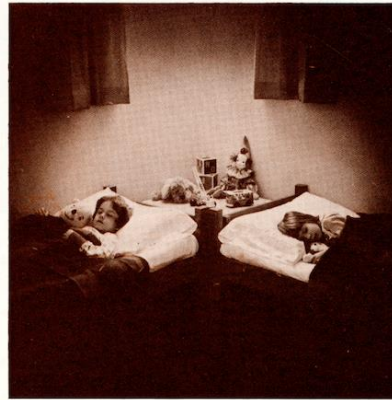


SOUNDING THE ALARM

Alice Bennett

Friends of Attention, First Friday 6th March 2026

You'll Sleep Better Knowing Your SmokeGard® Smoke Alarm Never Does!



MODEL 800A EARLY WARNING HOME SMOKE ALARM

FEATURES OF THE SMOKEGARD LOW COST IONIZATION SMOKE ALARM —

- Designed for *Life Safety* — Alerts the family before smoke or toxic gases accumulate
- Ionization Principle — A new, highly sensitive electronic home smoke alarm
- Detects smoldering fires earlier — yet will not alarm in a room full of heavy smokers
- Battery powered — no wiring — fastens to ceiling in minutes, with screws provided
- Readily-obtainable 1.5 volt AA alkaline batteries
- Fail-Safe — batteries last 12–18 months — horn will “click” when the batteries are weak
- Exclusive removable mounting plate
- Unique pilot light pulses every 5-10 seconds — assures you that batteries are capable of sounding an alarm
- One alarm protects each bedroom area
- Location — on the ceiling of the hall outside bedroom doors (approved for both wall and ceiling mounting)
- Alarm horn — 85 decibels — loud enough to awaken most heavy sleepers through closed bedroom doors
- Suitable for homes, mobile homes, apartments, vacation trailers or cabins
- Extra units can guard basement and living room
- Underwriters' Laboratories and I.C.B.O. Listed

‘You’ll Sleep Better’, product information for the SmokeGard, 1972. Duane Pearsall Archive at Worcester Polytechnic Institute, MS055.02.0006.00128.

Photo: Worcester Polytechnic Institute.



Guardians of Sleep

LIKE loyal and ever-alert sentinels... stationed throughout the stilly night along the boundary line of consciousness and the mystery-land of dreams, Westclox halt the arch enemies of complete restfulness... those disturbing thoughts that spring from the fear of oversleeping.

When you wind and set your Westclox, there is peace of mind in the gratifying assurance that you will be given a cheery call *exactly* at the desired time. You relax... rest... get a good night's sleep... and then, a punctual start for the day.

These faithful *Guardians of Sleep* are precision-built with a fine degree of accuracy acquired through more than

forty years of experience in the production of reliable alarms. They are *thoroughly* dependable. And there is *true* economy and *lasting* satisfaction in the long term of Westclox timekeeping service.

Big Ben, Baby Ben and a great variety of other Westclox provide a wide range of selection... lustrous nickel or attractive colors; plain dials... also luminous dials that tell time in the dark. There are alarms *expressly* toned for light sleepers... other alarms for heavy sleepers; many different sizes and models, *all* possessing the same high standard of excellence. Westclox are sold everywhere, at prices from \$1.50 to \$5.00.

Prices slightly higher in Canada

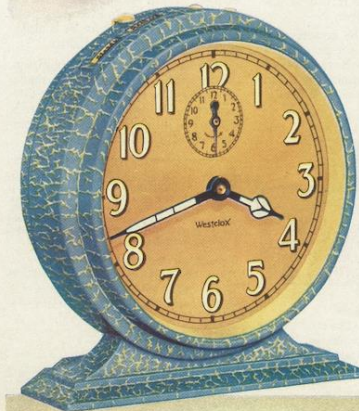
WESTERN CLOCK COMPANY, La Salle, Illinois, U. S. A.

Factory: Peru, Illinois
Western Clock Co., Limited, Peterborough, Ont., Canada

Westclox

ALARMS POCKET WATCHES AUTO CLOCKS

[Westclox in color, Old Rose, Green or Blue, are priced the same as nickel finish.]



