



Ericsson News

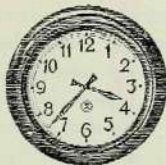
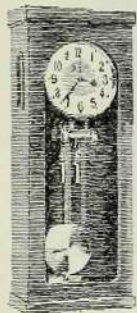
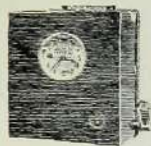
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No. 4



Time recorders,
Electric Clocks,
Private Automatic Exchanges,
Conference Telephones and
Automatic Fire Alarms

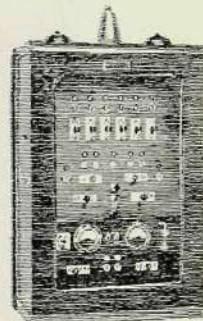
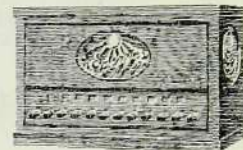
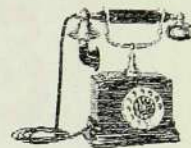
exhibited by

TELEFONAKTIEBOLAGET
L. M. ERICSSON
STOCKHOLM

in the
Section for Industrial and Commercial
Organization
forming a part of the

SWEDISH FAIR

at
GOTHENBURG.
May 12th to 20th.



R 873

A section at the annual Swedish Fair at Gothenburg is devoted to industrial and commercial organization, L. M. Ericsson being represented with an exhibit comprising various telephone systems, electric clocks and time recording instruments as well as the new Ericsson automatic fire alarm system. All these branches of the company's activities are represented by complete model installations, all connected up and in full working order.

To a visitor with an organizational turn of mind a complete time recording system in function — including all the various apparatus which can be operated by the same — must necessarily be of quite some interest.

Industrial organizations are more and more realizing the value of the private automatic telephone as a time and labour saving device. The steady increase in the number of orders as well as the testimonials from enthusiastic customers proves how indispensable every concern considers this means of communication to be.

The increased intensity and the more strenuous pace in commercial and industrial activities has created a necessity for a means of communication and supervision which serves the leader of a concern more effectively than the common local telephone. Thus, a new system, designed by L. M. Ericsson and called Conference Telephone (loud speaking), fills the purpose of providing a better, quicker and more convenient means of communication between the leader or manager of a concern and the heads of the various departments. Among the many improvements introduced by this system may be mentioned the loudspeaker device and the sensitive transmitter, the use of which has permitted the discarding of the handset or micro-telephone. In this manner it is possible to use the apparatus and still have both hands free. This system permits the holding of conferences between a number of persons, since several instruments can be inter-connected at the same time. Conference telephone instruments, connected to regular local tele-

phone instruments and to special extension telephones, are shown at the Gothenburg fair.

When viewing the Ericsson exhibit of modern automatic fire protective devices, one cannot but wonder how many of the devastating fires which have occurred in Sweden during the last few years could have been prevented, had only this system then been available.

According to recent calculations, the material damage caused

completely wired and in full working order and will most certainly attract no small amount of attention on the part of visitors occupied in industrial pursuits.

The Ericsson exhibit in the organizational section of the Gothenburg fair aims to give those men whose work is of a decidedly commercial or industrial character an opportunity to see to what extent the most recent technical developments in

The Ericsson
AUTOMATIC FIRE-
ALARM SYSTEM

affords
better protection
and
reduces
insurance premiums.

*For full particulars
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Kungsgatan 33, Stockholm

R 874

by fires in Sweden during the last five years runs up to a value of one hundred million Swedish crowns, from which it is apparent that enormous values can be saved through more efficient fire protection. The degree of safety provided by the new automatic Ericsson system is unusually high. The above-mentioned exhibit comprises the different apparatus and devices of which this system is composed, viz. thermo-contacts, alarm boxes, alarm board, etc. The model installation is

Ericsson's lines of activity can serve their various purposes. The systems on exhibition are of inestimable value within the fields of commerce and industry: *Time recording* affords protection against lost working time; the *telephone* affords an excellent and time-saving means of communication; the *fire alarm* protects property from damage by fire with the ensuing interruption of business, lost trade and unemployment for the company's employees.

