Grand Canyon National Park

Preservation or Profit?

Created by: Joshua Rassi

(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



U.S. Bureau of Reclamation

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

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.

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.

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.

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_____

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 *still* before Congress to "improve" Grand Canyon. If they succeed, two dams could back up artificial lakes into 93 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



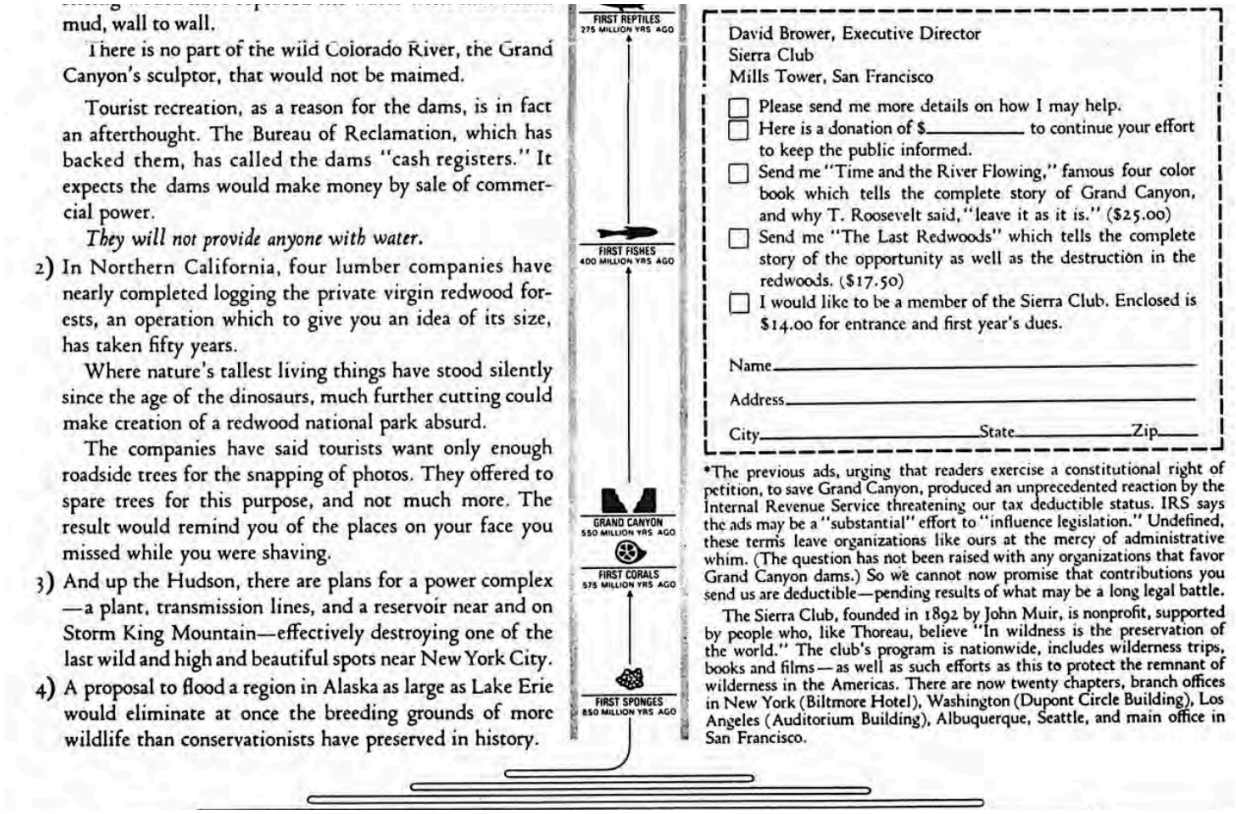
5) In San Francisco, real estate interests have for years been filling a bay that made the city famous, putting tract houses over the fill; and now there's a new idea—still more fill, enough for an air cargo terminal as big as Manhattan.

There exists today a mentality which can conceive such destruction, giving commerce as ample reason. For 74 years, the Sierra Club (now with 48,000 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. Letters are needed and much more money, to help fight the notion that Man no longer needs nature.*

journaloftheplagueyears.ink



Advertisement, *New York Times*, 1966. This advertisement compares the proposed flooding of the Grand Canyon with damaging a famous work of art.

U.S. DROPS PLANS TO BUILD 2 DAMS IN GRAND CANYON

It Proposes Instead to Buy Steam Plant's Power to Send Water to Arizona

By WILLIAM M. BLAIR
Special to The New York Times

WASHINGTON, Feb. 1--The Administration abandoned today bitterly contested plans for two power-producing dams in the Grand Canyon.

