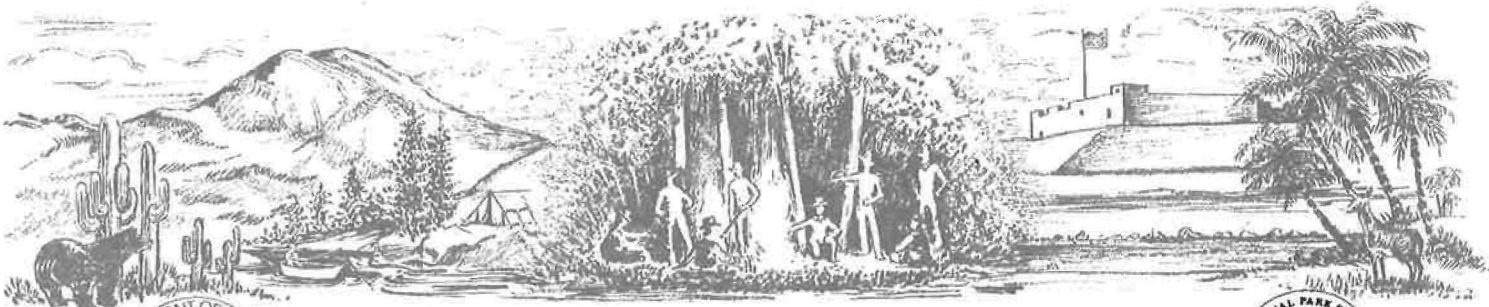




NEWSLETTER

United States Department of the Interior National Park Service



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NO. 10

A SERVICE PUBLICATION FOR SERVICE PERSONNEL

MAY 9, 1968

SPECIAL MESSAGE FROM THE DIRECTOR

To: Each National Park Service Employee

On April 26, I advised the Regional Directors of the Secretary's approval of a new symbol and badge for the National Park Service. I well realize this is a matter of enormous concern to each of you, and for this reason I am using this issue of the Newsletter to share this information with you.

First of all, I want you to know that I fully appreciate that those who have worn, or who are now wearing, the arrowhead patch on their shoulder, regard it with deep affection, and many of us associate it with pleasurable days of field service. I, too, wore it with pride during more than eight of my ten years of field service.

Admittedly, our attachment to it is primarily an emotional one and we are hesitant to let go of the old to grasp the new. And yet, the Service went through the same experience in 1951 when the arrowhead symbol was adopted. During our recent discussion at the Regional Directors' meeting in Washington it was interesting to hear recollections of the initial reception by the Service of the arrowhead. Ed Hummel remembered one park superintendent who refused at the outset to use the arrowhead symbol on his signs until he was specifically ordered to do so by the Director. But change was then, as it is now, the order of the day and for that reason the arrowhead was introduced.

We need also, at this time, as we did then, to give serious thought to those things the Service should not change and which are more essential values to the National Park Service than its symbol. Our fundamental mission, to preserve our irreplaceable natural and cultural heritage, is certainly one of these.

You will be receiving shortly a "Pledge of Public Service" which will for the first time define the National Park Service public service goals. The achievement of this demanding mission will require all of our energies.

In the past decade, especially in the past four years, the Department has received an enlarged set of responsibilities to the people of this nation in response to legislation by the Congress and the changing social

needs of our citizens. This was the primary reason for Secretary Udall's decision to change the Department of the Interior symbol at this time. In his words:

"As outlined in the enclosed press release, the purpose of the new seal is to focus attention on Interior's nationwide role in resource conservation and development, as contrasted with the old emphasis which was chiefly oriented toward one part of the country."

Like the Departmental seal, our emblem symbolizes the growth and diversity of the responsibilities of the National Park Service, particularly in the last 15 years or so. For example, in 1951 there were 178 areas in the National Park System, devoted largely to the preservation of natural and historical resources. The National Park System now contains more than 250 areas of which a substantial number, mostly added in the last four years, are devoted to providing outdoor recreational opportunities for all of our citizens.

