

(If they can turn Grand Canyon into a "cash register" is any national park safe? You know the answer.)

Now Only You Can Save Grand Canyon From Being Flooded... For Profit

Yes, that's right, *Grand Canyon!*
The facts are these:

1. Bill H.R. 4671 is now before Rep. Wayne Aspinall's (Colo.) House Committee on Interior and Insular Affairs. This bill provides for two dams—Bridge Canyon and Marble Gorge—which would stop the Colorado River and flood water back into the canyon.

2. Should the bill pass, two standing lakes will fill what is presently 130 miles of canyon gorge. As for the wild, running Colorado River, the canyon's sculptor for 25,000,000 years, it will become dead water.

3. In some places the canyon will be submerged five hundred feet deep. "The most revealing single page of the earth's history," as Joseph Wood Krutch has described the fantastic canyon walls, will be drowned.

The new artificial shoreline will fluctuate on hydroelectric demand. Some days there will only be acres of mud where the flowing river and living canyon now are.

4. Why are these dams being built, then? For commercial power. They are dams of the sort which their sponsor, the Bureau of Reclamation of the Department of the Interior, calls "cash registers."

In other words, these dams aren't even to store water for people and farms, but to provide auxiliary power for industry, Arizona power politics in your Grand Canyon.

Moreover, Arizona doesn't need the dams to carry out its water development. Actually, it would have more water without the dams.

5. For, the most remarkable fact is that, as Congressional hearings have confirmed, seepage and evaporation at these remote damsites would annually lose enough water to supply both Phoenix and Tucson.

As for the remainder, far more efficient power sources are available right now, and at lower net cost. For the truth is, that the Grand Canyon dams will cost far more than they can earn.

6. Recognizing the threat to Grand Canyon, the Bureau of the Budget (which speaks for the President on such matters) has already suggested a moratorium on one of the dams and proposed a commission consider alternatives.

This suggestion has been steadily resisted by Mr. Aspinall's House Committee, which continues to proceed with H. R. 4671. It has been actively fought by the Bureau of Reclamation.

7. At the same time, interestingly, other Bureaus within Secretary Udall's domain (notably National Parks, Fish and Wildlife, Indian Affairs, Mines, Outdoor Recreation, Geological Survey) have been discouraged from presenting their findings, obtained at public expense. Only the Reclamation Bureau has been heard.

8. Meanwhile, in a matter of days the bill will be on the floor of Congress and—let us make the shocking fact completely clear—it will probably pass.

The only thing that can stop it is your prompt action.



The Grand Canyon: How man plans to improve it. (Newsweek, May 30, 1966)

9. What to do? Letters and wires are effective, and so are the forms at right once you have signed them and mailed them. (You will notice that there is also one in the box below to the Sierra Club; that's us.)

10. Remember, with all the complexities of Washington politics and Arizona politics, and the ins and outs of committees and procedures, there is only one simple, incredible issue here: This time it's the Grand Canyon they want to flood. *The Grand Canyon.*

WHAT THE SIERRA CLUB IS FOR

The Sierra Club, founded in 1892 by John Muir, is nonprofit, supported by people who sense what Thoreau sensed when he wrote, "In wildness is the preservation of the world." The club's program is nationwide, includes wilderness trips, books, and films—and a major effort to protect the remnant of wilderness in the Americas.

There are now twenty chapters, branch offices in New York, Washington, Albuquerque, Seattle, and Los Angeles, and a main office in San Francisco.

This advertisement has been made possible by individual contributions, particularly from our Atlantic, Rocky Mountain, Rio Grande, Southern California and Grand Canyon chapter members, and by buyers of Sierra Club books everywhere, especially the twelve in the highly praised Exhibit Format Series, which includes books on Grand Canyon, Glen Canyon, the Redwoods, the Northern Cascades, Mount Everest, and the Sierra.

David Brower, Executive Director,
Sierra Club
Mills Tower, San Francisco, California

- Please send me more of the details of the battle to save Grand Canyon.
- I know how much this sort of constructive protest costs. Here is my donation of \$_____ to help you continue your work.
- Please send me a copy of "Time and the River Flowing," the famous four-color book by Philip Hyde and François Leydet which tells the whole story of Grand Canyon and the battle to save it. I am enclosing \$25.00
- I would like to be a member of the Sierra Club. Enclosed is \$14.00 for entrance fee and first year's dues.

Name _____
Address _____
City _____ State _____ Zip _____

Note: All contributions and membership dues are deductible.

