

PHOTOGRAPHS



Inside INTERIOR

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Talk, Think, Explain Interior, Krug Urges

COUNTRY BENEFITS IF PUBLIC LEARNS OF OUR PROGRAMS

**Information One of Department's Best Tools
To Do Effective Job; Secretary's Letter
Spells Out Way To Use It**

September 3, 1948.

TO EVERYONE IN INTERIOR:

Your work and mine can be made far more effective if our aims as well as our actions are understood by the people with whom we deal and who are affected by our work. Interior's job is so big that nearly everyone in the country is affected by our work.

In the end our job will be easier and the country will benefit, if we make an extra effort to explain what we are doing and why. We should take every possible opportunity to explain our work. We should talk not only about the one section we are working on, but about the over-all job of conserving and wisely using our land, water, mineral and human resources.

We should talk about it at church and lodge and luncheon club meetings. We should help high school teachers to arrange inspection trips for their classes through our projects. We should take care of inquiries or visits from the general public as a primary part of our task.

I am asking the directors of all Interior's bureaus to emphasize this and to help their field staffs to carry it out. The Department policy requires that field and bureau personnel should be "articulate representatives of the Department of the Interior."

Secretary of the Interior.

In an open letter to "EVERYONE IN INTERIOR" Secretary Krug calls on all employees to carry out his stated policy which requires that field and bureau personnel should be "articulate representatives of the Department of the Interior."

The people of the United States are entitled to know all the facts about the tremendous work which the Department is doing. Press releases, booklets, and occasional interviews with the press or radio by high officials of the Department which reach only a small segment of the public can do part of the job. Fifty thousand employees of the Department should supplement these efforts, by disseminating the information that is so vital to all the people.

Interior is engaged and is authorized to carry out the most important tasks in our domestic economy. Protection of our national resources, development of new techniques for extracting minerals from the ground, safeguarding our land and utilizing the precious waters of the country, for the benefit of all, are but a few of the jobs that the Department must do. The people should know about these things.

The Secretary's letter in four short paragraphs spells out in simple language how Interior Department employees can do a great service for themselves and for the country, learn more about the Department, and to transmit their knowledge to the public.

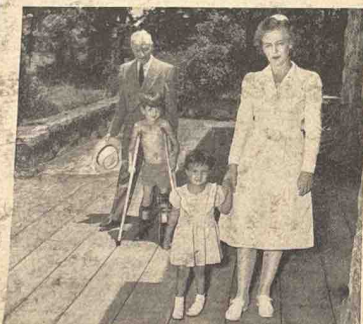
The letter follows:



Saved two in icy river. Dana Kerrick, 9, gazes at river where he and Frankie Raponi went through the ice last February while tracking sea-gulls. Their rescuer, meter-reader Joe Cannon, holds 6-year-old Frankie, for whom he had to dive through frigid water and broken ice.



Presents war memorial college scholarships. H. L. Mitchell, electric company official, presents Marcia Joan McQuiston and Louise Amelia Doherty with the 2 four-year college scholarships awarded annually by his company as a World War II memorial.



Help and hope for crippled children. Power company executive C. S. Walters watches progress of Ronald Geer and Helen Louise Allen, patients in special children's hospital conceived by Rotary Club under his presidency and built with funds he helped raise.



Making good Americans. Scoutmaster Roy Papa (kneeling at right) and Assistant Ernest Kahlan (standing at left), power company plant operators, giving First Aid instruction in artificial respiration to their town's Boy Scout Troop No. 1. The company they work for stands as the troop's sponsor.

Good people make good news

True, heart-warming news stories are these, all with one thing in common . . . they're about people of local electric companies.

Maybe you recognize a neighbor of yours in the pictures, or know of similar stories—for good-neighborly doings like these are typical of electric company men and women everywhere.

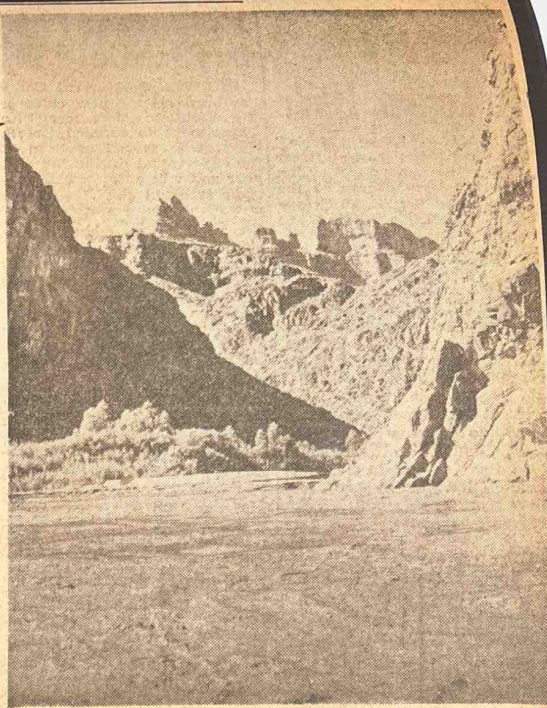
Their job is serving their neighbors. So maybe it's natural that they—and their companies too—give a lot of their time and effort to affairs of community-wide benefit. America's *business-managed*, tax-paying **ELECTRIC LIGHT AND POWER COMPANIES***.

