

Get lost!



Get away from crowded places. And find your real self. In the land that lured explorers and challenged pioneers. Its appeal lives on, in hundreds of recreation areas. Wildlife refuges, water recreation sites, Indian reservations, beaches, caves, deserts, islands, and forests brimming with natural beauty offer you a variety of vacation experiences. Within a few miles of your home, or across the continent. Pick a state you'd like to visit and write to its travel director at the state capital. Ask for a list of recreation areas. Discover...

America

U.S. Dept. of the Interior—U.S. Dept. of Agriculture

"The Future is Now"

By Jean Henderer

At first glance it may seem odd to have a Travel Division in the National Park Service.

However, what is often overlooked is that travel has always played an important part in the growth of the National Parks. In 1917, only one year after Congress created NPS, our first director, Stephen Mather, recommended that the U.S. Government adopt a policy of encouraging "touring" in the U.S. He was enthusiastically committed to encouraging people to visit their great National parklands.

In 1936 a U.S. Tourist Bureau was established in NPS. It was put on an even more formal basis in 1940 when Congress passed "An Act to Encourage Travel in the United States."

During World War II, there was a hiatus in the activities of the bureau. An office was staffed during the mid-1940's but closed again during the Korean conflict.

In January 1968, the President's Industry Government Special Task Force on Travel urged that NPS exercise its general authority under the 1940 Travel Act to achieve a national domestic travel promotion program. A Travel Division was then reactivated under the assistant director for Travel and Information Service.

The authority under which the Travel Division operates is stated in the 1940 Travel Act:

"That the Secretary of the Interior is authorized and directed, through the National Park Service, to encourage, promote and develop travel within the United States, its Territories and possessions...and to administer all existing travel promotion functions of the Department of the Interior through such Service."

That's why there's a Travel Division in the Park Service—and it's also the basis for its involvement with other Interior bureaus, such as Sport Fisheries and Wildlife, Indian Affairs, Land Management, Reclamation, Office of Territories as well as the vacation lands administered by the Forest Service, Department of Agriculture.

LONG RANGE GOALS

However, we're not in the business of preparing itineraries for vacationers. Private firms such as travel agencies, automobile clubs, and airlines already provide such services.

Our goals for the Travel Division are more long range. As custodians for most of our country's

WASHINGTON REPORT

NIXON SIGNS SAVINGS BOND BONUS

President Nixon signed a law on Aug. 25 raising the interest rate on U.S. Savings Bonds from 5 to 5 1/2 percent. All Series E and H Savings Bonds, both new and outstanding issues, will reflect the new rate, retroactive to June 1, 1970.

Outstanding E Bonds that have not reached their first maturity will receive a half-percent increase in yield for semiannual interest periods beginning on or after June 1, 1970, payable as a bonus at maturity. Outstanding Bonds that have reached first maturity—or are extended beyond first maturity while the bonus is in effect—will have the half-percent credited at the end of each semiannual interest period beginning on or after June 1, 1970, through their next maturity.

Outstanding H Bonds will receive a half-percent increase in yield for semiannual interest periods beginning on or after June 1, 1970, payable as a bonus in the form of increased semiannual interest payments during the second 5 years to maturity.

NEW VOTING RIGHTS DECISION

The Department of Justice has determined that a recent Supreme Court decision may extend the right to vote to Federal employees and their families who have previously been denied that privilege in State elections because of their residence on Federal lands.

On June 15, in the case of *Evans v. Cornman*, the court said that Federal employees who reside on the grounds of the National Institutes of Health, a Federal enclave in Maryland, "are just as interested in and connected with electoral decisions... as their neighbors who live off the enclave." The court held that to deprive those employees of the right to vote denies them the equal protection of the law accorded to other residents of the State and guaranteed by the Fourteenth Amendment.



Under our hat

FSEE POLICY RELAXED: The Civil Service Commission says that after Nov. 1, the Federal Service Entrance Exam may no longer be used on a pass-or-fail basis to promote or reassign Federal employees. Under the new ruling, the exam may be used only in combination with other measuring methods such as interviews and appraisals of potential, experience, training and performance. CSC hopes the change will open advancement opportunities to lower grade employees and will help ease reduction-in-force situations by giving more flexibility in reassigning employees.

JOHNNY HORIZON CLEANUP: Secretary Hickel has announced that the second annual Johnny Horizon Countryside Cleanup is being held throughout the country Sept. 19-Oct. 18, 1970. The purpose of the program is to help clean up publicly owned lands, and all Interior employees are asked to participate. Narrative reports of projects, newspaper clippings and photographs, and estimates of acreages cleaned and litter removed should be submitted to Park Operations, WASO, by November 2.

