

AS SUPPLIED TO HIS MAJESTY THE KING.

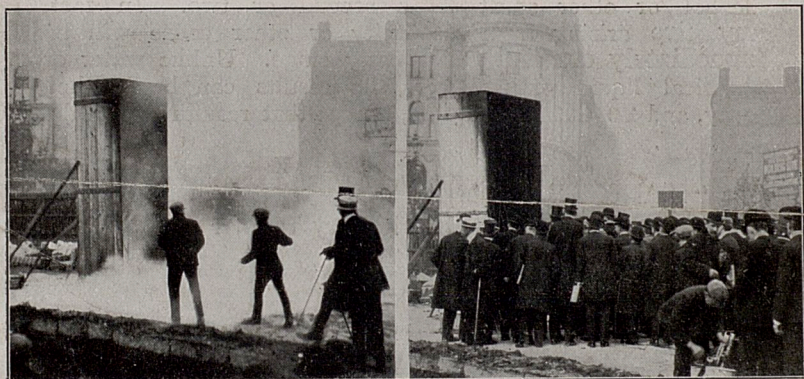
THE "DIAMOND"

DRY POWDER

FIRE EXTINGUISHER.



Shed, 18 ft. high, ablaze.



Same Shed three seconds later after one throw of the "DIAMOND" Powder.

Fire Out.
Ten seconds later. The critics examining.

The Cheapest
Fire Insurance in the World.

The "DIAMOND"

Dry Powder

FIRE EXTINGUISHER

Is a dry powder (every grain of which is a powerful FIRE DESTROYING AGENT), put up in decorated metal tubes, 22 inches long, 2 inches in diameter, with press cap-cover, with a strong ring in the same, by which the tube is suspended from a nail or hook driven in the wall.

The Powder is guaranteed to keep in all climates, and positively will not deteriorate with time. Neither the Powder nor gas generated from it is in any way harmful to flesh or fabric.

To use on a fire, grasp the Tube firmly at bottom, and with a strong sweeping movement dash the contents at the base of the flame. The fire will immediately act on the Powder, and chemically choke itself out of existence.

ADVANTAGES.

Instantaneous in action, so simple that anybody can use it. **No water or acids** to damage clothes, premises, or switchboards. Puts out all kinds of oil fires instantly. Extinguishes the blaze of benzine, petrol, naphtha, turpentine, alcohol or other spirit in a second or two. In fact, **any fire** arising from electricity or other cause will be **immediately crushed** in its early stage. Unlike water or chemical liquid extinguishers, its results can be brushed away, and **no damage** caused, except that resulting from the fire itself.

The "DIAMOND" should be in every Home, Garage, Hotel, School, Factory, Theatre, Ship, Railway Train, Public Building, and Motor Car.

RECENT TESTIMONIALS.

MANN & OVERTONS, LTD.,

The Victoria Garage, 7a, Lower Belgrave Street, London, S.W.

January 22nd, 1909.

The Manager, BRITISH DIAMOND FIRE EXTINGUISHER CO., LTD.,
69, Chancery Lane, W.C.

Dear Sir,—We have great pleasure in informing you that two days ago the petrol caught fire in a Car belonging to us, and that it was put out instantaneously by the use of one of your fire extinguishers. We have no hesitation in saying that yours is practically the only fire extinguisher that we know of that will extinguish burning petrol directly the powder is applied.

Yours faithfully,

For MANN & OVERTONS, LTD.

(Signed) U.S.

RECENT TESTIMONIALS—Continued.

Hockham Hall, Thetford, Norfolk.
Wretham Station, G.E.R. 30th December, 1908.

Sirs,—Will you please forward as quickly as possible one dozen of your Patent Fire Extinguishers to above address and charge them to Thomas Baring, Esq. We had six from you some time ago, and had occasion to use one last week and found it a great success, instantly subduing the flames, so now intend to have them posted about all the passages.

