

ANNUAL REPORT 1974



Photo by:
Mark Pearlstein

MADISON FIRE DEPARTMENT
MADISON, WISCONSIN

1974 - A YEAR OF CHANGES

Changes in administration; in hiring practices; in operating procedures; and the change that we are most proud of--the dramatic decline in life and fire loss statistics.

Fire deaths decreased from seven in 1973 to four in 1974. Estimated fire loss is down over 40% from \$1,576,510 in 1973 to \$898,921 in 1974. This is indeed a significant decrease when correlated with city growth and an inflation rate of 8%.

Three Chief Officers retired in 1974; Chief Ralph A. McGraw in February, Assistant Chief Harold O. Muenkel in April and Chief of Training Vincent J. Geier in May. With them went over one hundred years of fire service experience.

To provide for their orderly replacement the Police and Fire Commission selected from our qualified ranks Eldon E. Maginnis who assumed the office of Chief on April 26, 1974. Glenn A. Wilcox accepted the responsibilities of Assistant Fire Chief and Paul R. Toltzien was assigned as Division Chief in charge of fire suppression operations. Donald Huggins was appointed to succeed Vincent Geier as Chief of Training. These officers, along with the existing Division heads, have provided for the smooth transition of operational efficiency in the Madison Fire Department.

Five civilian Alarm Operators, two female and three male were appointed in February 1974. In August 1974, twenty-nine uniformed firefighters were appointed, four of whom are members of minority groups.

This report outlines some of the many activities performed by this department as well as giving the taxpayers information as to how their tax dollars are spent. We have also attempted to make our citizenry aware of the needless waste of life and property through destruction by fire.

Our intent for future years is to stay attuned to the City's changing needs and environment and to continue to provide the residents of our community with the most efficient fire protection available.

With your help we can prevent fires and help you "STAY ALIVE IN 75".

THE FIRE DEPARTMENT MANAGEMENT TEAM



Regularly scheduled Staff meetings provide for the orderly management of the entire Fire Department in reaching its projected goals.

Under the leadership of Chief Eldon E. Maginnis the short and long range objectives for providing professional FIRE PREVENTION ACTIVITIES, FIREFIGHTING TACTICS, AND EMERGENCY MEDICAL SERVICES are hammered out.

Gathered around Chief Maginnis (standing) are (l to r) Division Chiefs Donald Olson (Communications), Donald Huggins (Training), Assistant Chief Glenn Wilcox, and Division Chiefs John Tappen (Fire Prevention), James Olson (Maintenance) and Paul Toltzien (Field Operations).

AVERAGE HOME IN THE CITY OF MADISON

Market Value	- - - - -	\$30,800.00
Assessed at 65%	- - - - -	18,500.00
Property taxes, less state credit	- - - -	802.00



THE MADISON FIRE DEPARTMENT RECEIVES 8.54% OF YOUR TAX DOLLAR

THIS MEANS---IF YOU ARE AN AVERAGE HOME OWNER IN THE CITY OF MADISON YOU PAY \$68.54 A YEAR FOR FIRE PROTECTION, OR 18¢ A DAY

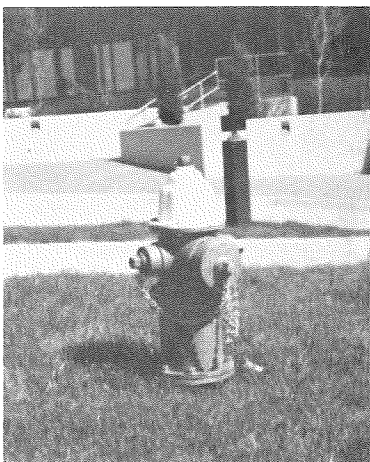
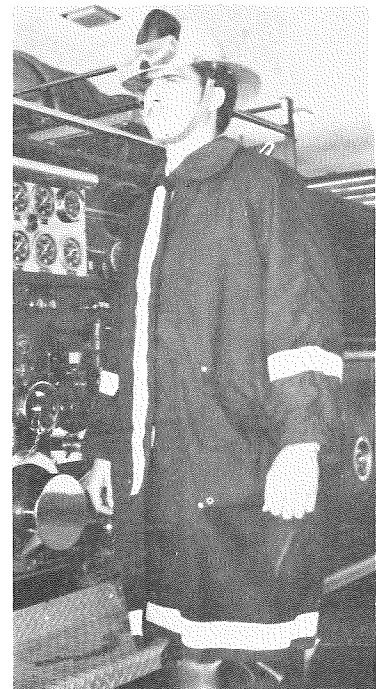
THE MADISON FIRE DEPARTMENT GIVES YOU
A GOOD DEAL FOR YOUR TAX DOLLAR

IT IS EXPENSIVE to operate a modern, efficient fire department. Without one the price would be even higher--not only in fire insurance rates, but in fire loss as well.



FIRE TRUCKS cost from \$65,000 to \$80,000. With proper care their life expectancy is 20 years.

Uniforms and protective clothing cost about \$500 for the recruit firefighter



FIRE HYDRANT rental paid to the City of Madison Water Utility in 1974 amounted to \$473,000.