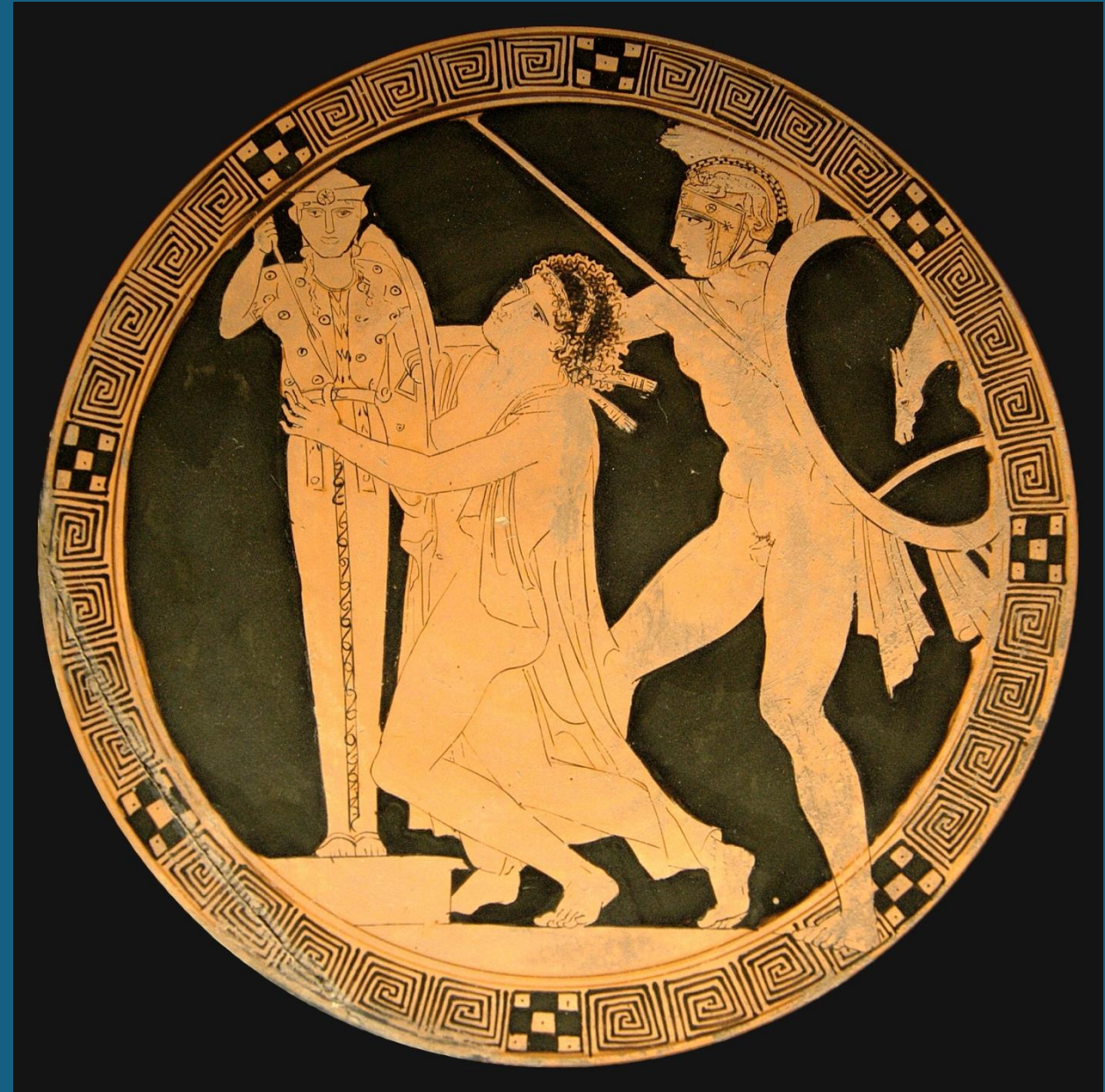
Westclox, 'Guardians of Sleep', McCall's Magazine October 1929.