Instead of the dams, the Administration proposed that a group of 22 Western public and private utilities build a power plant to provide electricity for pumping water out of the lower Colorado River to supply Arizona areas.

The Government would buy the power provided by the steam plant.

The plant would be a key element of the Central Arizona Project, a giant waterworks system that would transport water to the Phoenix and Tucson areas.

The Administration also proposed that Grand Canyon National Park be enlarged to take in Marble Gorge, the site of one of the proposed dams that conservation groups had fought as destructive to one of the natural wonders of the world.

Opposed by Aspinall

The proposal immediately drew the fire of a key House member, Wayne N. Aspinall, Democrat of Colorado, who said it was not acceptable to the states directly involved and probably would not be acceptable to the House Interior Committee. He did not elaborate.

Mr. Aspinall is chairman of the committee, which approved the original project last year. The bill died in the last session.

A major conservation group also expressed serious reservations about the plan. David Brower, executive director of the Sierra Club, said his organization was concerned about a provision to leave the second dam site, Hualapai, open for future action by Congress.

This would still pose a threat to the Grand Canyon, he said in a telephone interview from the club's headquarters in San Francisco. He suggested that the Hualapai site also be taken into the Grand Canyon National Park.

The Sierra Club lost its tax-exempt status as a nonprofit organization during the fight over the Grand Canyon dams last year. The Internal Revenue Service withdrew its exemption on the ground that the group had sought to influence legislation, after it had published full-page newspaper ad-

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U.S. DROPS PLANS TO BUILD 2 DAMS

Continued From Page 1, Col. 5

vertisements opposing the dams.

The original project envisioned the two power dams as "cash registers" that would help to finance construction of a canal and other works that would carry water across Arizona. The total cost was estimated at $1.2-billion.

Secretary of the Interior Stewart L. Udall, who announced the revised plan at a news conference today, put its cost at $719-million.

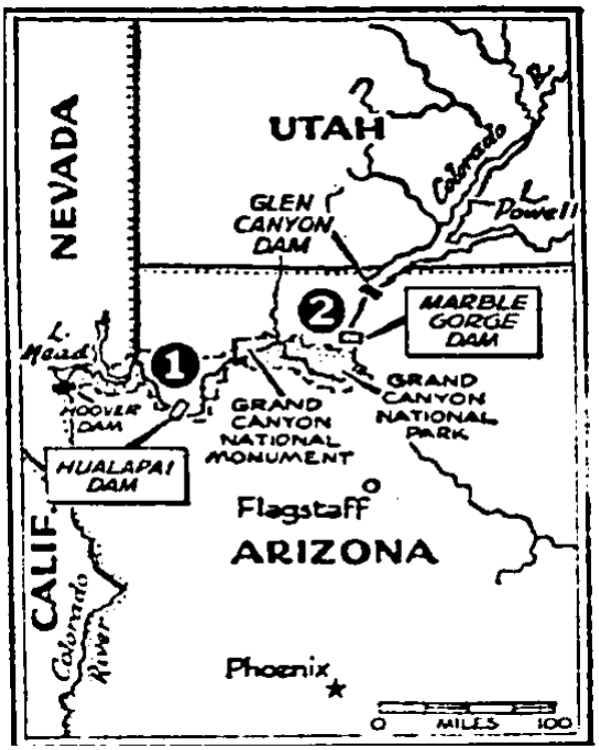
To questions suggesting that the revision was a victory for conservationists, he said:

"This plan isn't a victory for anyone. It's a victory for common sense."

He said it was designed to "abate the controversy" that has swirled about the proposed dams. Also, he said, "in view of the budget stringency" it would be "less costly."

He was hopeful that it would be acceptable to Congress.

But other members from Western states who had supported the original plan, in addition to Mr. Aspinall, spoke out against it.



The New York Times Feb. 2, 1967

2-DAM PLAN DROPPED: Proposal for dams (1 and 2) at Grand Canyon withdrawn.

"U.S. Drops Plans to Build 2 Dams in Grand Canyon", *New York Times,* February 2,1967. New York Times article announcing the abandonment of the U.S. government's proposal to build two dams near Grand Canyon National Park.

Contextual Paragraph

Bridge Canyon Dam, also called **Hualapai Dam**, was a proposed dam in the lower Grand Canyon of the Colorado River, in northern Arizona. The location of the proposed dam was to be located near Bridge Canyon Rapids in an extremely rugged and isolated portion of the canyon, 235 miles (378 km) downstream of Lees Ferry and at the uppermost end of Lake Mead.