WILLIAM A. CAROW



DEAN R. BEYLER



HARRY G. KLINGER



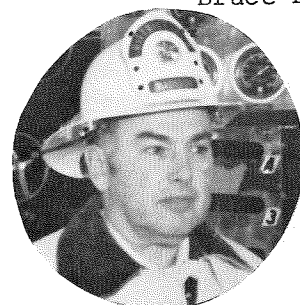
Photo by:
Bruce Fritz



ROBERT D. MUTCH



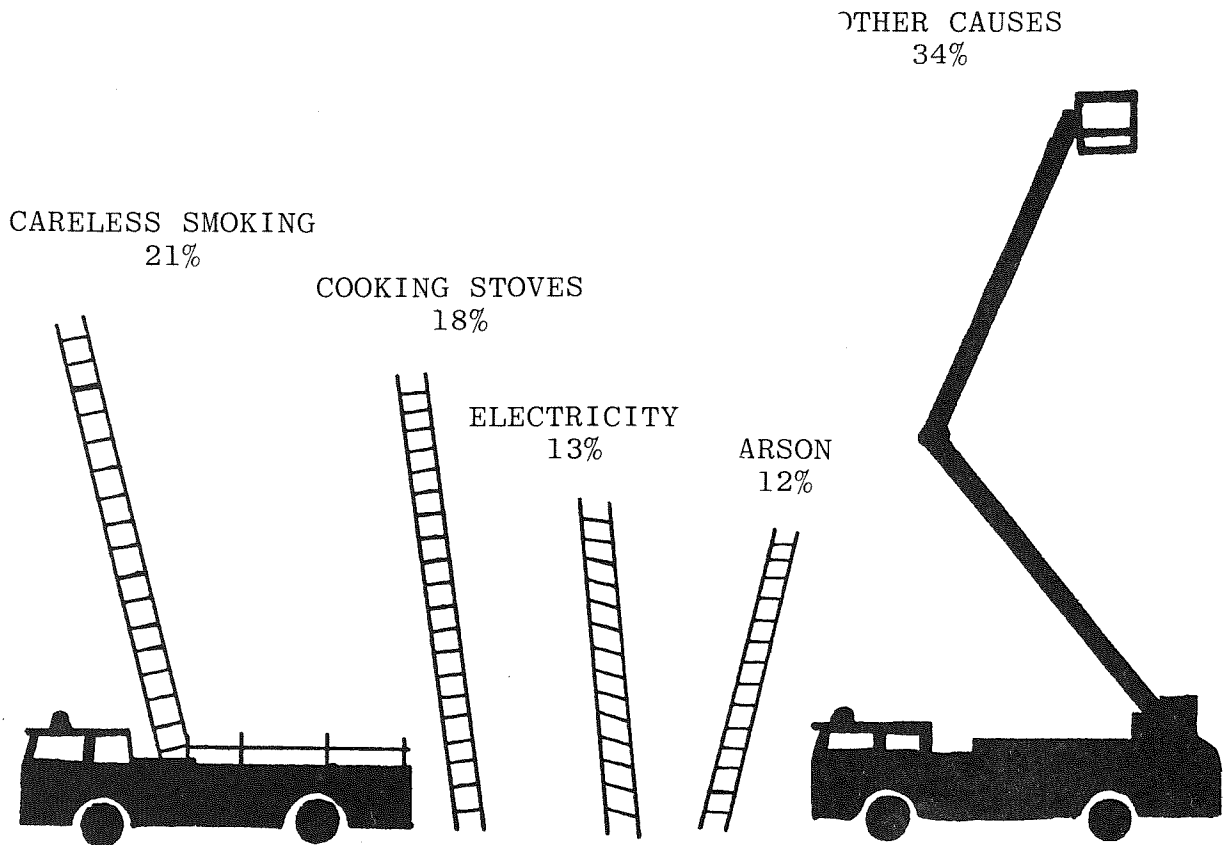
ARTHUR D. WICKS



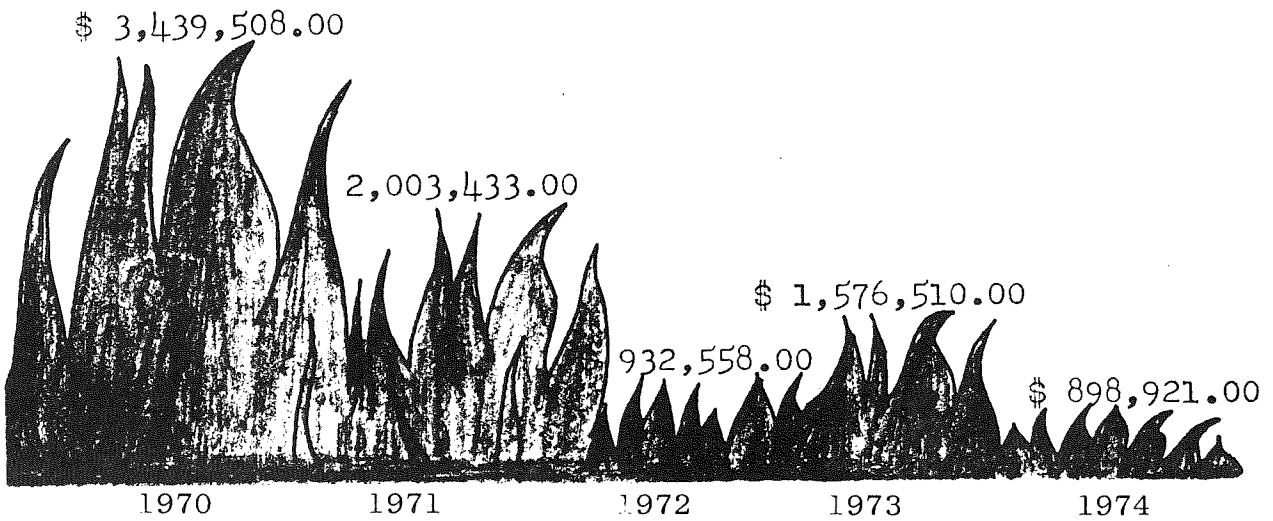
LLOYD W. BRIGGS

These DISTRICT CHIEFS direct all firefighting operations in the City of Madison.