PLEASE CLIP THESE AND MAIL THEM

No. 1
THE PRESIDENT
THE WHITE HOUSE
WASHINGTON 25, D.C.
THANK YOU FOR YOUR STAND, THROUGH THE BUREAU OF THE BUDGET, PROTECTING GRAND CANYON. WOULD YOU PLEASE ASK CONGRESS TO DEFER BOTH GRAND CANYON DAMS PENDING INVESTIGATION OF THE ALTERNATE POWER SOURCES. THANK YOU AGAIN.

Name _____
Address _____
City _____ State _____ Zip _____

No. 2
SECRETARY OF THE INTERIOR STEWART UDALL
WASHINGTON 25, D.C.
ALL YOUR SPLENDID CONSERVATION WORK OF THE PAST WILL BE BLIGHTED IF YOU ALLOW THE LIVING GRAND CANYON TO DIE AT THE HANDS OF YOUR BUREAU OF RECLAMATION. WOULD YOU PLEASE ALLOW THE FINDINGS OF YOUR OTHER BUREAUS TO BE REPORTED FULLY TO CONGRESS BEFORE THE VOTE ON H. R. 4671? THANK YOU.

Name _____
Address _____
City _____ State _____ Zip _____

No. 3
REPRESENTATIVE WAYNE ASPINALL
HOUSE OF REPRESENTATIVES
WASHINGTON 25, D.C.
I URGE YOU TO HALT PROCEEDINGS ON H. R. 4671, NOW IN YOUR COMMITTEE, AND TO SEEK EXPERT TESTIMONY FROM THE MANY INTERIOR DEPARTMENT AGENCIES THAT HAVE NOT YET APPEARED BEFORE YOU. THANK YOU.

Name _____
Address _____
City _____ State _____ Zip _____

No. 4 (To your Congressman)
REPRESENTATIVE _____
HOUSE OF REPRESENTATIVES
WASHINGTON 25, D.C.
PLEASE JOIN IN THE FIGHT TO SAVE GRAND CANYON BY URGING DELETION OF BOTH DAMS PROPOSED IN H. R. 4671. THANK YOU.

Name _____
Address _____
City _____ State _____ Zip _____

No. 5 (To one of your U.S. Senators)
SENATOR _____
UNITED STATES SENATE
WASHINGTON 25, D.C.
PLEASE JOIN IN THE FIGHT TO SAVE GRAND CANYON BY URGING DELETION OF BOTH DAMS PROPOSED IN H. R. 4671. THANK YOU.

Name _____
Address _____
City _____ State _____ Zip _____

No. 6 (To your state's other Senator)
SENATOR _____
UNITED STATES SENATE
WASHINGTON 25, D.C.
PLEASE JOIN IN THE FIGHT TO SAVE GRAND CANYON BY URGING DELETION OF BOTH DAMS PROPOSED IN H. R. 4671. THANK YOU.

Name _____
Address _____
City _____ State _____ Zip _____

(Better Hold Up On The Flowers and Cheery Wires, Just A Bit Longer)

"Grand Canyon National Monument Is Hereby Abolished"

—From a bill submitted to Congress 15 days ago by Rep. Wayne Aspinall

Had You Thought The Battle Against Dams In Grand Canyon Was Over?

I "GOLIATH AND THE PHILISTINES"

ON FEBRUARY 1, Secretary of the Interior Stewart Udall, speaking for the Administration, announced that the President had withdrawn all support for the Marble Canyon Dam, which would have altered irrevocably the wild Colorado River and ruined a large part of Grand Canyon. In fact, the Secretary reported, the Administration was now advocating expansion of Grand Canyon National Park to include this dam site (see map).

A great victory, everyone felt, and the Sierra Club offices were inundated with wires, letters, flowers, and pleasant encomiums praising us, as one note said, "for having slain Goliath and turned away the Philistines."

Naturally enough, most people assumed the *whole* struggle was over. But, as usual, it is not so simple. By now, we have several "Goliaths" and as for the Philistines, they're coming back over the hill.

II "CASH REGISTERS"

FOR while we can now look forward to Administration support this must be understood:

A number of special interest groups are *still* planning to push dam bills through Congress (and several have already been submitted): Or, failing that, Arizona could build them itself—with or without Administration support.

The key advocates of Grand Canyon dams are these:

1) Commercial interests within the Colorado Basin states, who see these dams (commonly called "cash registers") as a hypothetical means of financing an altogether different project: the turning of part of the Columbia River southward, benefiting themselves, particularly California.