— one of Stockholm's daily papers — for March 31st, 1928, contains the following notice:

Ericsson Fire Alarm Prevents Theatre Fire.

**System Withstands Ordeal at Södra Teatern.
Audience Unaware of Alarm Given During Performance.**

As we have already mentioned, there occurred a few nights ago a narrow escape of a fire at Södra Teatern (the South Theatre). The fire broke out in the costume storeroom, in which no one was present at the time. Should this incident have occurred six months earlier, it would in all probability have resulted in still another devastating theatre fire. That this did not happen must be ascribed to the automatic fire alarm system recently installed by L. M. Ericsson.

This system — a description of which has recently appeared in this paper — has been invented by H. Ekman, telegraph engineer with the Stockholm fire department, and is now installed in a majority of Stockholm's theatres.

Simultaneously with the breaking out of the above-mentioned fire in the Södra Teater, an alarm was given on an alarm board mounted on the premises, the indicators on this board showing from which part of the building the alarm emanated. Thus, it was possible to extinguish the fire in but a few minutes time, long before it could possibly gain any headway and — which is not least important — with the aid of the most simple apparatus. On its arrival, the fire department — which had been automatically called to the scene of the fire — could immediately return to the station.

The entire incident passed so imperceptibly that not a person in the audience — this happened during a performance — was aware of what had occurred.

The Ericsson Automatic Fire Alarm System has been given its baptism of fire, an ordeal which it has splendidly withstood.

American Conception of Fire Protection in Sweden.

The American magazine *Fire Protection* (Cincinnati, Ohio) for January 1928 contains an illustration which is here reproduced. The explanatory title under the illustration runs as follows:

"Swedish Alarm Box. Note horn incased in box. Sender of an alarm in Sweden must have good lungs, instead of trusty fingers."

This illustration has been placed at our disposal through the courtesy of the Italian magazine, *Il Pompiere Italiano* (The Italian Fireman). This magazine, one of the foremost in the world on the subject of fire protection, is the official medium of the *Federazione tecnica nazionale dei corpi di pompieri* (The national technical society of firemen) and is published in Milan. In addition to the above-mentioned illustration we have had the pleasure of receiving a copy of a letter, dated Febr. 11th, 1928 and sent by the Editor of the above magazine to the Editor of the American magazine *Fire Protection* on account of the comments on Swedish fire protection published in the January number for this year. This letter was written in English and we present it here in extenso.



Swedish alarm box. Note horn incased in box. Sender of an alarm in Sweden must have good lungs, instead of trusty fingers.

"Fire Protection,
420 E. Fourth Street,
Cincinnati, Ohio.
Attention Ralph E. Richman, Esq.,
Editor.

Gentlemen!

Your publication is always read very carefully by the editors of this paper as we strive to keep informed — as well as possible — on everything happening in the fire service throughout the world.

We see on page 9 of your Jan. 1928 number that you have published a photograph over the caption 'Swedish Alarm Box'. We think that this information is very misleading, inasmuch as the writer has a totally different impression of the development of fire alarm apparatus in Sweden.

The first thing to consider is that Sweden is a European country where the telephone service is more universal and better developed than anywhere else and can easily compare in efficiency with the best sections of the 'Bell System'.

Apart from this, the Swedish fire service is very well organized, even in the smallest communities, and electric fire alarms are to be universally found in every small village. The type of trumpet alarm you reproduced in your photograph is only to be found in some very small mountain hamlets.

It is to be remembered that one of the

best known fire alarm apparatus makers — Telefonaktiebolaget L. M. Ericsson — is located in Stockholm, Sweden.

This company, apart from building any sort of city fire alarm system, police telephone and taxi cab telephone exchange (of which last a very complete installation has just been put into operation in our city of Milan) has specialized itself in the production of simple fire alarm systems for small communities.

We think it would be very interesting indeed for your paper to publish the enclosed photographs, which the writer has obtained on one of his trips abroad, and which will certainly prove to your readers that it is not necessary to have good lungs to turn in a fire alarm in Sweden.

