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REPORT ON THE OPERATION OF
PARK ENTRANCE STATIONS

Gettysburg National Military Park

By
Frederick Tilberg, January, 1938

PLANS AND DESIGN

JAN 24 1938

UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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PLANS AND DESIGN

JAN 21 1938

The Director
National Park Service
Washington, D. C.

Attention Mr. Spalding

Dear Mr. Director:

The attached resume of the operation of the new entrance stations during the past season is submitted for your consideration. The report has been prepared by our Assistant Historian, Frederick Tilberg, who was charged with the conduct of the stations.

In general we were not fully satisfied with the stations. The public did not react to them as we had hoped and they were not used either to the degree nor in the manner we had anticipated. We feel the newness of the idea and the stations may have had something to do with the use.

We did find that active contact was rather necessary. Signs and the buildings were not enough. The guides were permitted to resume contact work when it became obvious such was necessary. During the coming season we plan on placing more responsibility on the guides and permit our ranger historians to spend more time at the more visited points within the field, using the stations as headquarters.

Your review of the report and an expression of opinion would be appreciated.

Sincerely yours,

James R. McConaghie
Superintendent

JRMC:me

c/c Mr. Spalding
Mr. Appleman

REPORT ON THE OPERATION OF
PARK ENTRANCE STATIONS

Gettysburg National Military Park

The Park Entrance Stations located on Chambersburg Road (U.S. Highway 30 west) and on Emmitsburg Road (U.S. Highway 15 south) were opened on May 21 and May 29 respectively. From the date of opening until September 6 the stations were operated by Mr. H. Ross Sheely and Mr. J. Melchior Sheeda, Ranger Historians, Mr. William H. Allison, Junior Historian (CCC), and Mr. Frederick Tilberg, Assistant Historian. The facilities of the stations were made available to the public from 7 A.M. to 7 P.M. during the summer months, and from 8 A.M. to 6 P.M. during the late autumn and winter. The stations were operated until December 23, and a daily check was made of each station.

Approach Signs on the Highways

When the Entrance Stations were opened, two large signs emphasizing the words "Entrance Station, Gettysburg National Military Park, Official Guides" were placed along the highway. On the Chambersburg Road the sign was placed 300 yards from the station entrance, and on the Emmitsburg Road it was placed approximately 500 yards from the station drive-way. A small sign on which was lettered the words "Drive in" was placed at the entrance of the station drive-way. Guides were permitted to solicit on the highway at a point 100 yards beyond the station.

It will be noted in the statistics relating to the use made of the stations by the visitors that during the first few weeks a comparatively small number of cars drove in to the station. Inquiries were made of visitors as to the clarity of the wording on the approach signs. On the basis of the information thus obtained, as well as our own observations, it was felt that the signs on the highways should be larger and that there should be fewer words put in larger letters. Such a sign would more readily attract the attention of tourists traveling at the rate of 50 miles an hour, the usual speed on highways in this state. It was also felt that emphasis should be placed on the words "Gettysburg Battlefield, Entrance Station". It was thought that three large signs should be placed at points along the highway approach; one about 300 yards from the station, a second sign approximately one-half mile away, and a third sign approximately

a mile away. The preparation of these signs was begun at once but they were not ready for use until the latter part of August. As Ranger Historians H. Ross Sheely and J. Melchior Sheeda went off duty on September 6, a statistical record of tourist visitation during the month of September could not be obtained. It is not possible; therefore, to estimate the effect of the change in the approach signs upon visitation at the Entrance Stations. On the basis of the short period of observation during the latter part of August, it is felt that the new signs will serve the purpose of informing the traveling public more clearly of the approach to a Battlefield park.

Statistical Study of Visitation

In connection with the operation of the Park Entrance Stations, it is to be noted that much of the traffic over the main highways through Gettysburg is of a business or local character and that the number of cars which stop at the Entrance Stations must always be a small percentage of the total traffic over the highways. The following statistical study of traffic passing the stations does not include trucks and business conveyances. In the tabulation of this traffic, only those cars were counted which approached the Chambersburg Road Station from the west, and those which approached the Emmitsburg Road Station from the south. The tabulation covers an 8-hour period, from 8 to 12 and from 1 to 5.

The following tables show the number of tourists who stopped at the Entrance Stations, the number of guide trips originating from the Station, and the total number of guide trips from the Station area;

Chambersburg Road

	No. cars stopping at Station	No. guide trips from Station	No. guide trips from Station area
May 21-31	189	83	208
June	541	270	676
July	987	520	1122
August	1560	668	1455

Emmitsburg Road

	No. cars stopping at Station	No. guide trips from Station	No. guide trips from Station area
May 29-31	74	13	41
June	349	207	443
July	613	290	559
August	1052	457	758

During the month of August, a more complete analysis was made of the number of cars stopping at the Entrance Stations and the total number of incoming cars on the highway passing the stations. It is to be pointed out that this traffic check was made over an 8-hour period and that informative and other duties of the attendants did not permit an accurate count of all passing cars.

During August the total number of passenger cars approaching the Chambersburg Station from the west was 33, 243, of which number 1,560 stopped at the Station. The total number of guided trips over the Battleground originating from this station area was 1,455, of which number 668 trips started from the Entrance Station and 787 from a point on the highway about 100 yards beyond the station.