LEADING FIRE CAUSES IN 1974



THE FIRE LOSS IN 1974 AMOUNTED TO \$5.34 FOR EVERY MAN, WOMAN AND CHILD IN THE CITY OF MADISON



AVERAGE FIRE LOSS OVER A FIRE-YEAR PERIOD
\$1,770,186.00

WHEN ALL ELSE FAILS, WHEN FIRE OCCURS, OR AN ACCIDENT HAPPENS, SOMEONE IS NEEDED TO REACT IN AN INSTANT AND TO GIVE MAXIMUM EFFORT.

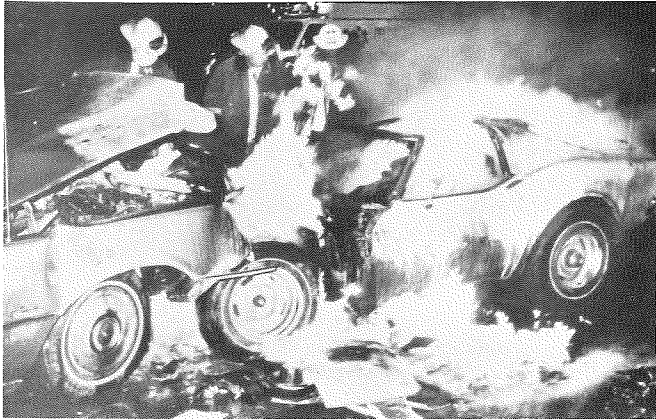


Photo by:
Tom Kelly

FIREFIGHTING AND RESCUE REQUIRE
COORDINATION AND TEAMWORK



Photo by:
L. Roger Turner

SAVING HUMAN LIFE
HAS TOP PRIORITY



Photo by:
Tom Kelly

THE EXPRESSION ON THESE
FIREFIGHTERS' FACES TELLS
THE STORY OF THE NEEDLESS
WASTE OF HUMAN LIFE

COMPARATIVE FIRE STATISTICS

	1973	1974
Fires in Buildings	428	386
Fires Outside of Buildings	425	525
Alarms Not Involving Fire	1530	1593
False Alarms	160	224

Type of Situation Found

Fire, explosion w/fire, crash w/fire	853	911
Overpressure rupture (no combustion)		
Explosion (no fire)	7	3
Rescue, Crash - no fire (includes accident, first aid calls, breath. dif.)	448	447
Hazardous Condition (includes potential accident, gas leak, gasoline spill, lines down, radiation, etc.)	268	178
Public Service Call (includes lock out, lock in, water leak, etc.)	160	181
Alarm, No Fire (includes smoke scare, controlled burning, accidental alarm)	626	591
False Alarm, Malicious (includes bomb scare--no bomb)	160	224
Electrical Failure (includes motors, appliances, when damage is limited to electrified portions)	140	116
TOTAL	2662	2651

Emergency Rescue Responses

Ambulance Conveyance	3462	3637
No Conveyance	995	1251
False Alarms	51	45
TOTAL	4508	4933

Airport

Emergency Alerts (Aircraft)	119	77
TOTAL ALARMS	7289	7661

Out-of-City Responses

Calls for fire	10	7
Calls for Emergency Rescue Conveyance	0	1

Injuries - Fatalities

Injuries - Firefighters	59	53
Injuries - Civilian	NA	8
Fatalities - Firefighters	0	0
Fatalities - Civilian	7	4