The Grand Canyon itself is of no interest; it is merely an expedient.

2) Southern California real estate developers also gain from presumed dam revenues. (They would like to create still more of Los Angeles.)

3) And the Arizona Power Authority favors the dams. It contends they will provide cheap new sources of power to subsidize Arizona agriculture. (Two-thirds of Arizona's water goes to catfished and cotton, *already* subsidized products.)

The dams will not provide anyone with water. In fact, through seepage and evaporation they will waste enough water to supply Phoenix.

III TOURISTS IN POWER BOATS

SUPPORTERS of the dams suggest that building them in Grand Canyon is only good sense.

They point out that the new "recreational lakes" will benefit tourists in power boats who will enjoy viewing the upper canyon walls more closely.

Should we flood the Sistine Chapel, so tourists can get nearer the ceiling?

And, to express their "willingness to compromise," some of the dam builders have lately suggested just one dam in Grand Canyon instead of two. Like one bullet in the heart instead of two. (The point, you see, is that if you alter the river's flow at any point you interfere with the life force of the canyon, the element which has made it what writers have called "a museum of the history of the world.")

In some quarters, even Mr. Aspinall's bill (see headline) is considered a "compromise," as it would extend Grand Canyon National Park upstream while eliminating Grand Canyon National Monument (to make room for a 93 mile reservoir). It is felt that if what you are flooding is no longer part of the park system, the public will no longer think it important.

But changing official names around doesn't change the fact that it is all part of Grand Canyon, and once flooded, whatever is under the water is gone forever.

IV MENTALITY

SO in summary, while the President's action is heartening, and the Grand Canyon struggle is beginning to turn, we remain in the same essential position, and that is this:

There exists today a mentality which condones destruction done in the name of commerce.

Commercial interests claim we who love the land refuse their "reasonable compromises." But it is forgotten that nearly the whole natural landscape has *already* been compromised... tract houses creep over the hillsides, concrete covers the landscape, forests are gone, waters are fouled, and even the air is heavy with waste.

It is not much to ask that some things at least be left "unimproved" to show we have love for those who follow.

If we can't even save Grand Canyon for them, is there hope for saving whatever else of nature our planet still offers?

We have been taking ads, therefore, suggesting that there is something one can do. Thousands have already responded by writing letters (especially important), sending coupons, and also funds to continue the effort; and prospects have thereby improved. But as Grand Canyon legislation still stands a good chance of passage, please don't stop now.

Thank you.

No. 1
The President
The White House
Washington 25, D.C.
Dear Mr. President:

I wish to congratulate you for your Administration's position opposing the Marble Canyon Dam and the suggestion that Grand Canyon National Park be extended upstream.

However, I am still concerned that the Hualapai Dam may be built downstream, thereby flooding 93 miles of canyon gorge and marring forever what Joseph Wood Krutch described as "the most revealing single page of Earth's history." I ask therefore that you speak out as forcefully on the dangers of this dam, lest special interest groups be able to push a bill containing it through Congress.

Yours sincerely, _____
Address _____
City _____ State _____ Zip _____

No. 2
Hon. Wayne Aspinall, Chairman
House Committee on Interior and Insular Affairs
House Office Building
Washington 25, D.C.
Dear Mr. Aspinall:

As I am irrevocably opposed to the sacrifice of any part of Grand Canyon to commercial interests, I therefore urge that you reconsider your oft stated support for proposals to dam Grand Canyon.

Testimony has proven that dams are completely unnecessary, even wasteful, and that alternate power sources are available. And new testimony is also available substantiating that Grand Canyon dams are unneeded.

I urge that your committee invite this testimony and consider it carefully, and I urge that you refrain from backing these dam bills.

Yours sincerely, _____
Address _____
City _____ State _____ Zip _____

No. 3
Hon. John Saylor
House Committee on Interior and Insular Affairs
House Office Building
Washington 25, D.C.
Dear Mr. Saylor:

I congratulate your forthright opposition to efforts which would push through your committee legislation which could ultimately wreck our entire National Park System.

Your voice has been among the bravest and most effective in the anti-dam struggle and I would like you to know there are many of us out here who are grateful to you.