This diversity of resources—natural, historical, and recreational—comprising the National Park System was recognized in Secretary Udall's memorandum to the Service of July 10, 1964.

In the meantime, marked changes have taken place in visits and use of the areas of the National Park System. For example, in 1951 more than 49 percent of all visits to the National Park System were to areas west of the Mississippi. In 1967, only 37 percent of all visits to the National Park System were to areas west of the Mississippi.

In 1966, the Service received a broadened and extended charter in the field of historic preservation. The Historic Preservation Act of 1966 not only expanded functions of the Service but also provided for a more creative, cooperative program, including grants-in-aid to states, local governments, and private organizations involved in historic preservation.

Moreover, the responsibility of the Service for managing significant parklands in urban areas has constantly expanded. Today, more than 25 percent of all visits to the National Park System are to areas we manage in or near fifteen major cities.

Secretary Udall, in his letter of July 10, 1964, challenged the Service " * * * to achieve close cooperation with all land-managing agencies, considering

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Director's message cont'd from page 1.

broad regional needs, * * * to insure that the staggering demand for outdoor recreation projected for this country will not inundate our National Parks. The implementation of this directive has extended our planning and managing to involve public and private agencies and individuals in a common effort to preserve our total environment.

Our new National Park Service emblem is composed of three interlocking chevrons, representing the three categories of areas—natural, historical, and recreational—that now make up the National Park System.

The three dots forming the center design come from a graphic symbol traditionally used to indicate historic ruins or preservations. The emblem thus connotes this Service's growing responsibilities as a custodian of historic properties and its expanding role in historic preservation.

The emblem is symbolic, moreover, of the inter-related and cooperative efforts which will be necessary among Federal, State and local governments and private organizations and individuals in the decades ahead to insure the preservation of the environment of man.

In the attachments which accompany this message, you will perhaps be surprised, as I certainly was, to note the different symbols the Service has evolved over the years.



George B. Hartzog, Jr.

Memorandum

April 26, 1968

To: Secretary of the Interior
Through: Assistant Secretary for Fish and Wildlife and Parks

From: Director, National Park Service

Subject: Official Emblem, National Park Service

The official emblem of this Service, first approved for use by the Secretary on July 20, 1951, and approved as the official emblem of the Service by Assistant Secretary Carver on March 7, 1962, features as an integral part of the design, the old bison emblem incorporated in the Departmental Seal adopted in 1929. In an effort to support your new emblem to the fullest extent possible, all future official Park Ranger badges will feature the new Department Seal. Moreover, since our present emblem featuring the bison of the old Departmental Seal is no longer relevant, I recommend that you approve as the new emblem of the Service the attached design. This emblem was designed by Thomas H. Geismar of Chermayeff and Geismar Associates, Inc., the designer of the Departmental Seal.

Like the Departmental Seal, the new design for the Service emblem symbolizes the growth and diversity of the National Park System since the adoption of the old emblem.

(Signed) George B. Hartzog, Jr.

Memorandum

April 26, 1968

To: Directorate and All Regional Directors

From: Director

Subject: New Departmental and Service Seals

For your information, I am attaching a memorandum from the Secretary, dated April 17, to which is attached his press release announcing the adoption of a new seal for the Department of the Interior. It is important that we support to the fullest the use of the new Departmental seal.

The present design of the Service emblem features the old bison symbol of the Department, which has now been replaced by the new Departmental emblem. In these circumstances, I have recommended, and the Secretary has approved, a new official emblem for the Service. A copy of the memorandum indicating the Secretary's approval of our new official emblem is attached for your information. The new emblem of the Service was designed by Thomas H. Geismar of Chermayeff & Geismar Associates, Inc., the designer of the new Departmental seal.

