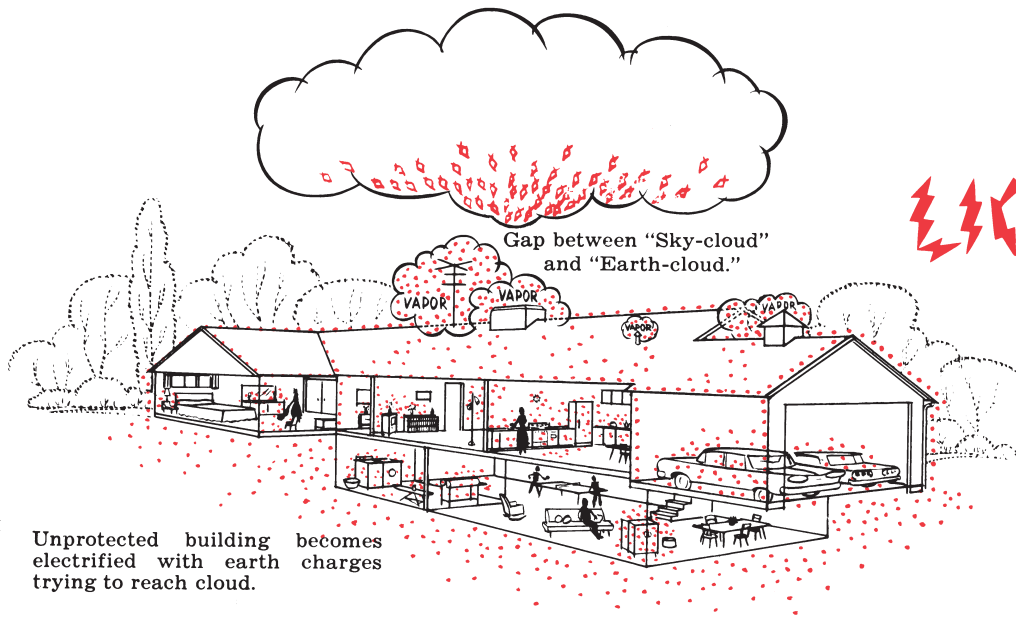
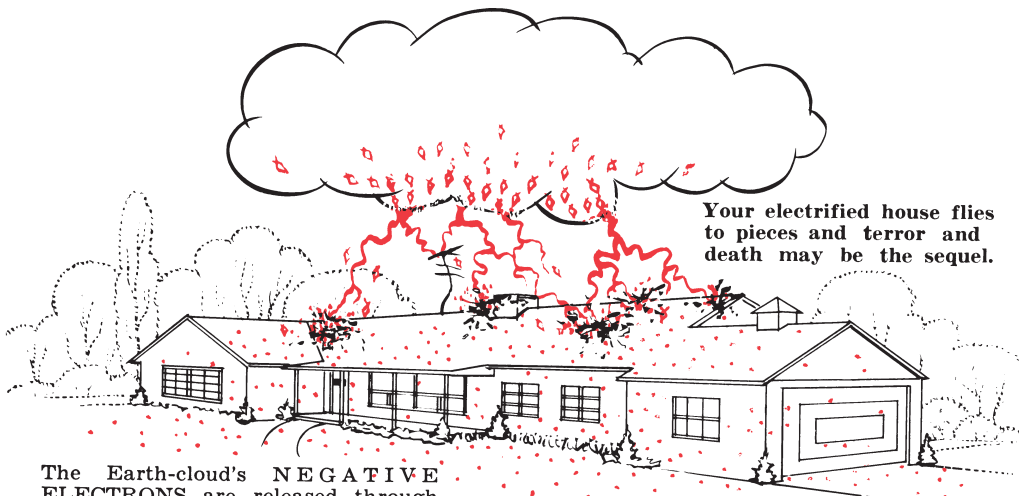


What is

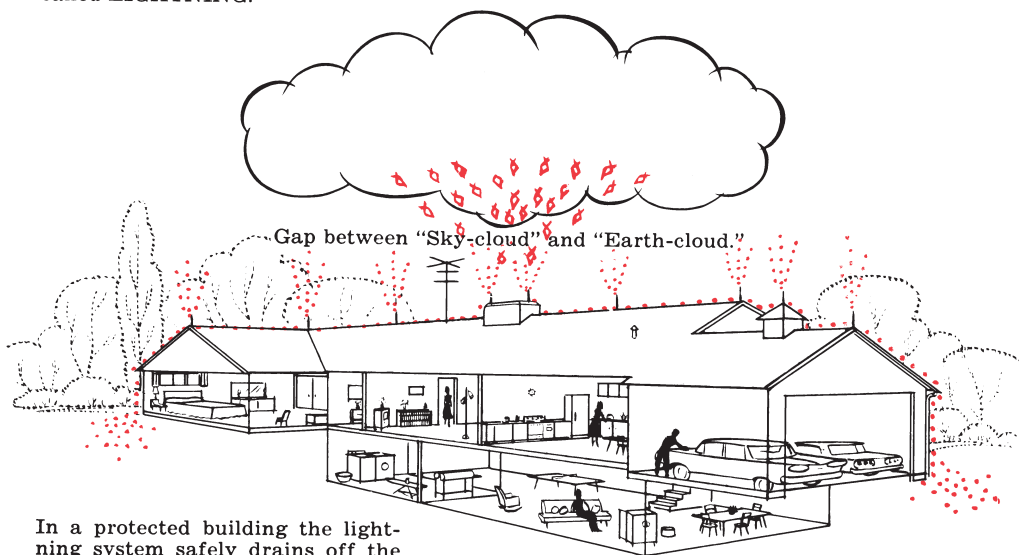
LIGHTNING



Unprotected building becomes electrified with earth charges trying to reach cloud.



The Earth-cloud's NEGATIVE ELECTRONS are released through the air gaps in a single instant and in performance produce the effect called LIGHTNING.



In a protected building the lightning system safely drains off the charges and prevents damage.

BUILDING, CONTENTS, OCCUPANTS — ALL SAFE.

Lightning is the phenomenon which accompanies the discharge of atmospheric charges from cloud to cloud or from cloud to earth. As lightning seeks the path of least resistance, it naturally tends to follow the shortest course between cloud and earth, such as buildings or towering projections. As illustrated positive electrical charges gather in the clouds and negative charges gather in the ground. When the attraction between these two charges are strong enough they come together in the form of lightning. Lightning rod equipment, properly manufactured and installed, dissipates these charges.

The National Fire Protection Association states:
"There are few fire causes against which so reliable a defense is available"—as a lightning protection system, properly made and properly installed.



**ROBBINS
LIGHTNING
PROTECTION**

MARYVILLE, MO.