



ASSOCIATE DIRECTOR

# NEWS..... a bulletin of popular information for parkway neighbors along the Blue Ridge

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## BIDS ADVERTISED FOR PARKWAY CONCESSIONS

Sealed proposals will be received in the Office of the Chief of Operations, National Park Service, Interior Department Building, Washington, D. C., until 2 p.m., June 18, 1940, and then opened, preparatory to awarding a 10-year contract for establishing, maintaining, and operating on certain portions of the Blue Ridge Parkway (in Virginia lying between U. S. Highway 220 near Roanoke and U. S. Highway 58, Public Operator Division III, and in North Carolina lying between the Virginia State Line and Blowing Rock North Carolina Public Operator Division V); gasoline filling stations and coffee shops for the accommodation of the public, including the sale of gasoline, oil and automobile supplies, meals, lunches, magazines and post cards, photographs, souvenirs (comprising only native handicraft articles of the Blue Ridge Region), confectionery, ice cream, drinks, cigars, cigarettes, tobacco, and such other services as are necessary in the judgment of the Secretary of the Interior for the convenience of visitors. Spirituous liquors, if sold, must be sold in accordance with State law. These facilities are to be operated under such regulations as may be prescribed by the Secretary of the Interior, including specifically the fixing of rates and the character and standard of the services and accommodations furnished and the submission of business reports. All facilities and additions thereto must be constructed from full and detailed plans and specifications prepared by a qualified architect and engineer satisfactory to the Secretary of the Interior, such plans to be approved by the said Secretary in advance of construction. The operator will be furnished by the Government, in so far as it is practicable, with available utility services such as electricity, water, sewer, and other public services for which a charge will be made at rates to be fixed by the Secretary, but not to exceed the approximate cost of furnishing those services. However, the operator will be required to furnish any such utility services incident to the authorized operations which are not furnished by the Government. As the primary purpose of the proposed contracts is to provide

satisfactory services and adequate accommodations for all visitors to the said Parkway, all proposals must be made as one offer for the complete undertaking in each State. All proposals must contain a provision for the payment as compensation for the privileges to be granted of (1) a definite and fixed sum of One Hundred Dollars (\$100) per annum plus (2) a percentage of the net profits, to be named by the bidder, in excess of 6% of the invested capital, with the provision that the operator may include as an item of expense a manager's salary not to exceed Twenty-five Hundred Dollars (\$2,500) a year. Contract, if awarded, will be awarded to the best and most responsible bidder in each State. Demonstrated financial ability to carry the project to a successful conclusion and personal experience will be considered in making the award. The working capital and investment necessary for the initial installation will be approximately Forty Thousand Dollars (\$40,000) in Virginia and Thirty Thousand Dollars (\$30,000) in North Carolina. Additional investments will be required as may be necessary from time to time to meet the demonstrated needs of visitors to the parkway. A bid bond on Standard Form 24 in the amount of Five Thousand Dollars (\$5,000) must accompany each proposal. The concession contract will provide for furnishing a performance bond in such amount as may be deemed necessary by the Secretary. The right is reserved by the Secretary of the Interior to reject any and all proposals. The successful bidder will be required to commence construction operations not later than sixty days (60) after the award of the contract by the Secretary. For form of proposal, form of bid bond, copy of concession policy of Department of the Interior, copy of standard concession contract provisions, copy of specifications under which public utility services will be installed, type of annual report required, and other pertinent information, apply to the Acting Superintendent of Blue Ridge Parkway, 633 Shenandoah Life Insurance Building, Roanoke, Virginia, or Room 5230, the National Park Service, Department of the Interior, Washington, D. C.

## CAN YOU TELL ME?

Can you tell me how to reach this Parkway, and where can we go, and where can we stop? When the tourists ask these questions, and many of them will, we hope that they receive a courteous and correct answer. Just like any stranger in any land, none of us are very happy when we have that sense of "being lost", and when we are unhappy in a country or city, we seldom return. And people from the "low" country and the big towns along the rivers and seacoast are not used to the mountains. The Blue Ridge will seem a strange land to them indeed. That is why it seems so important that all of us who are "at home" in the Blue Ridge should be helpful and hospitable. Once the visitor is on the Parkway we expect to see that he is taken care of. The Rangers have been schooled in the general information. Signs will direct the motorist to the towns and cities at the intersections. Descriptive folders telling about the scenic drive will be made available.

The folders have been given to a number of gas stations, hotels, Chambers of Commerce, tourist bureaus in the Parkway locale, and more are available for free distribution if you need them. We are glad to put them out in any place where they will reach the traveling public. But beyond these things we must depend upon the thousands of you who are in touch with the tourists in your daily business to extend the courtesy of the Blue Ridge. We suggest that you ought to know the Parkway, and that means getting out on it and seeing for yourselves. We wonder how many know how far it is from your town, or gas station, or tourist home, or hotel to the Parkway, and what highways lead to it, and what the numbers of these highways are? How many know how far one can go on the scenic drive? If you will write us we can supply you with this information, and the Rangers are always glad to talk Parkway with you.

## TRUCKS AND OUTINGS

We had a letter this morning asking for permission to take a truck load of children on the Parkway for a day's outing and a picnic. We said, "Fine, go ahead", and we always will, and so will the Rangers when it is a question

of a truck load of folks out for a day's fun. That is what the Parkway and Parks were built for, and we think there is more fun for a group of kids, or grownups for that matter, in a truck than in any other way. This applies to pick-up trucks or to larger trucks WHEN THEY ARE LOADED WITH PEOPLE, but NOT when they are hauling anything else. It is important that the group of people be picnic or pleasure bound and not just "looking at the scenery as an excuse" to use the Parkway for commercial purposes. We are not going to try and say how many people are necessary to make a picnic group--rather we shall leave it to the Ranger to determine whether the use of the Parkway is warranted or not. If you will co-operate with us in using this Parkway for pleasure purposes we shall do all we can to make it available for all who want to go on an honest picnic outing. As we have explained in the bulletin before, the Parkway is meant for pleasure use, and there are roads a plenty built and kept up by the good highway departments of Virginia and North Carolina which are meant for business use and the hauling of farm and other produce.

And by the way, we like the spirit in which this gentleman wrote in and asked because he wasn't sure. He wanted to be right. That is good citizenship, and we like to be working with people like that.

## THE BROKEN PAVEMENT BEING REPAIRED

The break-up of the paving on some of the Parkway in upper North Carolina has resulted in discomfort to travelers, and no one is very happy about it. The severe winter freezes which caused trouble all over the East were partly to blame. Moreover this first treatment coat was "light" (too light it is realized now) and was meant to serve until the big dirt fills had settled when a second and higher type pavement was to be placed. We hope that the patching now under way will put the worst of this condition behind us, and meanwhile traffic will be maintained with as little inconvenience to the traveler as possible.

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