Yours sincerely, _____
Address _____
City _____ State _____ Zip _____

No. 4
Hon. Ronald Reagan, Governor
State of California
Sacramento, California
Dear Governor Reagan:

I urge that you use your good offices to persuade Southern California commercial interests that even if a temporary financial "killing" can be made by revenues from converting Grand Canyon into a "cash register," the ultimate shame will be that all Americans...

It will begin a trend that eventually will also destroy the natural resources of California—the redwoods, the wild Big Sur coastline, the High Sierra, Yosemite.

If such a great sacrifice can be made for temporary commercial gain, then no resource will be safe. Your influence in Southern California may help stop it.

Yours sincerely, _____
Address _____
City _____ State _____ Zip _____

No. 5
Hon. John R. Williams, Governor
State of Arizona
Phoenix, Arizona
Dear Governor Williams:

I urge that you restrain the Arizona Power Authority and other persons and commercial interests in your state who would sacrifice one of the great wonders of the world for a temporary commercial advantage.

It is, after all, only an accident of geography that the Grand Canyon is in Arizona. Revealing as it does a cross section of the history of the world, it is rightfully the property of every American; even of every person in the world, and of future generations as well. And you are a responsible inheritor.

I ask that you do your utmost to assure that Grand Canyon is preserved in its natural state, without any alterations by Man, so that the living river within it may continue the process it began 10 million years ago.

History will thank you greatly.

Yours sincerely, _____
Address _____
City _____ State _____ Zip _____

David Brower, Executive Director
Sierra Club, Mills Tower, San Francisco

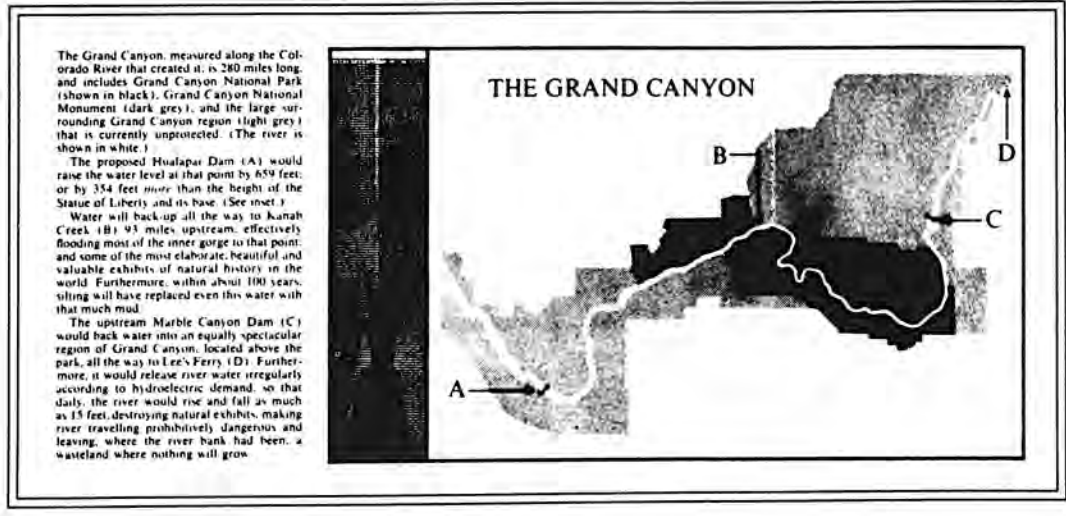
I have sent the coupons.
Please tell me what else I can do to continue your effort to keep the public informed.

Here is a donation of \$ _____
Send me "Time and the River Flowing," famous four color book which tells the complete story of Grand Canyon, and why T. Roosevelt said, "I leave it as it is." (\$25.00)
I would like to be a member of the Sierra Club. Enclosed is \$14.00 for entrance and first year's dues.

Name _____
Address _____
City _____ State _____ Zip _____

The Sierra Club, founded in 1892 by John Muir, is nonprofit, supported by people who, like Thoreau, believe "in wildness is the preservation of the world." The club's program is nationwide, includes wilderness trips, books and films as well as such efforts as to protect the remnants of wilderness of the Americas. There are now twenty chapters, branch offices in New York (Biltmore Hotel), Washington (Dupont Circle Building), Los Angeles (Auditorium Building), Albuquerque, Seattle, and main office in San Francisco.

(Our previous ads, urging that readers exercise a constitutional right of petition to save Grand Canyon from two dams which would have flooded it, produced an unprecedented reaction by the Internal Revenue Service threatening our tax deductible status. IRS called the ads a "substantial" effort to "influence legislation." Undefined, these terms leave organizations like ours at the mercy of administrative whim. [The question has not been raised with organizations that favor Grand Canyon dams.] So we cannot now promise that contributions you send us are deductible—pending results of what may be a long legal battle.)