*Company names on request from this magazine.

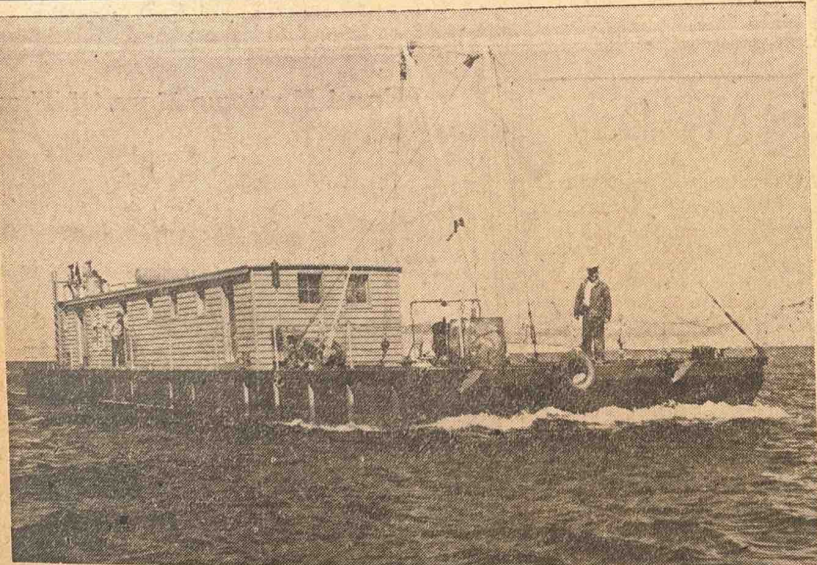
• Radio's great new dramatic show starts October 3 . . .
THE ELECTRIC THEATER . . . CBS, Sundays, 9 P. M. EST.



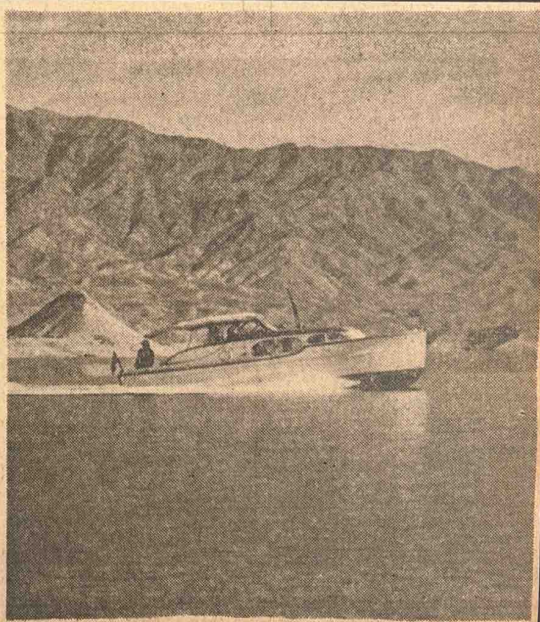
NOT IN THE OCEAN—Diving is not limited to the deep sea, as witness this Lembke Construction Co. employe ready to go down in the tailrace of the Hoover Dam powerplant on the Colorado River. The contractors, who have the job straightening the roadway structure at the Nevada wing of the powerhouse required the services of a professional diver last week when they were ready to pour underwater concrete. Two divers went down to take measurements, and later sealed off the bottom of underwater forms.



MILE HIGH BEAUTY—The mile high cliffs of Grand Canyon are seen here where the muddy Colorado River pours into Lake Mead. Although Lake Mead is a clear crystal blue, water of the Colorado is often referred to as being "too thick to drink, and too thin to plow." Here the Colorado is seen just before dropping its silt into Lake Mead. (Bureau of Reclamation photo by William Russell.)



THE LAKE MEAD NAVY, which gathered siltation data on Lake Mead in 1948 and 1949, will be taken out of moth-balls next summer when joint evaporation studies by the Bureau of Reclamation, the U. S. Navy Electronics Laboratory, the Geological Survey, and the Weather Bureau are taken up in a big way. A year's "pilot plant" work is underway at Lake Hefner, near Oklahoma City, preliminary to the large scale project to be undertaken here. Work on Lake Mead will probably require two years, according to C. P. Vetter, chief of the Office of River Control, and is a follow-up on the recent siltation study to find just what is happening to the world's largest man-made reservoir.



BOATING BOOM

BOULDER CITY—Mild weather has been a boom to boating on Lake Mead. Boating and fishing at Lake Mead draw nearly as many people as Hoover Dam which backs up the lake. The shoreline of the lake is multi-colored weird formations sometimes jutting straight out of the water.