This is the fifth emblem that the Service has used since its establishment in 1916. The first emblem, which is still used on the National Park Service official seal featured an eagle. Later, the Service used a Sequoia cone as its official emblem. In 1949, an emblem—the winning design of a Servicewide competition—was accepted by the Director for use in the Service. This emblem was soon replaced, however, by the arrowhead, which was authorized by the Secretary for use by the Service on July 20, 1951. The arrowhead was approved as the official emblem of the Service by Assistant Secretary John A. Carver, Jr., on March 7, 1962.

As a visible symbol of the Service, the new emblem will be impressed on all official papers requiring certification or authentication. It will likewise be used on buildings, signs, vehicles, uniforms, motion pictures, exhibits, publications, and in other places which communicate Service programs. The emblem may not be used in any commercial context without the written approval of the Service.

Appropriate guidelines and designs for use of the emblem will be available on or before June 1, 1968. They will be incorporated in the Administrative Manual.

(Signed) George B. Hartzog, Jr.



Memorandum April 17, 1968

To: Assistant Secretaries
Heads of Bureaus and Offices

From: Secretary of the Interior

Subject: New Departmental Seal

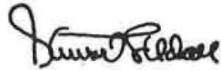
The Department of the Interior is adopting a new official seal to replace the buffalo emblem that has been in use since 1929.

As outlined in the enclosed press release, the purpose of the new seal is to focus attention on Interior's nationwide role in resource conservation and development, as contrasted with the old emphasis which was chiefly oriented toward one part of the country.

Use of the new seal should be phased in gradually to avoid waste and high costs. Existing stocks of stationery and other supplies should continue to be used until exhausted. Existing signs and plastic emblems in Interior offices throughout the country should continue to be used until new ones are necessary. The same applies to large outdoor signboards bearing the buffalo seal imprint.

Office and field personnel of your organizations should be instructed on the reasons for adopting a new seal and on the gradual substitution of the old one.

Your cooperation is essential to the success of this project.



Stewart L. Udall

**Department of the Interior Adopts
New Official Seal**

The Department of the Interior has adopted a new official seal symbolizing its expanded national role in changing times, Secretary of the Interior Stewart L. Udall announced today.

"Our old bison symbol seemed appropriate enough as long as Interior was primarily a Department of the West," Udall said, "but our resource responsibilities now span the whole country as never before.

"This new seal expresses the department's environmental mission. Stylized symbols of the dynamic forces that have shaped the earth—the sun, mountains, water—are framed by a stylized pair of hands.

"The hands symbolize our duty and responsibility. Man now has the power to use these great gifts of nature in ways that can make the world livable or ruin it beyond hope. As natural resource managers, we must work for their wisest possible use."

Udall noted that the buffalo (bison) seal was the fifth adopted by the department since its establishment in 1849. The first Interior seal featured an American eagle. It was supplanted by another eagle seal in 1913, which gave way to a buffalo in 1917, which was supplanted by another eagle in 1923 until 1929, when the latest buffalo again displaced the bird.

The new seal was designed by Thomas H. Geismar of Chermayeff & Geismar Associates, Inc., a New York-based firm.

As the visible symbol of the department, the seal must be impressed on all official departmental papers and documents requiring certification or authentication. It may not be used in any commercial context without written approval of the department.

Historically the Department of the Interior's primary role has been as manager of Western lands and waters, conservator of national parks and of certain wildlife species, and trustee for the American Indian.

Udall observed that the department's role of national stewardship has expanded greatly during the past five years. New responsibilities have been given to it for planning and operating major conservation programs in cooperation with all 50 states. Some of these added programs are handled by such new Interior agencies as the Federal Water Pollution Control Administration, Bureau of Outdoor Recreation, and Office of Water Resources Research.

Silhouette . . Margaret Edmunds



"Maggie" Sleight grew up as a "campus kid." Her father was a mathematics professor. She graduated (summa cum laude) with honors in literature and speech and won numerous oratorical contests and received many awards.

Eight days after her graduation, "Maggie" married Allen T. Edmunds and the National Park Service. Allen, in the field of recreation and planning has worked outside of the established NPS areas, so "Maggie" has often been the only park service wife in her community. "It has been my experience through the years to be confronted by NPS wives who inquire, 'but what were you doing in Jackson, or Louisville, or Nashville? What national parks are there?'"