SHOULD WE ALSO FLOOD THE SISTINE CHAPEL SO TOURISTS CAN GET NEARER THE CEILING?

EARTH began four billion years ago and Man two million. The Age of Technology, on the other hand, is hardly a hundred years old, and on our time chart we have been generous to give it even the little line we have.

It seems to us hasty, therefore, during this blip of time, for Man to think of directing his fascinating new tools toward altering irrevocably the forces which made him. Nonetheless, in these few brief years among four billion, wilderness has all but disappeared. And now these:

1) There are proposals before Congress to "improve" Grand Canyon. Two dams would back up artificial lakes into 148 miles of canyon gorge. This would benefit tourists in power boats, it is argued, who would enjoy viewing the canyon wall more closely. (See headline). Submerged underneath the tourists would be part of the most revealing single page of earth's history. The lakes would be as deep as 600 feet (deeper for example, than all but a handful of New York buildings are high) but in a century, silting would have replaced the water with that much mud, wall to wall.

There is no part of the wild Colorado River, the Grand Canyon's sculptor, that would not be maimed.

Tourist recreation, as a reason for the dams, is in fact an afterthought. The Bureau of Reclamation, which has backed them, has called the dams "cash registers." It expects the dams would make money by sale of commercial power.

They will not provide anyone with water.

2) In Northern California, four lumber companies have nearly completed logging the private virgin redwood forests, an operation which to give you an idea of its size, has taken fifty years.

Where nature's tallest living things have stood silently since the age of the dinosaurs, much further cutting could make creation of a redwood national park absurd.

The companies have said tourists want only enough roadside trees for the snapping of photos. They offered to spare trees for this purpose, and not much more. The result would remind you of the places on your face you missed while you were shaving.

3) And up the Hudson, there are plans for a power complex—a plant, transmission lines, and a reservoir near and on Storm King Mountain—effectively destroying one of the last wild and high and beautiful spots near New York City.

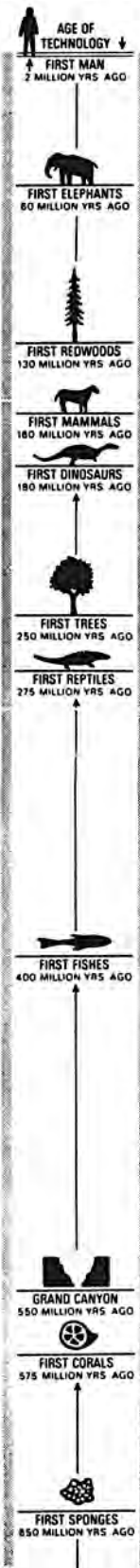
4) A proposal to flood a region in Alaska as large as Lake Erie would eliminate at once the breeding grounds of more wildlife than conservationists have preserved in history.

5) In San Francisco, real estate interests have for years been filling a bay that made the city famous, putting tract houses over the fill; and now there's a new idea—still more fill, enough for an air cargo terminal as big as Manhattan.

There exists today a mentality which can conceive such destruction, giving commerce as ample reason. For 74 years, the Sierra Club (now with 46,000 members) has opposed that mentality. But now, when even Grand Canyon is endangered, we are at a critical moment in time.

This generation will decide if something untrammelled and free remains, as testimony we had love for those who follow.

We have been taking ads, therefore, asking people to write their Congressmen and Senators; Secretary of the Interior Stewart Udall; The President; and to send us funds to continue the battle. Thousands *have* written, but meanwhile, Grand Canyon legislation still stands a chance of passage. More letters are needed and much more money, to help fight the notion that Man no longer needs nature.*



David Brower, Executive Director
Sierra Club
Mills Tower, San Francisco

- Please send me more details on how I may help.
- Here is a donation of \$_____ to continue your effort to keep the public informed.
- Send me "Time and the River Flowing," famous four color book which tells the complete story of Grand Canyon, and why T. Roosevelt said, "leave it as it is." (\$25.00)
- Send me "The Last Redwoods" which tells the complete story of the opportunity as well as the destruction in the redwoods. (\$17.50)
- I would like to be a member of the Sierra Club. Enclosed is \$14.00 for entrance and first year's dues.

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City _____ State _____ Zip _____

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