CRASH AND RESCUE SERVICE
IS PROVIDED FOR THE DANE COUNTY REGIONAL AIRPORT

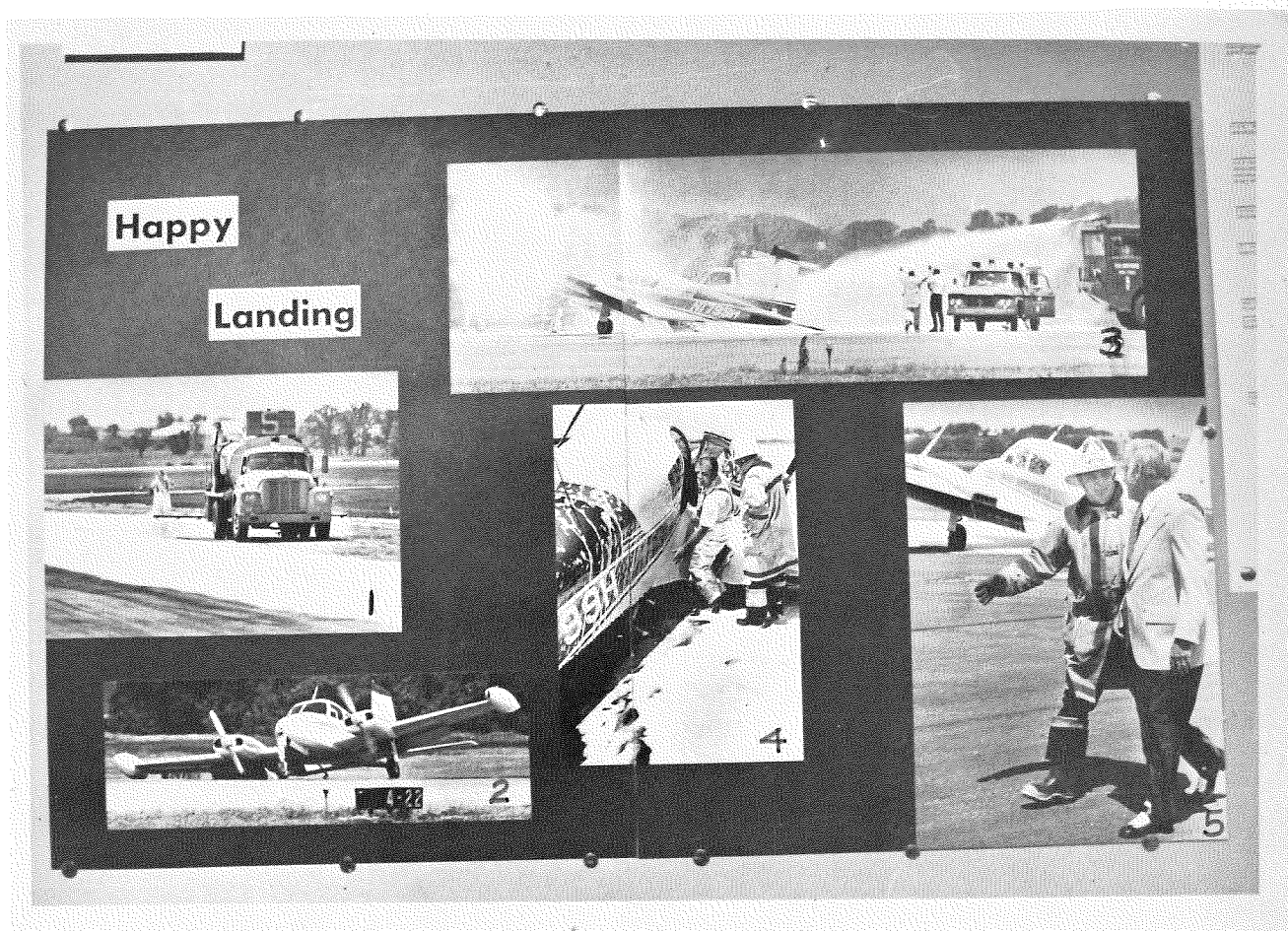


Photo by:
Tom Kelly

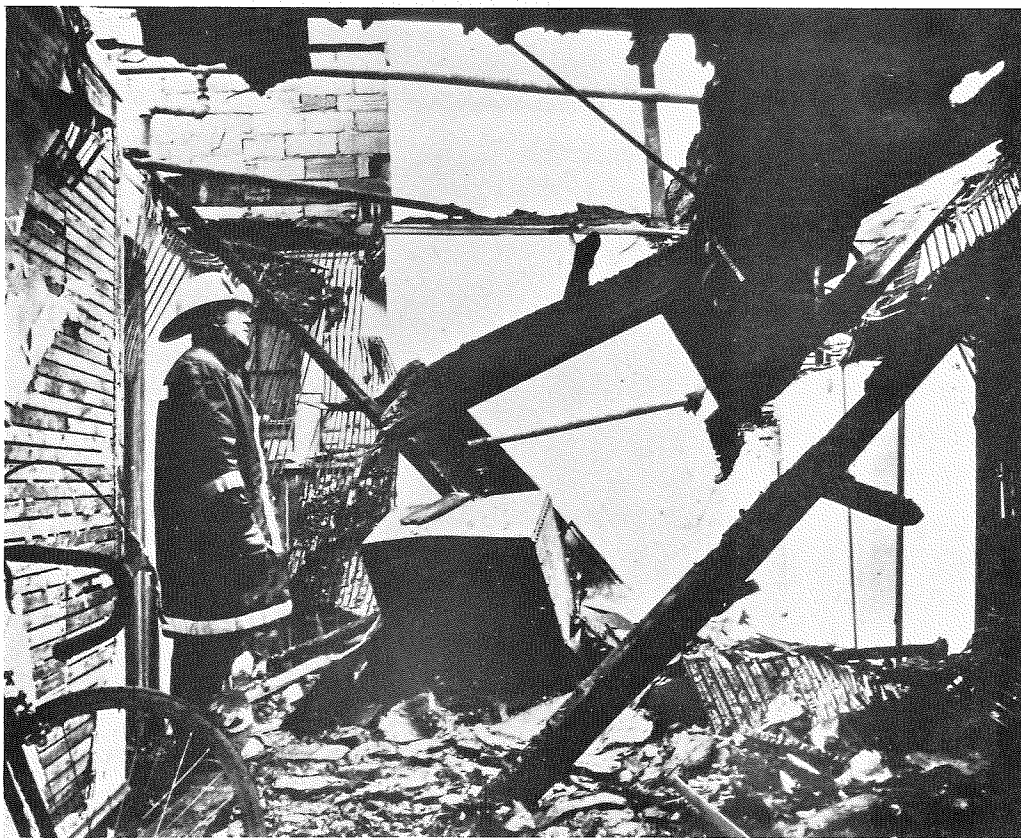
THIS SERIES OF PHOTOGRAPHS EXPLAIN THE PURPOSE OF OUR
MISSION - - - - HAPPY LANDING