COST-OF-LIVING ALLOWANCE: The previous five percent cost-of-living allowance for the Virgin Islands has been reestablished by the Civil Service Commission effective July 1970. No changes were made in the allowance rates for Alaska (25 percent), Hawaii (15 percent) and Puerto Rico (5 percent). Cost-of-living allowances are not authorized for Federal blue-collar workers in trades and crafts, since their salary rates are keyed to prevailing rates in a given area.

NEW LEGAL HEAD: Joe Holt is the new assistant director of the NPS Office of Legislation, joining the staff of Tom Flynn, Jr., deputy director for Legislation and Cooperative Activities. A former Republican Congressman from California (1952-1960), he graduated from the University of



Southern California in 1947 with a BS in business administration. In 1966 he was sent to Vietnam as consultant to the Defense Department, the State Department and the White House, and was also assigned to a special mission by the U.S. Marine Corps.

PISTOL MATCH BEGINS: The second annual NPS Police Combat Pistol Match is now underway. Interested shooters or areas should write: Staff Park Ranger Richard T. Gale, Lake Mead National Recreation Area, Post Office Box 127, Boulder City, Nevada 89005.

SPECIAL HIRING AUTHORITY: The Civil Service Commission has given NPS Accepted Schedule A authority to hire seasonal Park aids and technicians. The authority allows superintendents to recruit such employees without using CSC registers and examinations.

natural, historic, recreational, and cultural lands and waters, NPS acts as host to millions of vacationing Americans every year. It has a built-in stake in the nation's travel industry now and in the future.

For the real questions are not what kind of tours to suggest for travelers, but rather how can we protect our natural resources from increasingly heavy use? How can we persuade the traveler to stop at some of the less heavily used natural areas and historic sites? How can we transmit our ideas on quality vacation experiences to visitors before they stop at the sign of the arrowhead or the flying duck? How can we interest Americans in the past history of their country? And, of increasing importance, how can we continue to set examples of our environmental concern?

It's the future we're concerned with. And, as anthropologist Margaret Mead has pointed out, the future is *now*. All of us live in a fast moving society, and we've found that it's not enough to keep up with the times—we must work to be ahead of them.

Whether the average American traveler realizes it or not, he is influenced by what he sees, hears and experiences on the Federal lands. The Travel Division lets people know that the Federal Government administers such vacation areas and historic sites. It encourages travelers to visit them and sets an example of cooperation between the public and the private sector that benefits all travelers.

PROMOTING TRAVEL

To pursue these objectives, the Travel Division uses direct promotion to the public and liaison with all other facets of the travel industry.

Direct promotion includes periodic travel feature articles released to travel editors of more than 300 national newspapers; radio and television announcements aired on public service time in various parts of the country; and advertisements (similar to the one on the front cover)

printed on donated space in such magazines as *Life*, *Sunset*, *The New Yorker*, and *Venture*.

Radio commercials go to more than 350 stations on a twice-a-year basis to coincide with summer and winter vacations. Television announcements are received by about 125 stations four-times a year to plant the seeds for vacation and pleasure travel to come.

Feature articles are sent out more frequently and are generally used in the travel pages of daily newspapers. The copy has included material on wildlife refuges, Indian ceremonials, Alaskan vacations, camping in Hawaii, and historical tours which include historical sites administered by both states and NPS.

Contact with the private sector of the travel industry is maintained by periodic meetings of the Travel Advisory Board which is composed of representatives of industries involved in domestic travel.

Department of the Interior bureaus advise the Travel Division through the Intra Departmental Travel Advisory Committee made up of members of all bureaus which administer vacation destinations and a representative of the Secretary of Interior's Information staff. Frequent meetings

of this committee assure that knowledge of various travel promotion activities is shared.

STATE LIAISON

Further contact—and one of the most important—is constant liaison with state travel directors. Each of the 50 states and the Commonwealth of Puerto Rico and the Virgin Islands have an executive who promotes tourism to his area. Before the reactivation of the Travel Division, many of them were not aware of the breadth of the Federal interests in their states. The Travel Division has successfully worked to achieve a free flow of information between the state and federal levels.

Each of the state travel directors serves on a Department of the Interior committee which focuses attention on some of the problems of the travel industry and helps formulate plans for the future. The committees include: Coordinating; Package Tours; Marketing; Matching Funds; and Legislative Relationships.

