



Fire Engineering Company

Fire Protection Engineers & Contractors

3389 South 6th West

Salt Lake City, Utah

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AN OPEN MESSAGE TO SALT LAKE COUNTY: At a meeting last month between Commissioner Oscar Hanson, Jr. and six representatives of the fire department, an answer was sought to the question, "How to cut County fire rates?" The results of the meeting, reported in a local newspaper, show that, while there were some constructive suggestions on administrative procedures which, if instigated, would aid in reducing the fire rates, the Commissioner and firemen failed to recognize that fire sprinkler systems can accomplish an even greater reduction in fire rates.

In the Fire Engineering Company Bulletin #2, March, 1967, we reported how Fresno, California, has recently been classed a Grade Two City because of the extensive use of fire protection sprinkler systems. Fresno has more sprinkler-system-firemen per square mile than any other city in the world. This has reduced the city's fire rates considerably.

We suggest that the County promote the value of fire protection sprinkler systems among private businesses. Sprinkler systems can save taxpayers many dollars, give increased fire protection, save lives, and reduce fire rates. Private business can amortize the cost of sprinkler systems and installation through reduced insurance premiums, and everybody benefits. It's another example of how private enterprise can do something for itself rather than having government do it.

FIRE ENGINEERING COMPANY SENDS THIS MESSAGE WITHOUT SELFISH PURPOSE: WE RECOMMEND THAT ALL BUSINESSES AND ORGANIZATIONS INVESTIGATE AND CHOOSE A WELL-DESIGNED FIRE PROTECTION SPRINKLER SYSTEM FROM ANY COMPANY AND HAVE IT PROPERLY INSTALLED. THIS WILL REDUCE FIRE RATES!

THE AMERICAN IRON AND STEEL INSTITUTE issues a five-point program for more stringent fire protection methods for exhibition halls: automatic roof vents which would open during a fire and help reduce heat and smoke in the building; draft curtains of asbestos or other non-combustible materials which would drop from a building's ceiling and help contain a fire; automatic baffles on air conditioning vents; added sprinkler system coverage over main exhibition area; and, finally, for buildings the size of McCormick Place, a full-time fire brigade and 24-hour patrols

YOU CAN'T SCARE PEOPLE INTO ACTING SAFELY and if you think otherwise, consider that after the Surgeon General's report on cigarette smoking there was a reduction in cigarette consumption here and in England for a short period of time, but now record levels on cigarette consumption are being recorded.

Look at highway safety. In spite of the daily publication of the death toll on the highways and the usual predictions of fatalities by the National Safety Council, the highway toll each year climbs a bit higher.

Despite pictures of major fire disasters and efforts to encourage fire safety through "fire prevention weeks", major fires where three or more lives were lost increased 24 percent in 1966, and fires causing \$250,000 or more in property loss increased 12 percent.

What then is the answer to better fire safety? How do we get people to react safely for their own best interest? First, let's realize that we all act in a human way -- rationalizing, defending, protecting our ego and only occasionally reasoning. We must accept the positive. It's better to tell why a fire did not occur than to broadcast how fire prevention failed. Simply, fire prevention information must be non-threatening, factual and appeal to the intelligence of those we seek to protect. We must seek personal and social support so that there is a gradual adoption of the idea that acting safely is a must.

NEW FIRE PROTECTION SPRINKLER SYSTEM CONTRACTS:

Conveyor Openings, Buildings 810 and 820, Hill Air Force Base, Utah
Cummins Intermountain Diesel Addition, Salt Lake City, Utah
Progressive Supermarket, Havre, Montana
Globe Warehouse, Office Addition, Billings, Montana

THE OPTIMISTIC SIDE OF MURPHY'S LAW (Property, June, 1966)

The origin of Murphy's Law is buried deep in human history. It was probably already considered a universal truth when the first cave man sat down to fashion a crude stone instrument to scrape hides with. The odd thing about Murphy's Law is that it still strikes the mind with its startling simplicity and verity. Here it is:

NOTHING IS AS EASY AS IT LOOKS. IT WILL TAKE LONGER THAN YOU THINK. IF ANYTHING CAN GO WRONG, IT WILL.

There's another peculiar characteristic about Murphy's Law; it is the ultimate statement of pessimism, but there's a certain wryness, a kind of exaggerated, comic desperation about it that tends to make the corners of the mouth turn up instead of down.

This reaction is a heartening one, because it confirms our belief in the indomitable courage of the human spirit. Most of us face our daily tasks with an innate awareness of Murphy's Law. The job is seldom as easy as it looks. THINGS ALWAYS go wrong. But we still get the job done. And perhaps there's an extra measure of satisfaction in the knowledge that unexpected obstacles can be met and overcome.

It would be a dull world if everything were easy, went exactly as planned, according to a precise schedule; a world which would require only machines, not humans. And machines would hardly find anything wryly humorous about Murphy's Law.