Yours truly,

(Signed) B. J. WALTERS, Chauffeur to Thomas Baring, Esq.
The British Diamond Fire Extinguisher Co., Ltd.

THE CONSOLIDATED GOLD FIELDS OF SOUTH AFRICA, LIMITED.

8, Old Jewry, London, E.C. 2nd January, 1909.

Dear Sirs,—I am pleased to be able to inform you that what might have proved to be a very serious fire, which broke out at the above address on Wednesday last, was most effectively put out by two of your Fire Extinguishers. I was extremely pleased with the effect of these Extinguishers. I shall be much obliged, therefore, if you will kindly replace the two that we used, in accordance with your agreement.

Yours faithfully, (Signed) G. N. FINLAY,

The British Diamond Fire Extinguisher Co., Ltd.

Manager.

MOTOR JOBSTERS, LIMITED.

5 to 11, Vauxhall Bridge Road, S.W. 7th January, 1909.

Dear Sirs,—On Monday last, January 5th, we had what might have been a very serious fire at our garage, owing to a leakage of petrol, but through the timely use of your Extinguishers we were able to deal with it with very little trouble or inconvenience to ourselves. We may add, three tubes were used, and we shall be pleased if you will forward us the refills for these as arranged by yourselves.

Yours faithfully,

MOTOR JOBSTERS, LTD., (Signed) C. TAYLOR, Manager.

P.S.—Kindly forward us a few of your circulars.

The British Diamond Fire Extinguisher Co., Ltd.

AS SUPPLIED

TO

His Royal Highness The PRINCE of WALES

LORD OVERTOUN

EARL CAWDOR

LORD WILLIAM CECIL

EARL BEAUCHAMP

EARL HOWE

EARL OF EGLINTON & WINTON

DUCHESS OF GRAFTON

VISCOUNT HAMPDEN

EARL OF LEICESTER

LORD MEXBOROUGH

LORD ABINGER

LORD DE RAMSEY

EARL OF ROSSE

EARL OF SHAFTESBURY

VISCOUNTESS TORRINGTON

THE MARQUIS CAMDEN

ETC.

NEWSPAPERS.

ASSOCIATED NEWSPAPERS, LTD.

("DAILY MAIL") and

("EVENING NEWS")

AMALGAMATED PRESS, LTD.

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"THE FIELD"

ETC.

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NORTH BRITISH RAILWAY

CARDIFF RAILWAY AND BUTE DOCKS

GLASGOW AND SOUTH WESTERN RAILWAY

RHYMNEY RAILWAY

METROPOLITAN RAILWAY

LONDON, BRIGHTON AND SOUTH COAST RAILWAY

GREAT WESTERN RAILWAY

CHILIAN NAVY

BUENOS AYRES AND SOUTHERN DOCK CO.

DUBLIN STEAM PACKET CO.

SOUTH EASTERN RAILWAY

CENTRAL LONDON RAILWAY

LONDON AND NORTH WESTERN RAILWAY

LANCASHIRE AND YORKSHIRE RAILWAY

NORTH STAFFORDSHIRE RAILWAY

EGYPTIAN STATE RAILWAYS

CENTRAL URUGUAY RAILWAY OF MONTE VIDEO, LTD.

ETC.

A. STEPHENS & SONS, LTD.

G. & J. BURNS, LTD.

LAMPART & HOLT

ETC.

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BROMLEY

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SOUTHGATE URBAN DISTRICT COUNCIL

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RADCLIFFE INFIRMARY AND

COUNTY HOSPITAL

ROYAL WESTMINSTER OPHTHALMIC HOSPITAL

GRIMSBY

CROYDON

CERTSEY URBAN DISTRICT COUNCIL

ETC.

MIDDLESEX HOSPITAL

VICTORIA COTTAGE HOSPITAL

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MOTOR FIRMS, GARAGES, ETC.

S. F. EDGE, LTD.

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MOTOR JOBSTERS, LTD.

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BRITISH ELECTROMOBILE CO., LTD.