While Allen was busy with park planning "Maggie" was busy contributing her talents and time to worthwhile community functions. Among her many activities she organized a literature club in Mississippi, she did extensive book reviewing in Louisville and she served on the library board in Nashville. In Richmond,

People on the move

NEW FACES

Holmes, Gerald P. G., to Artistic Director, Wolf Trap Farm Park, NCR

NEW PLACES

Albright, Stanley, T., from Mgmt. Asst., Grand Canyon NP, to Supt., Bandelier NM
Highnote, Delores M., from Clk. Steno. WSC, to Sec. Steno., NCR

JOINING THE ALUMNI

Adams, Norman W., from Civil Engr., SFSC
Armstrong, Elmer F., from Foreman IV (Maintenance), Grand Teton NP
Baggley, George F., from Special Asst. to the Director, WASO
Baker, Howard W., from Associate Director, WASO
Campbell, Charles D., from Foreman III, Maintenance (B & U), Death Valley NM
Fujimoto, Chisato, from Foreman I (Shop), Hawaii Volcanoes NP
Gardner, Malcolm E., from Landmark Coord., WASO
Hunter, Roy T., from Caretaker, Mammoth Cave NP
Locke, Robert B., from Foreman I Laborer, Olympic NP
Lykes, Ira B., from Supv. Pk. Planner (Ch., Div. Park Practice & Graphic Arts), WASO
Palmer, Nannie M., from File Clk., MWRO
Petersen, Clifford B., from Supv. Civil Engr., Olympic NP
Proper, William G., from Personnel Staffing Specialist, WASO
Smith, Harold G., from Chief, Div. Program Coord., WASO
Wilkinson, John E., from Constr. Rep., SFSC

"Maggie" was the founding president of Spottswood Park Garden Club and also conducted a private school of speaking. She found Washington, D.C. stimulating and fun. It took her a precise 13-1/2 minutes to reach the peanut gallery of the National Theater and she made the trip frequently. The art museums, Folger Shakespeare Library, Library of Congress, were among her favorite places to browse. In Philadelphia, their longest tour of duty, a pattern of speaking developed. During her last year there she received 160 invitations to speak.

"Maggie" thrills at the memory of having attended, with Allen, the 2nd World Congress of Public Park Administration, which was held in the Dean's Yard of Westminster Abbey. And later she accompanied Allen to Japan for the International Recreation Congress. She tells of this trip in a talk entitled "Feminine Glimpses of the Orient."

"How very glad I am that Allen didn't choose to become a glue salesman. The vicarious identifications with his work, which I have, is a very real part of my life—Parks for America!"

At the present Allen is associate regional director, Northeast Region, field office Great Lakes area, duty station East Lansing, Michigan and "Maggie" is active in her communities literature and fine arts programs. She is also enrolling at Michigan State University for classes in "Society in Russian Literature" and "Investments and Securities." She says, "Life is here, now."

The Edmunds reside at 601 Pine Forest Drive in East Lansing. They have two sons, Jim and Pete and seven grandchildren.

LUCY LEWIS PASSES

Lucy Lewis, wife of John Lewis, Assistant Superintendent of Sequoia National Park, was stricken with a heart attack on February 17, which resulted in her death on February 24.

Requiem mass was celebrated at Saint Isabella Catholic Church in Terra Linda, California. Interment was in a crypt at Mount Olivet Catholic Cemetery.

TO OUR MANY FRIENDS IN THE SERVICE:

We want to take this opportunity to send a brief thank you to our many friends throughout the National Park Service for the wonderful contributions made by each of you to the remembrance of our Service career. We plan to extend our thanks to each of you personally, but this may take considerable time, so we want all of you to know now that we appreciate very much your wonderful thoughtfulness.

May 8, 1968 Doris and Howard Baker

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1968 - The ole' swimming hole



NPS Photo by Jack Rottier



... and the time goes on.