

**2 Selling America's Heritage...  
Without Selling Out**

by Richard J. Roddewig

*Tourism will be the world's leading industry by the year 2000. This overview examines why and how historic preservationists can participate.*

**8 Guide To Building Heritage, Arts  
and Tourism Partnerships**

by Sandy M. Guettler and  
William P. Moskin

*Practical steps to building alliances with the tourism industry.*

**10 Viewpoint: Historic Preservation  
and Tourism**

by Arthur Frommer

*One of the leading promoters of touring the world is a **strong** advocate of historic preservation in America.*

**13 Looking Forward: National Trust  
Program Council Report**

*A summary of the findings of the 1988 Program Council's examination of tourism and preservation.*

**16 National Trust Receives Major Grant  
for Heritage Tourism**

*NEA awards National Trust \$300,000 matching grant.*

**17 Resource Directory: Cultural Tourism**

*A guide to tourism industry resources.*

**Departments**

**18 National Notes**

**22 Network**

**19 State Dispatch**

**23 Education**

**20 Preservation  
Advocate**

**24 Historic  
Properties**

**21 Newsmakers**

**25 Worth Knowing**

**• Preservation Forum  
• Editorial Advisory Board**

- Chair, Sally G. Oldham
- Vice President, Programs and Services - National Trust
- Bernd Foerster, FAIA
- Professor, College of Architecture and Design,
- Kansas State University
- Robert C. Giebner
- Professor of Architecture,
- University of Arizona
- H. Ward Jandl
- Chief, Technical Preservation Services Branch, National Park Service
- Nellie Longworth
- President, Preservation Action
- Loretta Neumann
- Vice President, Foresight Science & Technology, Inc.
- Gregory B. Paxton
- Executive Director, Georgia Trust for Historic Preservation
- Richard J. Roddewig
- President, Clarion Associates, Inc.
- Edward F. Sanderson
- Executive Director, Rhode Island Historical Preservation Commission
- J. Reid Williamson, Jr.
- President, Historic Landmarks Foundation of Indiana
- **National Trust Representatives**
- Katherine Adams
- Regional Coordinator
- Arnold M. Berke
- Editor, *Preservation News*
- Thomas J. Colin
- Editor, *Historic Preservation*
- Linda V. Ellsworth
- Director, Mid-Atlantic Regional Office
- Marcia Myers
- Vice-President, Maritime Preservation
- Kate Perry
- Government Affairs Counsel
- Frank E. Sanchis
- Vice President, Stewardship of Historic Properties
- Dwight L. Young
- Director, Planned Giving
- **Office of Preservation Services**
- Director/Editor:
- Catharine McGuire Gilliam
- Program Associates/
- Associate Editors:
- Margaret N. DeLaittre
- Elizabeth Kennedy
- Program Associate/
- Membership Development:
- Laura Skaggs
- Editorial and Production Assistant:
- Polly Arenberg
- Design:
- Carter/Cosgrove & Co.

**National Trust  
for Historic Preservation**

1785 Massachusetts Ave., N.W.  
Washington, D.C. 20036  
(202) 673-4296

J. Jackson Walter  
President

Bonnie R. Cohen  
Senior Vice President

David A. Doheny  
Vice President and General Counsel

John L. Heyl  
Vice President, Resources Development

Marcia Myers  
Vice President, Maritime Preservation

Sally G. Oldham  
Vice President, Programs and Services

Frank E. Sanchis  
Vice President, Stewardship of Historic Properties

*Publisher:*  
Margaret Byrne Heimbold

*Associate Publisher:*  
Constance Burr

*Preservation Forum (ISSN 0893-9403) is published quarterly by the National Trust for Historic Preservation. Forum members of the National Trust receive four issues of *Preservation Forum*, and six issues of *Forum Newsletter* as benefits of membership. Annual dues are \$75.00. Qualifying individuals may subscribe to *Preservation Forum* and *Forum Newsletter* for \$18.00 per year. Second class postage paid at Washington, D.C. Postmaster: Send address changes to Preservation Forum, 1785 Massachusetts Ave., N.W., Washington, D.C. 20036. Copyright © 1988, National Trust for Historic Preservation in the United States.*

*Of the total amount of base dues, 20% is for a subscription to *Preservation Forum*, 4% is for a subscription to *Forum Newsletter*, 8% is for a subscription to *Historic Preservation* and 4% is for a subscription to *Preservation News* for one year.*

*Support for the National Trust is provided in part by matching grants from the U.S. Department of the Interior, National Park Service, under provisions of the National Historic Preservation Act of 1966. The opinions expressed in this publication are not necessarily those of the U.S. Department of the Interior or the National Trust for Historic Preservation.*

*To obtain an Author's Guide and to submit articles or other material, write to the Editor of Preservation Forum. Material published in Preservation Forum is provided by members and other contributors. The journal is a forum to express opinions, encourage debate and convey information of importance to Forum members of the National Trust. Inclusion of material or product references does not constitute an endorsement by the National Trust.*

**Photo Credits:** Page 4, courtesy of the Henry Ford Museum, Dearborn, Mich.; p. 5, reproduced from the collections of the Library of Congress, Walker Evans, 1936; p. 9, Gary Fong; p. 10, Arthur Frommer Features, Inc.; p. 13, courtesy of the Smithsonian Traveling Exhibition Service; p. 18, Martha Stewart; p. 19, top, Indiana Dept. of Natural Resources; bottom, New Jersey SHPO; p. 20, National Trust Office of Maritime Preservation; p. 21, Treu-Nita Winter Photography; Delano & Rushing-Elena De La Ville, Mass. State Archives; p. 22, Yankee Intern Program, Trust Northeast Regional Office; p. 23, top, Massie Heritage Center, Savannah, Ga.; bottom, Kevin Hutchinson; p. 23, John P. Wright and Historic Hudson Valley. Photos on pp. 3, 6, 7, 11, 12, 14, 15 from National Trust Audiovisual collections.