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DAIMLER MOTOR CO.

ETC.

MISCELLANEOUS.

WILLIAM WHITELEY, LTD.

HARRODS, LTD.

ARMY & NAVY STORES

GAMAGES, LTD.

BANK OF AFRICA

CONSOLIDATED GOLD FIELDS OF SOUTH AFRICA

JAMES BUCHANAN & CO., LTD.

MOSS' EMPIRES, LTD.

WESTERN ELECTRIC CO.

SOTHEBY, WILKINSON & HODGE

ARTHUR SANDERSON & SONS, LTD.

SINGER MANUFACTURING CO., LTD.

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BOOTS PURE DRUG CO., LTD.

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LANKESTER & SON, LTD.

SUMMERS & PAYNE, LTD.

J. G. FAY & CO., LTD.

CONSTITUTIONAL CLUB

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REMINGTON TYPEWRITER CO.

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JAMES SPENCE & CO., LTD.

WARING & GILLLOW, LTD.

ST. BRIDE'S INSTITUTE

PICKFORD'S LTD.

And thousands of others.

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Dry Powder

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(Signed) U.S.

From "THE TIMES," 4th March, 1908.



Court Circular.

BUCKINGHAM PALACE, MARCH 3.

His Royal Highness the Prince of Wales visited Their Majesties the King and Queen this morning.

The Lord Chancellor had an audience of His Majesty, and Viscount Escher had the honour of being received by the King to-day.

MARLBOROUGH HOUSE, MARCH 3.

This morning the Prince of Wales, as President of the Society of Arts, received the Members of the Council, and presented the Albert Medal for 1907 to Lord Cromer.

Princess Victoria of Schleswig-Holstein, Prince Albert of Schleswig-Holstein, and Prince Alexander of Teck visited the Prince and Princess of Wales and remained to luncheon.

The King, according to last evening's arrangements, will leave London to-morrow for the Continent. His Majesty will travel in the Royal train from Victoria, which starts at half-past 11 for Dover.

The King and Queen visited the Comedy Theatre last night and saw the performance of *Lady Barbarity*.

The Prince of Wales, by special desire, witnessed a remarkable demonstration of fire-extinguishing at Marlborough House yesterday. The inventor and his agent conducted the display, and the Hon. Sir W. Carington was present with the Prince. The test was a severe one. A wooden shed had been erected for the occasion, tarred wooden battens were placed inside, and the whole structure and contents saturated with petroleum. The extinguisher was described by the inventor as a diamond dry powder extinc-teur. It was stated that the powder was free from all acids and substances of a corrosive nature, and was quite harmless to the most delicate of fabrics, although a most powerful fire-destroying agent. The powder was contained in a metal tube. When the shed was ignited with a match the Prince frankly expressed doubt as to whether it would be possible to check it by anything short of a deluge of water. The fierceness of the fire was increased by additional petroleum, and then the demonstrator extinguished the blaze completely in the space of a few seconds by throwing his powder upon and within the shed. The fire was relighted and the timber of the shed permitted to get well alight, and again the extinc-teur overcame the fire almost immediately. At the request of the Prince a considerable quantity of motor spirit was ignited, but this also was immediately subdued. The experiment being repeated by request of his Royal Highness, sand was used instead of the extinc-teur, but with very unsatisfactory results. The Prince was so much impressed by the demonstration that he ordered his garage and motor-cars, as well as his Llandod and Frogmore residences, to be supplied immediately with the powder.

Princess Louise (Duchess of Argyll) has given her name as patroness of the Irish Distressed Ladies' St. Patrick's Day sale.

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DIAMOND.



PRICE :

10s.

each.

£5

per dozen.

THE

BRITISH DIAMOND

Fire Extinguisher Co., Ltd.

Offices :

24, BEDFORD ROW, W.C.

151, OXFORD ST., LONDON, W.

TELEPHONE :
9797 GERRARD.

TELEGRAMS :
SAFEDOM LONDON."