- 1 Applying foam to runway for damaged aircraft to land in.
- 2 Aircraft with broken landing gear touching down.
- 3 Application of light water as plane comes to a halt.
- 4 Removing occupants from disabled plane.
- 5 Passenger walking away from an averted disaster

THE FIRE INVESTIGATOR
begins determining the
cause of the fire as
soon as it is under
control.



Photos by:
L. Roger Turner



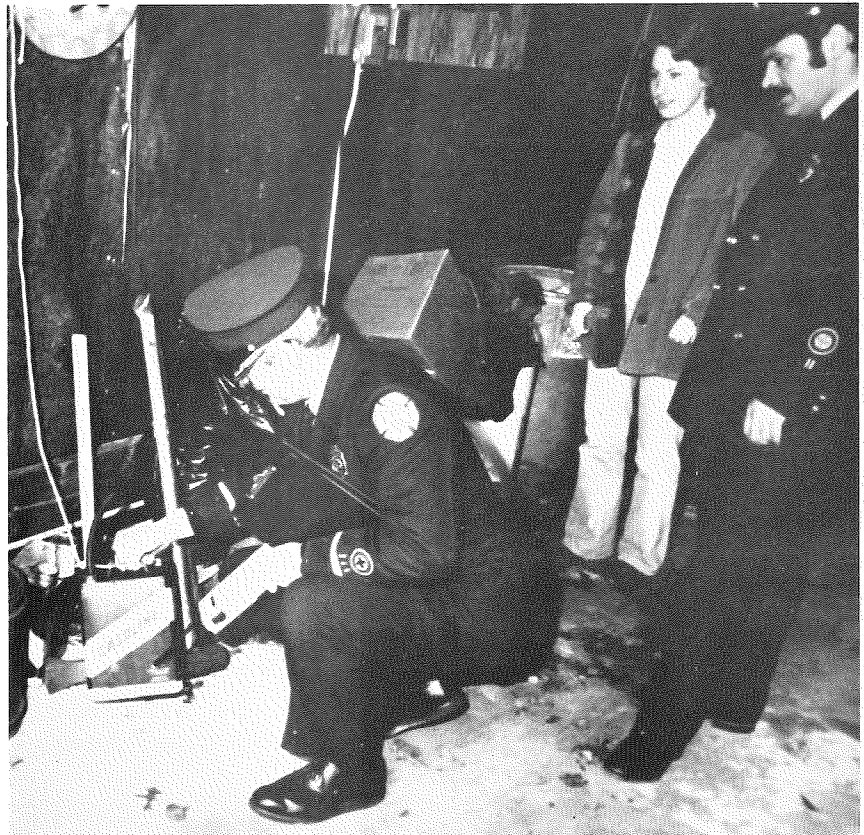
ARSON accounted for 12% of all fires in Madison during 1974. Arson is difficult to prove. Often the evidence of the crime is destroyed by flames.

FIRE PREVENTION
IS THE RESPONSIBILITY OF EVERY MEMBER OF THE FIRE SERVICE



HOME FIRE INSPECTIONS
are extremely important.
70% of all building
fires occur in dwellings.

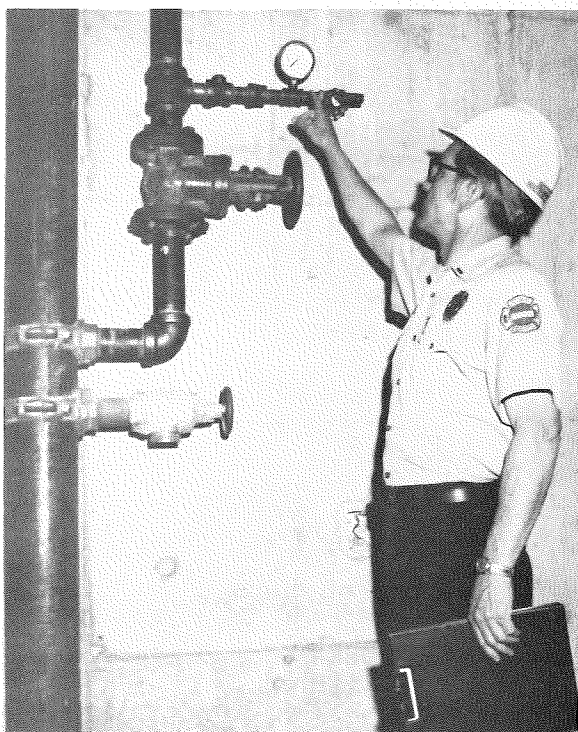
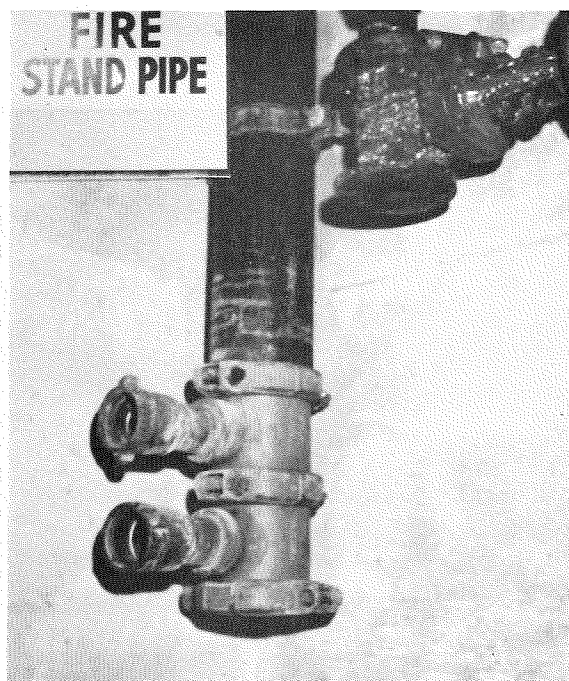
HAZARDS that are
often the cause
of fires are pointed
out by Inspectors.