The dam was first proposed in the 1920s and was seriously considered by the U.S. Bureau of Reclamation for a period of over twenty years until 1968. If built, the dam would have stood 740 feet (230 m) high, forming a reservoir stretching more than ninety miles (140 km) upstream, including thirteen miles (21 km) along the border of Grand Canyon National Park. The dam would serve mainly for hydropower production in conjunction with several others further upstream including Marble Canyon Dam, on the Colorado, Green and other rivers.

H.R. 4671 was proposed in Congress in 1966 to support the construction of two dams on the Colorado River, the Marble Canyon Dam and the Bridge Canyon Dam.

In that same year, the Sierra Club launched a national advertising campaign opposing two proposed hydroelectric dams: Marble Canyon Dam and Bridge Canyon Dam. Supporters argued that the dams could generate electricity and help fund water development projects in the growing American Southwest. The Sierra Club warned that the dams would damage the Grand Canyon's natural beauty and alter the Colorado River.

One of the campaign's most famous advertisements asked, "Should we also flood the Sistine Chapel so tourists can get nearer the ceiling?" The ads helped mobilize public opposition and encouraged Americans to contact their elected officials. Neither dam was ultimately built. The location, however, is still considered to be one of the best remaining sites for a large dam in the western United States.

Key Questions

1. What did Congressional Bill H.R. 4671 propose to do? Why was this proposed?
2. What groups of people do you think support H.R. 4671?
3. What are some of the reasons why the Sierra Club opposes construction of the dams?
4. What types of actions does the Sierra Club encourage the public to take?
5. What reasons does document #2 give for the federal government's decision to not build the dams?

Assessment

1. Advertising, Public Opinion, & Government Policy
    a. What was the Sierra Club's main argument against building dams in their advertising message in the New York Times? What evidence supports this? Examine the document:
        i. What do the headline and images communicate about the proposed dams?
        ii. What does the advertisement suggest Americans could lose if the dams were built?
        iii. Who or what does the Sierra Club appear to blame for the threat?
    b. Use evidence from the source: Identify one specific word, phrase, or visual detail from the advertisement that supports your answer. Sentence starter: "The Sierra Club opposed the proposed dams because ____. One piece of evidence from the advertisement is ____, which suggests ____."
2. Persuasive Language
    a. How did the Sierra Club use persuasive language and comparisons to convince Americans to oppose the proposed dams? Focus on the advertisement's comparison between the Grand Canyon and the Sistine Chapel, a famous artistic and cultural landmark in Rome. Guiding questions:
        i. Why might the Sierra Club compare a natural landscape to a famous work of art?
        ii. What emotions might this comparison evoke in readers?
        iii. Why might an advertisement use a provocative question instead of simply listing facts about the dams?
        iv. How could this approach appeal to people who had never visited the Grand Canyon?
    b. Use evidence from source #1: Quote or describe the advertisement's headline, imagery, or another persuasive detail. Explain how it might influence the audience.
3. How effective was the Sierra Club's 1966 advertising campaign in shaping public opinion and influencing the debate over protecting the Grand Canyon? The campaign generated public opposition and political pressure. The proposed dams were eventually abandoned, although historians must consider other political and economic factors when evaluating the campaign's impact.
    a. <u>Step 1</u>: Develop a claim. Complete the statement: "The Sierra Club's advertising campaign was ____ effective because ____."
    b. <u>Step 2</u>: Select evidence. Use at least two pieces of evidence, such as:
        i. A headline, image, comparison, or argument from the advertisement (primary source #1).

    ii. Evidence of the eventual abandonment of the dam proposals (from primary source #2).

c. Step 3: Explain your reasoning. For each piece of evidence, explain why it supports your claim. Consider whether the advertisements changed public opinion, encouraged political action, or reinforced beliefs that people already held.
d. Step 4: Address complexity. Consider a counterargument: Was the campaign successful solely because of its advertising, or were there other political, economic, and environmental factors that contributed to the outcome? This will take additional research on your part.
e. Final writing prompt: Write one analytical paragraph answering DBQ question #3. Include a defensible thesis, at least two pieces of historical evidence, reasoning that connects the evidence to your argument, and a brief consideration of an alternative explanation. Suggested paragraph structure:
    i. Claim: State how effective the campaign was.
    ii. Evidence 1: Analyze a specific feature of an advertisement.
    iii. Reasoning 1: Explain how that feature could influence public opinion.
    iv. Evidence 2: Describe a historical outcome or public response.
    v. Reasoning 2: Explain how the evidence supports your claim.
    vi. Qualification: Acknowledge another factor that may have influenced the outcome.