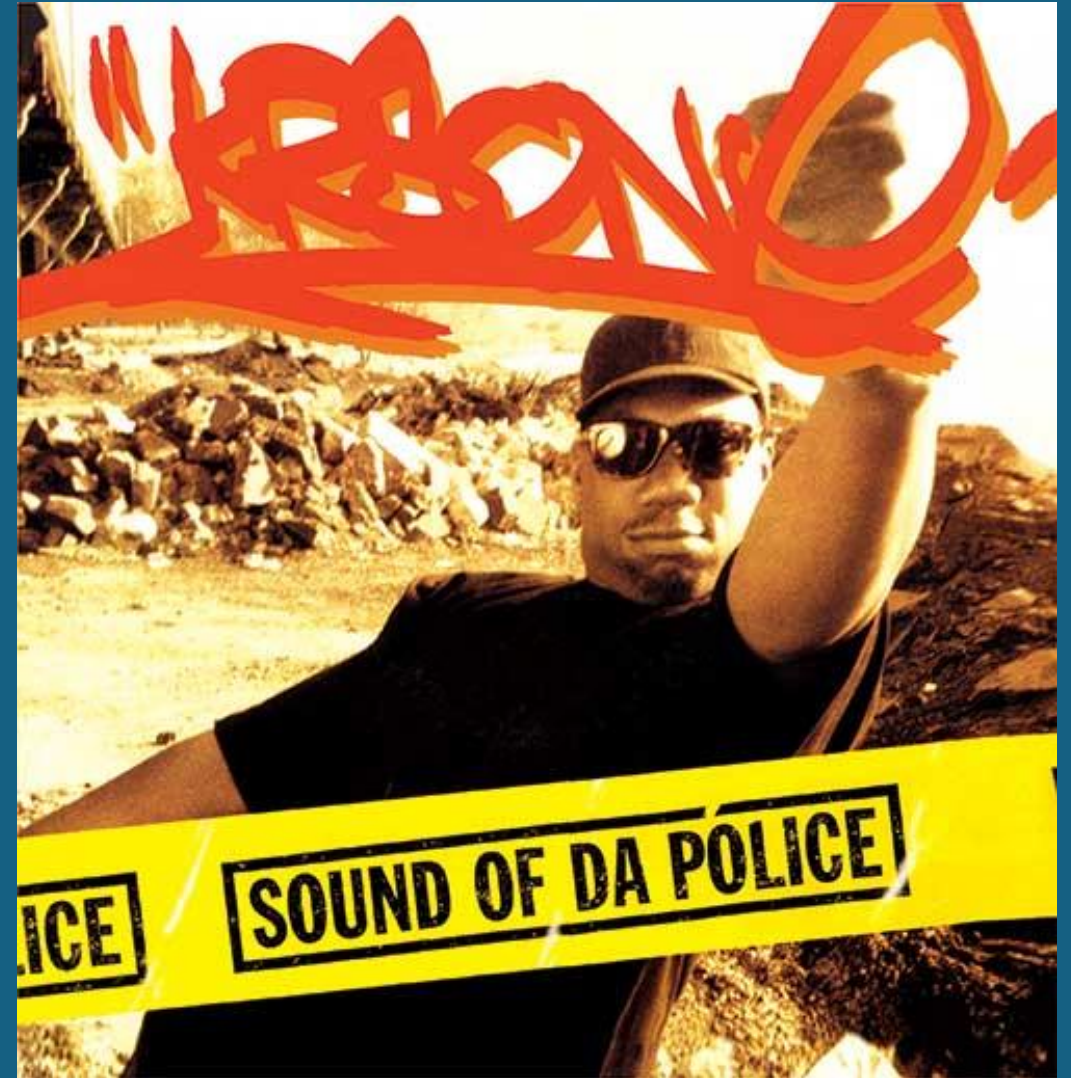
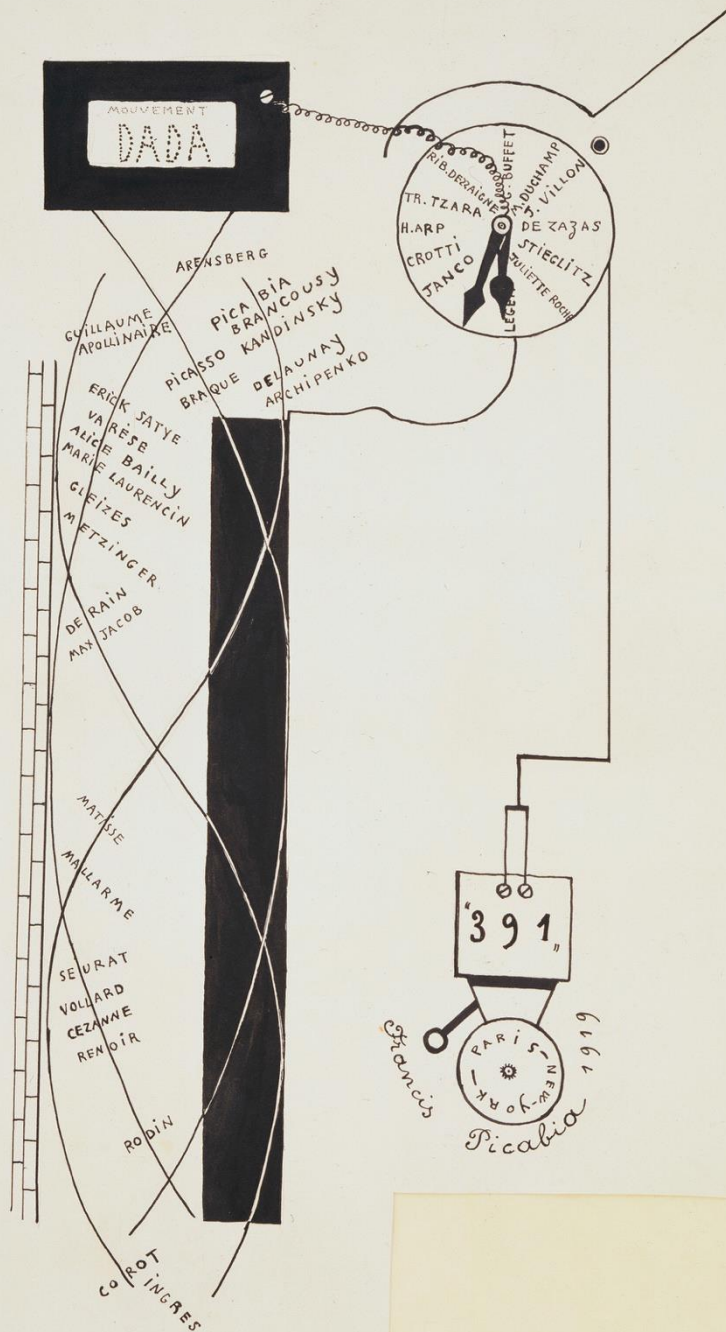
THE ULTIMATE WAY TO **WATCH** YOUR HEALTH.

SERIES 11



Apple, “The Ultimate Way to Watch”, <https://www.apple.com/uk/apple-watch-series-11/>







What happens to your attention under the watch of the alarm?



How does it feel to sound the alarm?