The Travel Division also plays a part in the private travel sector through its membership in the trade organization, Discover America Travel Organizations.



JANET MARTIN (left) and PAT MARTIN. Although not related, they share the same office and the same last name. Janet (27) has been travel liaison clerk in the Travel Division for over a year. Pat (21), a clerk typist, joined the division last May.

ANN BOWMAN

-State Liaison Specialist

Ann was born in Lincoln, Nebraska, raised in Pasadena, Calif., and graduated from Willamette University in Salem, Oregon, with a BA in political science. While attending Willamette, she spent four summers working for the concessioner at Crater Lake NP, and in Feb. 1967 joined the NPS Information Office.

Ann joined the Travel Division in Sept. 1968. She has maintained liaison with the 50 state travel directors and coordinated five Department of Interior travel committees composed of the state officials. "We find the state directors very concerned about the condition of the environment," she says. "They realize that they, too, have a stake in maintaining its quality."

In addition to her other activities, Ann is a trainee in the NPS Mid-Level Manager Development Program.



JEAN HENDERER-Acting Chief

If you ask Jean how old she is, she's likely to give you a blank stare and then explain that she has a mental block about remembering exactly what her present age is. However, she freely admits that she was born in 1921, in Pittsburgh, Pa., and that she spent her first 21 years there, finishing school at the University of Pittsburgh.

She was married and had two children during World War II and lived in the midwest until 1949 when she moved to Tucson, Arizona, where she worked for an advertising agency for 13 years.

"Most mothers dread the day when the last child is gone, and the house is empty. I attempted to forestall this by taking the FSEE test in Arizona and moving to Washington, D.C., leaving my daughter in Tucson. Fortunately, it worked out well; she found a husband, and I found a new career."

"I believe in the goals of the Park Service and I tremendously enjoy translating those goals through my work. If everyone has to have a *thing*, mine is communicating in whatever channel it might take. And when you have something you believe in to communicate about, you've got it made."

LINLEY HARRISON-Feature Writer

Linley moved to Washington, D.C., in 1969 after receiving her BA degree in English from Muskingum College in Ohio. She began working for NPS in the personnel office but has spent five months in the Travel Division writing feature stories and travel "fillers" for newspapers and magazines.

Although Linley was born and raised in Ohio, travel is not a new idea to her. In 1968 she spent four months traveling through South America, Africa, and Europe with a program sponsored by Chapman College in California. A regular college curriculum was offered in this program with each course in timely conjunction with the area of the world being visited.

She's now interested in seeing more of her own country and encouraging others to do so, too.





In the recent issue of the NEWSLETTER, in the feature entitled "Students at Work," we read, "Bill Ames seems...His uniform is tidy..."

We then look at the photo. Something looked wrong and the uniformed staff here quickly found out what it was. Bill Ames' hat was apparently crushed slightly on the top because there is a dent on the right side. The hatband loop is on the right when it should be on the left. The badge is over his right breast pocket rather than over the left pocket. We can't see it very well, but we presume his tag is on his left pocket when it should be over the right pocket.

We are overlooking the dust on his shoe because perhaps Hopewell is dusty. We make no remarks about his shirt because it may be of perma-press, soilshedding fabric and that's what this type shirt looks like before the day is over. We miss the cotton poplin fabric, which could be starched stiff and held up all day long.

When you italicized seems in the lead sentence, were you noticing the same things we noticed?

We hope we are not the only "party poopers" from whom you will hear.

Louis R. Arana
Chief Park Historian
Castillo de San Marcos NM

EDITOR'S NOTE: We wanted feedback and we got it, if inadvertently. The picture of Bill Ames was taken after a long, hot and dusty tour of Hopewell Village. The story was written later and set in type before the picture was developed. To top it off, the negative was reversed in printing.

Bill really is an outstanding interpreter. My picture, unfortunately was not. —L.D.

Although we are still receiving replies from our survey (Aug. 6 issue), one of the most frequent requests has been for some type of feedback from our readers. So beginning with this issue, we will print letters, comments and observations on any subject of concern to Park employees. Also, we will refer questions about personnel matters, training opportunities, management problems etc. to appropriate officials and will print their answers.

Our only request: Be brief and please sign your name. Send all correspondence to NPS NEWSLETTER, Room 104, 1100 Ohio Drive, S.W., Washington, D.C. 20242

You have asked for an opinionated response, so I'll chance it and have my say. Mainly I think it is a question of relevance. Your articles should be meaningful and should cover happenings which are not adequately covered elsewhere in Service documentation.