We trust that we may have been able to show that even in Europe things are done well.

Just as Italy leads in the manufacture of pumping engines and Germany in that of aerial ladders, Sweden leads in the

manufacture of fire alarm apparatus, and we think that as the field of fire service is universal, we may, even down here in Italy, try to give you an exact idea about what our friends are doing in Sweden.

As referred to above, we are herewith sending you seven photographs of central fire alarm boards in Stockholm, Falun and Helsingborg in Sweden, and in Abo, Finland, as well as photographs of the standard type of city fire alarm box and of the small magneto call fire alarm box for rural communities.

We trust that you are receiving our paper regularly and would like to be advised if such should not be the case.

In the meantime we beg to remain,

Very fraternally and cordially yours,

(signed) Ferdinando Cusani,
Associate Editor."

— **Litterature.** — A 26-page pamphlet on the **Ericsson Automatic Fire Alarm System** has appeared in print in the Swedish language. This booklet is printed in 8:vo and profusely illustrated and contains a short introduction treating with the importance of the system and the principles on which it is based, followed by descriptive and useful information as to the erection and installation of the equipment. The English, French, Italian, Spanish and German editions will appear shortly.

—The March number of **Brandskydd** (Fire Protection) — the official organ of the Swedish Fire Protective Association — contains, among other things, the following articles:

Statistics on Fire Causes in Sweden, compiled by fire captain G. KRON and based on a review of the damage caused by fire in Sweden during the period 1922—1926 and prepared by the Central Bureau of Statistics on the Causes of Fires in Sweden. In this article we are informed that a total of One Hundred Million Swedish crowns have been paid out during this five-year period for damages caused by fifteen thousand fires. It may be of interest to learn that, according to the *Bureau of Standards* in Washington, D. C., the corresponding figure for the United States runs up to 175 million dollars per year, from which we deduct that in proportion to the population the losses in America are twice as large as in Sweden. The article is provided with quite a number of interesting graphs and diagrams showing the number of fires resulting from certain given causes, the percentage

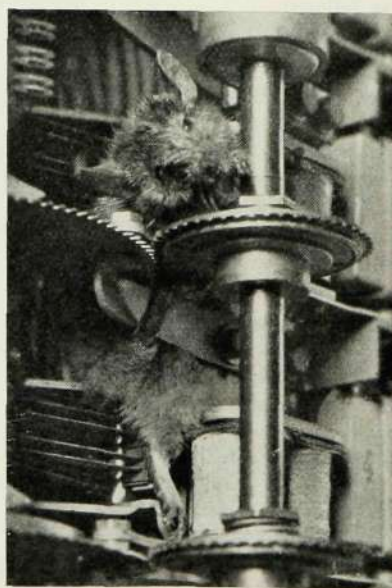
of damages resulting from the various fire causes during the five-year period, in what degree the most common fire causes have made themselves felt from year to year, etc. These diagrams give clear and concise information as to how activities of a fire protective nature should be directed.

Newly installed fire alarm systems during 1927 according to the Ericsson system with **control or supervisory current**. This well illustrated article gives interesting information on the modernization of the fire alarm system in Alingsaas as well as on the newly installed systems in Skoevde and Joenkoeping. This article is also published separately.

—A new descriptive booklet on **Ericsson private automatic telephone exchanges** has appeared, printed in 8:vo and containing 52 pages. There are a number of illustrations covering the apparatus and equipment required for an installation of this kind, as well as standard plans showing necessary space required for this type of automatic switchboards. Further, this booklet contains a descriptive account of private automatic exchanges in general and their importance in ordinary life as well as to what degree the Ericsson company has contributed to their development. The extensive use of the Ericsson private automatic telephone system is shown by means of a number of illustrative tables giving the number of exchanges and the number of connected lines up to April 1st, in Sweden as well as abroad.

Finally, the booklet contains a number of testimonials from different Swedish institutions which are users of this system.

An
Unforeseen Service
Rendered by an
Automatic
Exchange.



R 876

"The best-laid schemes o' mice an' men
Gang aft agley." Burns.