One of the most important functions of the FIRE PREVENTION DIVISION is the inspection of new construction.



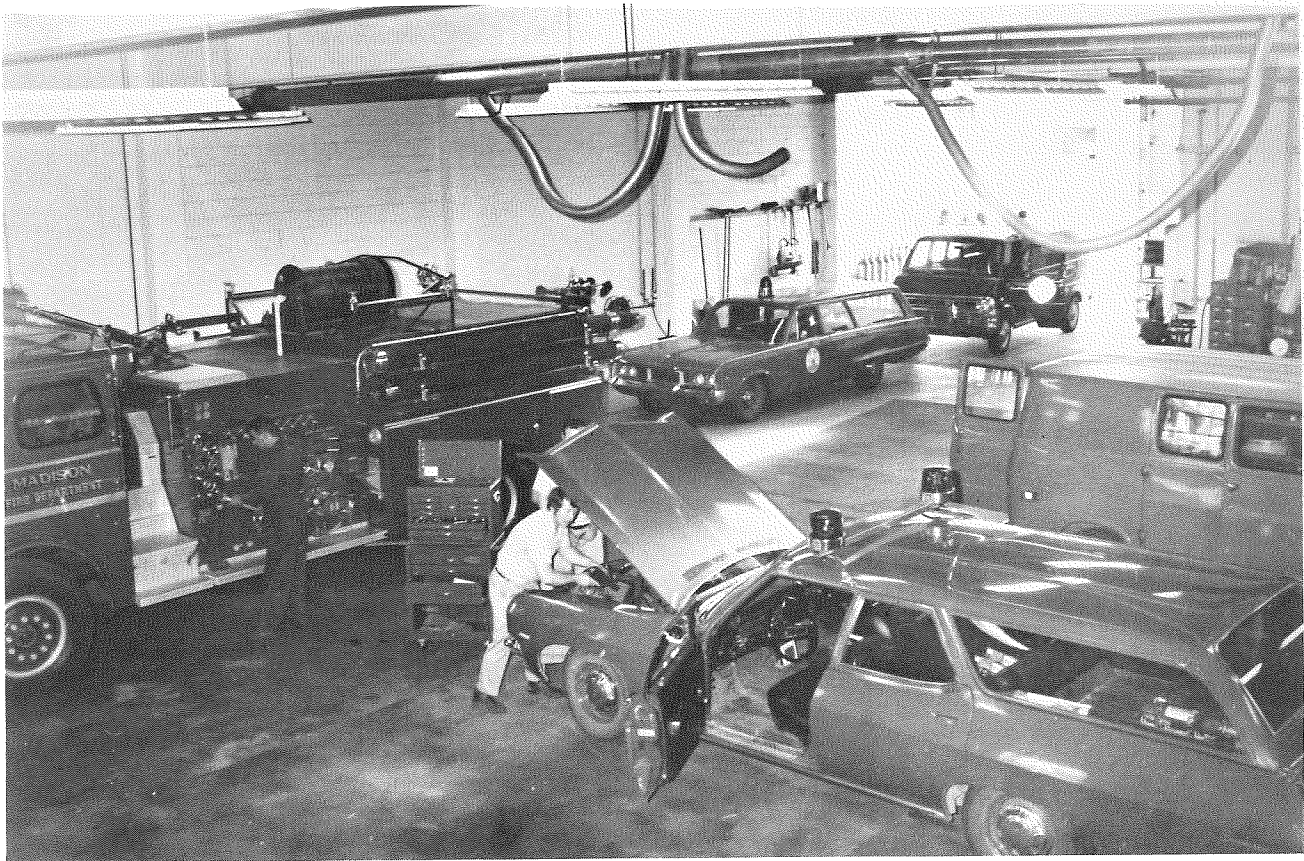
NEW CONSTRUCTION MUST BE INSPECTED TO MAKE SURE THE FIRE PROTECTION EQUIPMENT MEETS THE STATE AND LOCAL CODES FOR OCCUPANT SAFETY.



FIRE connections must be labeled and maintained during construction



PRESSURE TESTS must be conducted on the system to insure operation when needed



THE MAINTENANCE DIVISION moved into larger quarters in 1974, bettering the growing needs of the Department.

