



UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
WASHINGTON, D.C. 20240

IN REPLY REFER TO:

C3823-C

NOV 1 1970

Memorandum

To: All Field Directors

From: ^{Deputy} Director

Subject: Concessions Management ^{Guidelines} ~~Standards~~ No. 2 - Souvenirs and
Native Handicraft

The enclosed guidelines are issued for the purpose of implementing Service policies regarding merchandise sold by concessioners in the national parks.

These guidelines are the result of extensive study and effort over the past few years. They are the result of recommendations made by the Special Committee on Souvenirs in 1968 and approved by the Secretary.

Thomas Fly

Enclosure

SOUVENIRS AND
NATIVE HANDICRAFT

Sold in Areas of the National Park System

Public Law 89-249 provides that:

"*** the preservation of park values requires that such public accommodations, facilities, and services as have to be provided within those areas [administered by the National Park Service] should be provided only under carefully controlled safeguards against unregulated and indiscriminate use, so that the heavy visitation will not unduly impair these values and so that development of such facilities can best be limited to locations where the least damage to park values will be caused. It is the policy of the Congress that such development shall be limited to those that are necessary and appropriate for public use and enjoyment of the national park area in which they are located and that are consistent to the highest practicable degree with the preservation and conservation of the areas."

The selection and sale of souvenirs and native handicraft merchandise in areas administered by the National Park Service must be in accordance with the policies enunciated by that law. The visitors' need for souvenirs and handicraft may be satisfied in these general ways:

- (a) By commercial establishments outside the park,
- (b) By concessioners who operate under contract with the Service, and
- (c) By National Park Service Cooperating Associations which operate under agreement with the Service.

POLICIES

1. Souvenirs: The sale of souvenirs shall be limited to those items which serve the mission of the Park Service and are appropriate for the public use and appreciation of the park.

2. Native Handicraft and Artifacts: The sale of appropriate handicraft articles associated with or interpretive of an area is to be especially encouraged and there should be a continuing effort to enlarge the scope and supply of local handicrafts where they exist and to establish them where they do not.

Archeological specimens or objects of American Indian origin over 100 years old may not be sold regardless of their origin.

GUIDELINES

To carry out these policies the Superintendents should apply the following guidelines in their regulation of concessioners' shops:

1. Items which are promoted: Superintendents should encourage concessioners to give preferred treatment to the selection, display and sale of handicraft articles which meet the following production standards:

- (a) That the articles are predominantly handmade;
- (b) That they are predominantly individually produced under conditions not resembling an assembly line or factory system;
- (c) That they are produced by using only such devices or machines as allow the manual skill of the maker or makers to condition the overall shape and design of each individual product.

Producers (or associations of producers) of handicraft articles must certify to the concessioners that their products are produced according to the production standards. This may be done as a part of the normal billing procedure through an invoice certification which states: "The merchandise covered in this invoice meets the National Park Service production standards for genuine Native and/or Indian Handicraft."

The Superintendent, the concessioner, or producers should call upon the Regional Arts and Crafts Specialists of the Secretary's Indian Arts and Crafts Board concerning the sources, availability, or genuineness of Indian handicrafts. Whenever possible, Superintendents and concessioners should cooperate with Craft Guilds. In addition to the handicrafts as described above, emphasis should be placed upon the sale of pictures, books, and other publications pertinent to the area, the national park system, and the conservation movement.

2. Items which may not be sold: If the Superintendent finds any articles in the following categories offered for sale he should order them removed immediately:

- (a) Articles which persons of normal sensitivity might consider obscene, suggestive, indecent, blasphemous, profane, vulgar, or in ridicule of established institutions or customs.
- (b) Articles which contain "gag" sayings or depict humor of an earthy type.
- (c) Tawdry articles common to a carnival midway, but not including unobjectionable merchandise suitable for children's toys or apparel.
- (d) Animal skins and taxidermal specimens.
- (e) Articles which are mislabeled as to character or origin, or otherwise misrepresented.

3. Appearance of Shops: Shops should be clean, well lighted, and ventilated. Display fixtures should be of good quality and sufficiently separated to allow freedom of movement. Massive displays and large quantities of suspended merchandise should be avoided. Displays of preferred items should be clearly visible. Overall, the shops should have an uncluttered appearance.