Why not initiate an action-line where anonymous contributors pose difficult questions which are answered by identified top-level man-

agers? Why not enlist some cartoon humor from some service talent, like artists Dale Thompson or Joe Rockwell? Why not ask field managers to review Servicewide memoranda, giving their interpretation and reaction? Why not ask park employees to review new service films, publications and exhibits, similar to reviews given by art and drama critics in the New York Times? Obviously this would stimulate some healthy counter-response from the writer or artist.

Thanks for the chance to sound off.

Art C. Allen
Interpretive Planner
Harpers Ferry Center

I'm sure you are most proud of the great strides you have made in developing the NPS NEWSLETTER into a most attractive and interesting portrayal of present Park Service life.

I wonder, though, if some of the space would not be well used in discussing the issues with which we are confronted. For example, when our people at Yosemite were taking a beating in the newspapers, it would have been reassuring, even helpful to have the Park Service version in hand. For we are the Park Service. If one of us is cut down, then we're all a little shorter. We cannot feign neutrality, as that means we stand for nothing. So enlighten us, let us know the issues at the front, as well as at the heart of things.

Tom Birmingham
Civil Engineer
Eastern Service Center

PROFILE

Park Ranger John Riffey, NPS's lone man at the Grand Canyon National Monument, could be called a "jack of all trades," but he also seems to be master of many of them.

In addition to his duties as park ranger, John acts as naturalist-interpreter, park maintenanceman and administrator. He performs as electrician, carpenter, roads and trails maintenanceman and mechanic, making both minor and major repairs on the equipment that he uses at the monument.

A licensed pilot, John owns his own airplane and uses it to make aerial searches for fires following the many summer thunder storms. He has organized his

JOHN RIFFEY—Park Ranger



neighbors and trained them in fire suppression techniques so that they can bring many small fires under control before outside help is needed.

John has also carried out field studies to identify injurious insects and diseases and initiate corrective measures to bring them under control without calling in expensive specialists.

A native of Durango, Colorado, John holds a degree in Forestry. He began his Federal service in the early 1930's with the Bureau of Public Roads. He was employed by the U.S. Forest Service in 1937 where he remained until joining NPS in 1942 as park ranger at Grand Canyon NM.

In recognition of his outstanding contributions and devotion to his work, John recently received the Department of Interior's meritorious service award. As his announcement aptly said, "His vocation and avocation are one."

People On The Move

NEW FACES

Cooper, Sharon A., to Sec. Steno.,
Harpers Ferry Center

NEW PLACES

Cordary, Jay L., from Realty
Spec., WSC, to same, Joshua
Tree NM

Crane, Clark D., from Foreman
III Maintenance, Sanford RA, to
Maintenance Supv., Amistad
RA

Crawford, Paul B., from Pk.
Ranger, Lassen Volcanic NP,
to same, Klamath Falls Cluster

Ellis, Vincent, from Supt.,
Kennesaw Mtn. NBP, to Pk.
Mgr. (Asst. Dir.), SERO

Gadd, Charles K., from Admin.
Off., Fort Vancouver NHS, to
Pk. Mgr., Craters of the Moon
NM

Garrison, Lemuel A., from Dir.,
NERO, to Pk. Mgr., Albright
TC

Garrison, Lloyd Lee, from Realty
Spec., WSC, to same, Lake
Mead NRA

Gibbs, Ron Arthur, from Hist.,
George Washington Mem.
Pkwy., to Museum Spec., Har-
pers Ferry Center

Hefti, Vincent M., from Supv. Pk.
Ranger, Sequoia-Kings Canyon
NP, to Pk. Planner, WASO

Marrero-Nunez, Julio, from
Supt. San Juan NHS, to Internat.
Coop. Spec., WASO

Martin, William V., from Mainte-
nance Worker, Cabrillo NM, to
Maintenance Leader (R&T),
Joshua Tree NM

Olson, Roger D., from Pk.
Ranger, Glen Canyon NRA, to
same, Canyonlands NP

Peters, Robert W., from Supv.
Pk. Ranger, Platt NP-Arbuckle
RA, to Pk. Mgr. (Supt.),
Capulin Mtn. NM

Wharton, Bertha A., from File
Clk., Yellowstone NP, to
Admin. Clk. Typing, Gran
Quivira NM

JOINING THE ALUMNI

Blauvelt, Nancy C., from Pk.
Planning Clk. Steno., WASO

Johnson, Rita E., from Info.
Clk. Typing, WASO

Kwandrans, Paula Ann, from
Writer-Editor, WASO



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