This division has the responsibility of maintaining forty-one (41) pieces of mobile equipment, all tools and equipment used in firefighting operations, plus the upkeep of all buildings and grounds, keeping the fire station an attractive part of the neighborhood.

With a scheduled maintenance program, breakdowns during emergencies are rare and fire trucks will last their life expectancy of twenty (20) years.



NEW IN 1974

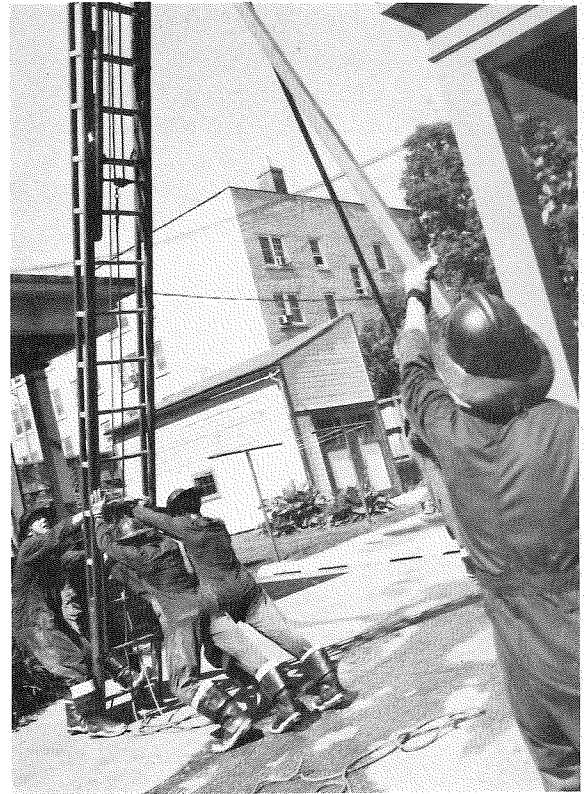
Photo by:
L. Roger Turner

ELDON E. MAGINNIS APPOINTED CHIEF OF THE DEPARTMENT--ACCEPTING
HIS HELMET FROM FORMER ASSISTANT CHIEF HAROLD MUENKEL

RESCUE SQUAD FOR HEAVY
DUTY RESCUE WORK,
CARRYING SPECIALIZED
EQUIPMENT



NEW AMBULANCE AND EQUIPMENT
FOR FIREFIGHTER-PARAMEDICS
TO BETTER SERVE THE NEEDS
OF THE COMMUNITY



TRAINING MEANS HARD WORK.
It begins the first day
on the department and
continues throughout a
firefighter's career.

THE TRAINING PROGRAM strives for efficiency. Efficiency is measured by how well duty is performed when it is required.



FIREFIGHTERS learn to use water for extinguishment of fire and for self-protection from the heat.



Photo by:
L. Roger Turner

Applying these skills during firefighting operations



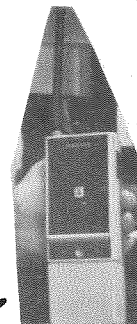
Photo by:
Bruce Fritz



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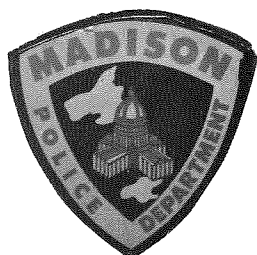
OTHER

53



103

ALARMS HOW RECEIVED



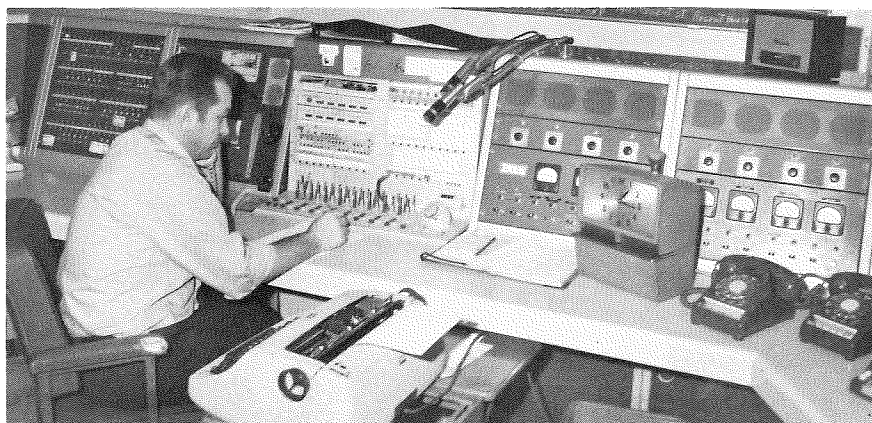
988



6,262



205



THE MADISON FIRE DEPARTMENT responded to 7,661 alarms in 1974. Of this total 4,933 were emergency rescue responses. For each incident of fire two (2) engines, one (1) aerial truck, one (1) rescue unit, and a District Chief are normally dispatched. If a second alarm becomes necessary the manpower and equipment requirement is usually doubled.

Regardless of the total manpower or the amount of equipment used at any one incident it is entered in the records as one (1) alarm.