On the Emmitsburg Road the total number of cars approaching from the south was 18,000, the number of cars stopping at the station being 1,052. The total number of guided trips over the field starting from this station area was 758, and of this number 457 trips originated from the station and 301 from a point on the highway beyond the station.

Thus, at the Chambersburg Station, an estimate of 4.42 per cent of the total passenger traffic from the west stopped at the station, and 4.35 per cent of the total traffic engaged guided trips over the Battleground. These percentages are based on the total number of trips originating from the station area, not the station itself. From the Emmitsburg Station, an estimate of 5.84 per cent of the total traffic from the south stopped at the station and 4.21 per cent engaged guided trips from the Emmitsburg Station area.

On the basis of the statistics tabulated for the month, it was observed that an average of 50 cars daily (8-hour period) stopped at the Chambersburg Station, and an average of 34 cars daily at the Emmitsburg Station. Nearly 50 per cent of the tourists who stopped at the stations for information employed guides.

It is felt that as the station areas are further developed and take on the appearance of an established place, more tourists will be attracted.

Seasonal Activity of Guides

According to a practice carried over from the preceding Park administration, guides are free to shift from one place to another on the highways entering Gettysburg. During the summer months, an average of 18 guides work at the Chambersburg Road Station and gen-

erally from 12 to 14 at the Emmitsburg Road Station. From September to December the number of guides operating gradually diminishes. During December, four guides worked regularly at the Chambersburg Station and from two to four worked during irregular periods at the Emmitsburg Road Station. The stations were unoccupied at intervals when all guides happened to be on the field with parties.

The following table shows, by months, the number of guides operating at the two stations, and the approximate number of trips over the Park made from each station:

Chambersburg Station

	Number of guides operating	Number of guide trips
June	17	676
July	18	1122
August	18	1455
September	16	778
October	15	442
November	9	109
December	4	27

Emmitsburg Station

June	12	443
July	14	559
August	14	758
September	12	674
October	10	334
November	8	100
December	3	12

Present Status of the Entrance Stations.

It has been noted that only a small number of guides operate regularly during the winter months. In view of the limited use of the buildings and the necessity of operating the entire plant as long as the water system was connected, it was thought advisable to disconnect the power and water lines. It is planned to disconnect the power and water lines hereafter during the months of December, January and February. Provision has been made at the Chambersburg Station for heating the guide rooms by means of an oil heater. As the small frame structure located on the highway near the Emmitsburg Station, formerly used by the guides, is still in place, arrange-

ments have been made to provide heat for this building and to make it available for guide use.

It is planned to re-open the Entrance Stations on March 1, 1938.

Observations on the Operation of the Entrance Stations

It was the plan, at the time of the opening of the Entrance Stations, to have the Ranger Historians contact all visitors who approached the stations for information. It has occurred repeatedly, however, especially on days of heavy visitation, that from two to six parties were forced to await information. It has been necessary in such cases to call upon guides to approach visitors. As it has been found that the Station Attendant cannot possibly meet all visitors, it is thought advisable to permit guides to approach all cars arriving at the station.

In connection with the matter of approaching visitors' cars, it has been observed that the number of visitors who have accepted the invitation of the Attendant to visit the station office for a brief explanation of the Battlefield over the relief map is only a small percentage of the total number of visitors who stop at the station. Although a comparatively small number of parties choose to leave their car, it should be pointed out that the parties who did enter the office have been pleased with the explanation offered over the relief map of the field.

It has been noted in a preceding paragraph relating to the statistical study of travel during the month of August that the number of cars which stopped at the Chambersburg Station during the month was 1,560 and at the Emmitsburg Station 1,052. During the same month, the total number of cars on the field was estimated at 35,413, and the total number of visitors at 126,877.

In view of the comparatively small number of contacts possible at the Entrance Stations and the perfunctory type of work which they are called upon to do, it is felt that the services rendered by the Ranger Historians is not commensurate with their ability to serve. Although the solution of the problem of properly supervising the Entrance Stations and also obtaining the full benefit of the services of the Ranger Historians has not been reached at this time, it is thought that a system can be evolved which will enable the Ranger Historians to be on duty during the greater part of the day at the main points of tourist visitation on the field. Thus, on their

rounds, the Ranger Historians would visit the Entrance Stations periodically during the day and proper supervision would thus be rendered possible.

During the approaching tourist season, it is the plan to employ two Ranger Historians and a Junior Historian on the Battlefield at those points where their services will be available to the greatest number of visitors. On their tours of the Park they will make regular trips of inspection to the Entrance Stations. Guides at the stations will thus be permitted to approach all cars which stop at the stations, and to solicit on the highway at a point beyond the station.

It has been observed that the presence of a Ranger Historian at the stations has been helpful in settling minor disputes arising among the guides, and has eliminated many of the unfair solicitation methods formerly practiced by certain guides.

It was the feeling of the Attendants at the stations during the past summer that on the whole the cooperation of the guides has been entirely satisfactory.



First ENTRANCE STATION Sign in Use



ENTRANCE STATION Sign after Alteration



View of First Approach Sign, 5'6" by 10'6",
Used on CHAMBERSBURG ROAD



View of New Approach Sign, 5'6" by 10'6",
on EMMITSBURG ROAD. Large Lettering, 12".



View of Approach to CHAMBERSBURG STATION,
Showing "Drive in" Sign



View of Approach to EMMITSBURG STATION



Visitors at the EMMITSBURG STATION

~~THE HISTORY OF RORRORE ISLAND~~