

"Fire!"

Advertising and Illustrated Mail Document Fire-related Subjects, 1817-Early 1930s

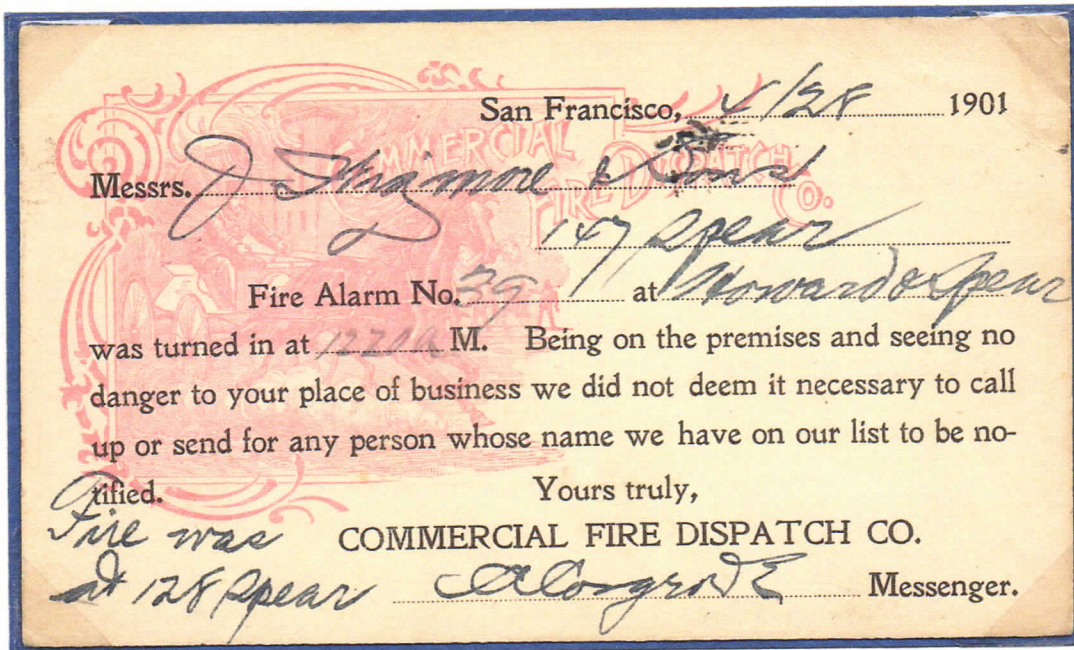
Purpose: To show through advertising and illustrated mail the range of subjects related to fire fighting/prevention. These include, alarms, fire escapes, fire engines and equipment, prevention, insurance, and fire-department social and business matters. Because insurance covers feature a variety of fire-related subjects, they are, save for two pages, spread throughout the exhibit. Text boxes are used to offer company profiles, where known, as well as the development and consolidation of fire equipment companies. Postal, deltiological and printing information is in small font.

Scope: The exhibit illustrates the development of fire-fighting apparatus, equipment and a broad range of fire-related related themes from an early Philadelphia hydrant (1817) to the early 1930s.

Plan and organization: (roughly chronological within subjects)

- I. Calling in the alarm
 - II. Fire escapes
 - III. Fire Extinguishers
 - IV. Fire department response: attacking the fire
 - V. Fire apparatus
 - VI. Supplies and equipment
 - VII. Fire Prevention/Proofing
 - VIII. Insurance
 - IX. Social/business themes: associations, celebrations, communication
- Epilogue.** A fireman retires

Highlights are matted in red.



Notice of fire alarm turned in and action taken by Commercial Fire Dispatch Co. San Francisco, April 28, 1901
Illustration on back of postal card depicts burning building and messenger.

Commercial Fire Dispatch Co. incorporated in 1872. City divided into districts for rapid response to alarms. Messengers notified subscribers and arranged transportation to or from fire site. Postal card sent if property not in danger despite alarm.