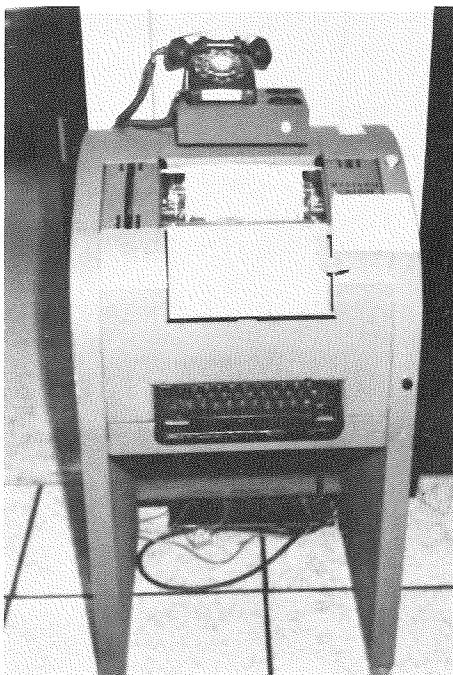
THE COMMUNICATIONS CENTER is the nerve center of the Fire Department. It is the vital link that starts the response action when an emergency call is received.



A 115 foot TOWER was erected affording greater efficiency in radio and alarm communications.



RECORDERS operate 24 hours a day, maintaining an electronic record of all emergency telephone and radio transmissions.



A TELETYPE was installed, enabling people with a speech or hearing handicap to notify the Fire Alarm Office when emergency assistance is needed.

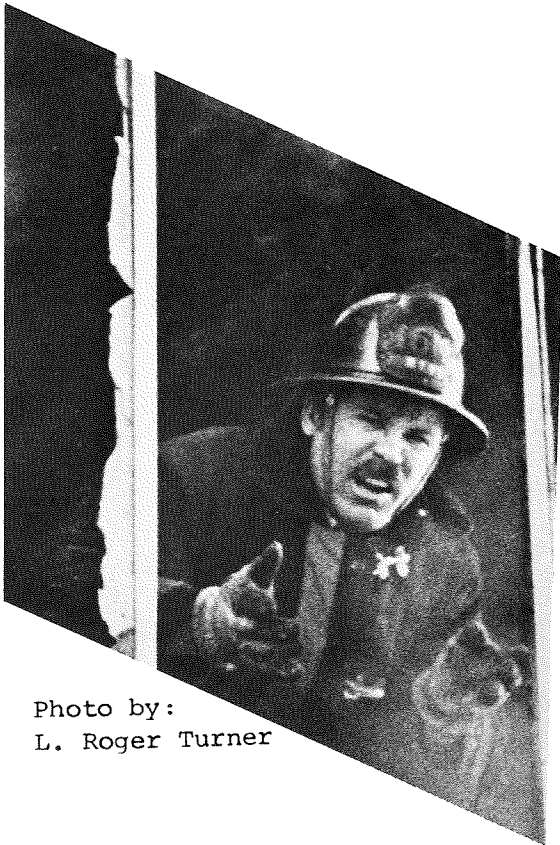


Photo by:
L. Roger Turner

PLEASE ! ! !

HELP US PREVENT FIRES

PLAN AHEAD

HOLD FIRE DRILLS IN YOUR HOME. PLAN AT LEAST TWO WAYS OF EXITING--A SECOND DOOR OR A WINDOW.

MAKE SURE SMALL CHILDREN ARE SUPERVISED BY AN ADULT AT ALL TIMES.

UNPLUG ALL ELECTRICAL APPLIANCES WHEN NOT IN USE.

WHEN SMOKING USE A LARGE, DEEP ASHTRAY; BE CERTAIN ALL SMOKING MATERIAL IS OUT BEFORE DISCARDING.

DON'T LEAVE UNATTENDED FOOD COOKING ON THE STOVE.

REMOVE ALL RUBBISH FROM THE GARAGE--THE BASEMENT--THE ATTIC.

STORE GASOLINE IN APPROVED METAL CONTAINERS--NEVER IN THE BASEMENT.

CALL YOUR FIRE DEPARTMENT FOR A FREE FIRE SAFETY HOME INSPECTION--
266-4484

IN CASE OF FIRE THE NUMBER TO CALL IS 255-7272

ACKNOWLEDGEMENTS

Throughout the year the Fire Department is called to assist many people. During this same period generous help is received from many citizens and organizations - - - we acknowledge their generosity:

THE WISCONSIN STATE JOURNAL and the CAPITAL TIMES
for supplying us with photographs to help
make this report possible.

NEWSPAPERS, RADIO AND TELEVISION STATIONS for conveying our message of fire safety to the public in order to make Madison a safer place to live.

The INDEPENDENT INSURANCE AGENTS OF DANE COUNTY
for purchasing films on fire safety.

The CHAMBER OF COMMERCE for honoring firefighters at the Firefighters' Recognition Banquet.

The cooperation of the MADISON AREA SAFETY COUNCIL
for their help and interest in fire prevention.

The JUNIOR CHAMBER OF COMMERCE for sponsoring the
fire safety manual program.

The DANE COUNTY CHAPTER, AMERICAN NATIONAL RED CROSS, for
disaster relief and assistance at fire scenes.

To Don Chamdler of IMAGE WEST PROFESSIONAL PHOTOGRAPHY for consultation and assistance in
photography work.

And, a special thanks to all unnamed citizens and
organizations that have contributed to the
prevention of fires.

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Photos not credited: Madison Fire Department photos.

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