

DON'T SAY IT—WRITE IT

TO Courtland Reed
 FROM Bob Luntz

DATE 7-27-67

OR
Redwoods

Attached is a xerox copy of a Hammer, Jensen & Wallen letter to the Sierra Club. The point made by Mr Wallen is, in my opinion, a good one. The Sierra Club advertisement implies that they have seen both HJW reports which is not correct. The California Redwood Association read this meaning from the ad and called me requesting a copy of the 1966 report since they assumed we had given a copy to the Sierra Club. I advised them we had not done so.

YOU BET YOUR LIFE WHEN YOU TAKE A CHANCE

Hammon, Jensen & Wallen
Mapping & Forestry Services

8407 EDGEWATER DRIVE, OAKLAND, CALIFORNIA 94621

July 25, 1967

Dr. Edgar Wayburn, President
Sierra Club
Mills Tower
San Francisco, California

Dear Mr. Wayburn:

On July 17, on page 44, the San Francisco Chronicle had a full page ad in the form of a letter to President Johnson. It has been called to our attention that this same "letter" appeared in other papers including the New York Times.

In support of your arguments for the proposed Redwood National Park in Redwood Creek reference was made to our firm as follows. --"This was confirmed at one time or another, by conservation groups throughout America. And it was re-confirmed this year by the Hammon, Jensen and Wallen report to the Secretary of the Interior."

We do not feel that this is a fair statement. Everyone that we have talked to reads this as saying that we confirm the Sierra Club's recommendation for the Redwood Creek Park. This is not the case at all. We have not made a comparative analysis of the two park proposals. Nor have we drawn definitive conclusions with respect to them.

Our firm was retained by the Department of the Interior to make an objective study of the forest resources on both areas. The results of our studies were summarized in two reports accompanied by detailed forest and land classification maps. The first of these reports dated April 13, 1966 is entitled, "FOREST RESOURCE STUDY FOR THE PROPOSED REDWOOD NATIONAL PARK IN DEL NORTE COUNTY, CALIFORNIA." The second report dated March 15, 1967 (and apparently the report to which you refer), "FOREST RESOURCE STUDY FOR THE PROPOSED REDWOOD NATIONAL PARK, HUMBOLDT AND DEL NORTE COUNTIES, CALIFORNIA."

Last Monday I talked with Gordon Robinson at length concerning my feelings that our firm had been rather unethically used in the Sierra Club ad. Since then many people have talked with us concerning your ad and our "position" confirming the Sierra Club's redwood park recommendations.

Thus, we feel it necessary to write this letter in an attempt to clarify our position--or really the lack of a position with respect to the many proposals for a Redwood National Park. We have not made a study resulting in a recommendation of what we consider to be the best redwood park. Our work has been limited to the development of basic data to assist others in the evaluation of lands suited for park purposes.

We would certainly appreciate it if in future ads or press releases the Sierra Club would be a little more careful in its choice of words when used with respect to our firm.

Sincerely yours,

HAMMON, JENSEN & WALLIN

by:

Arnold F. Wallin

AFW:u

CC: Mr. Norman B. Livermore
California Redwood Association
U. S. National Park Service
U. S. Bureau of Outdoor Recreation
Save-The-Redwoods League
Western Lumber Manufacturers, Inc.