tile mantels.
- (D) Across plumbing pipes and heat ducts.
- (E) Showing proper construction of exterior stud walls for successful stucco.

**Philadelphia New Method Moulding and Metal Corp.**  
**Amphibole Products**  
Room 400 Builders' Exchange  
24 South 7th St., Phila., Pa.

1166 STEPHEN GIRARD BLDG.

## Independent Automatic Sprinklers

**CHOKE THE FIRE AT THE START**

THEY PAY FOR THEMSELVES BY DECREASING YOUR INSURANCE COSTS

**Independent Aetna Sprinkler Company**  
2323-2325 N. Eleventh St.  
PHILADELPHIA

## FIRE DOORS

for Every Purpose

**Philadelphia Fire Retardant Co., Inc.**  
1507 Arch Street  
Philadelphia Both Phones  
N. Y. Office, 110 W. 34th St.

**SECURITY FIRE DOOR CO.**

Manufacturers of SECO counterbalanced doors.

SECTEL telescoping doors for efficient and economical protection of elevator openings.

HORIFOLD doors for loading platforms, warehouses, garages, etc.

Sold Exclusively by  
**ROBERT R. MACKAY**  
1414 SOUTH PENN SQUARE  
PHILADELPHIA, PA.  
Bell Phone Spruce 3818

**Observe Fire Prevention Day**

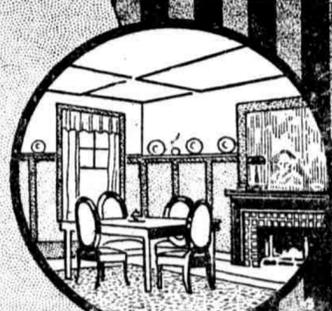
in a practical manner and equip your home and factory buildings with our Alert 3-gal. extinguishers and our La France 1-qt. extinguishers. Become master of the fire problem and put out the fire before it has a chance to spread. Phone or send in your order today. Prompt delivery. Bell phone, Market 1865.

**SCHWARTZ BROS.**  
EASTERN DISTRIBUTORS  
**AMERICAN LA FRANCE FIRE ENGINE COMPANY, INC.**  
104 N. 8th St., Phila., Pa.




# SHEETROCK

## WALL BOARD



**Won't Burn Won't Warp**

Made of Permanent Gypsum Rock

Approved by the Local Board for Fire Prevention

**James E. Tague & Co.**  
Lumber Merchant and Distributor of SHEET ROCK Wall Board  
10th and Columbia Ave. Philadelphia, Pa. 19th and Cambria Sts.