



TRENDS

in
PARKS & RECREATION
A PUBLICATION OF THE
PARK PRACTICE PROGRAM
issued quarterly

VOLUME 4

APRIL 1967

NUMBER 2



NATURAL BEAUTY - THE NEW FOCUS ON QUALITY

by EDWARD C. CRAFTS •

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United States Department of the Interior

• Mr. Crafts is a forester with 33 years Federal Service. He is a native of Illinois, and attended Dartmouth College and the University of Michigan. He holds B.F., M.F., and Ph.D. degrees.

He served 20 years in the Forest Service with assignments in Utah, Arizona, New Mexico, and California before moving to Washington in 1944.

He was Chief, Division of Forest Economics Research for a number of years, and for ten years was Assistant Chief of the Forest Service in charge of program development, legislation, and Congressional relations.

Mr. Crafts directed numerous policy studies for the Forest Service including a five-year review of the Nation's timber situation published in 1958 as "Timber Resources for America's Future."

He holds the Distinguished Service Awards of the Park Executive. He has attended two world Forestry Congresses in official capacities and is a member of numerous professional and honorary organizations.

In addition to serving as Director, Bureau of Outdoor Recreation, Mr. Crafts is also a staff director for the President's Recreation Advisory Council and is executive officer of the Lewis and Clark Trail Commission.

The President's Council on Recreation and Natural Beauty is an outgrowth of the recommendations of the Outdoor Recreation Resources Review Commission made just five years ago. That Commission recommended to the President and the Congress that there should be established a Recreation Advisory Council, "to assure that recreation policy and planning receive attention at a high level and to promote interdepartmental coordination."

In April 1962, President Kennedy established such a Council consisting primarily of Cabinet officers with chairmanship to rotate at two-year intervals.

It has been my privilege to serve as Executive Director of that Council since its inception under the chairmanship of Secretaries Udall, Freeman, and Connor. From personal experience I can assure you that each of these men is dedicated to, and deeply involved in furthering, the objectives of the Council and the Citizens Committee.

Last May on the first anniversary of the White House Conference on Natural Beauty, the Executive Order establishing the Council was broadened to include consideration of natural beauty as well as outdoor recreation. There was established at the same time, and as a direct result of the White House Conference, a committee of twelve distinguished citizens to advise both the President and his Council on Recreation and Natural Beauty.

TRENDS in PARKS & RECREATION

A PUBLICATION OF THE PARK PRACTICE PROGRAM

Published and distributed at Washington, D.C.

The National Conference on State Parks

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Printed by the District Lithograph Company, Washington, D.C.
Not printed or distributed at Government expense.

The views and opinions expressed in TRENDS are those of the authors and not necessarily those of this publication, the Park Practice Program, its sponsoring and cooperating organizations, agencies or the officers thereof.

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TRENDS subscriptions, \$5 per annum.

In the words of the President when signing the Executive Order last spring,

"The function of the Council is to review plans and programs of Federal agencies affecting outdoor recreation and natural beauty. The Council will make recommendations to the President on matters of policy. It will also conduct studies in related fields and encourage and assist Federal agencies to accomplish effective coordination of such programs.

"The Citizens Advisory Committee on Recreation and Natural Beauty will advise the President and the Council on matters relating to (1) outdoor recreation and the beautification of our Nation's cities and countrysides (2) the correlation of natural beauty and outdoor recreation activities by federal agencies and bureaus, and (3) local, State and private outdoor recreation and natural beauty activities."

In the preamble to the Executive Order creating both the Council and the Committee, it is stated another way:

"Because the Federal Government administers massive programs that affect the natural beauty of our land, it must pursue a course that will enhance and protect that beauty. It must stimulate action in behalf of natural beauty and outdoor recreation on the part of others — of State and local governments, of private organizations and individual citizens. "If it is to do this well, its own house must be in order. Its programs must be wise, and they must be coordinated."

Perhaps the greatest value of the Council is the simple fact that it exists. As such it is tangible evidence of the unprecedented and continuing interest of two Presidents of the United States in a subject that cuts across the quality of our environment and affects the daily lives of all of us.

The protection of nature and her works, the form and style of man-made features, the ways humanity disposes of its wastes, the conditions of our cities, the constructive use of leisure time, — are all the Council's proper concern.

The human organizations, public and private, which take actions to affect the environment are the units with which we deal. Federal, State and local governments, private organizations and private business, and individual citizens play a significant role in making and shaping the kind of world we live in.

The Council's purposes and missions lie at the heart of the President's goal for the American republic in this century:

"... The purpose of protecting the life of our Nation and preserving the liberty of our citizens is to pursue the happiness of our people. Our success in that pursuit is the test of our success as a Nation. For a century we labored to settle and subdue a continent. For half a century, we called upon unbounded invention and untiring industry to create an order of plenty for all of our people. The challenge of the next half century is whether we have the wisdom to use that wealth to enrich and elevate our national life, and to advance the quality of our American civilization . . ."

The translation of these Presidential objectives into specific performance is by no means easy, and is the area where the Council most urgently needs your creative and constructive suggestions.

In its efforts to date the Council has adopted a policy to guide the Executive Branch in its recommendations to the Congress on establishing a wholly new kind of Federal recreation area. These are the guidelines covering National recreation areas. Since this policy has been adopted, Congress has established eleven National recreation areas, lake-shores, or seashores that meet these criteria.

In addition to the policy statement on National Recreation Areas, the Council has issued six additional policy statements on such subjects as Scenic Roads and Parkways, Water Pollution and Public Health, Federal Investment in Outdoor Recreation, and others.

The preservation of redwoods was at stake when the Council considered proposed highway routings through California Redwood State Parks.

Jurisdictional matters between Federal agencies are not avoided and the Council was instrumental in setting a long-

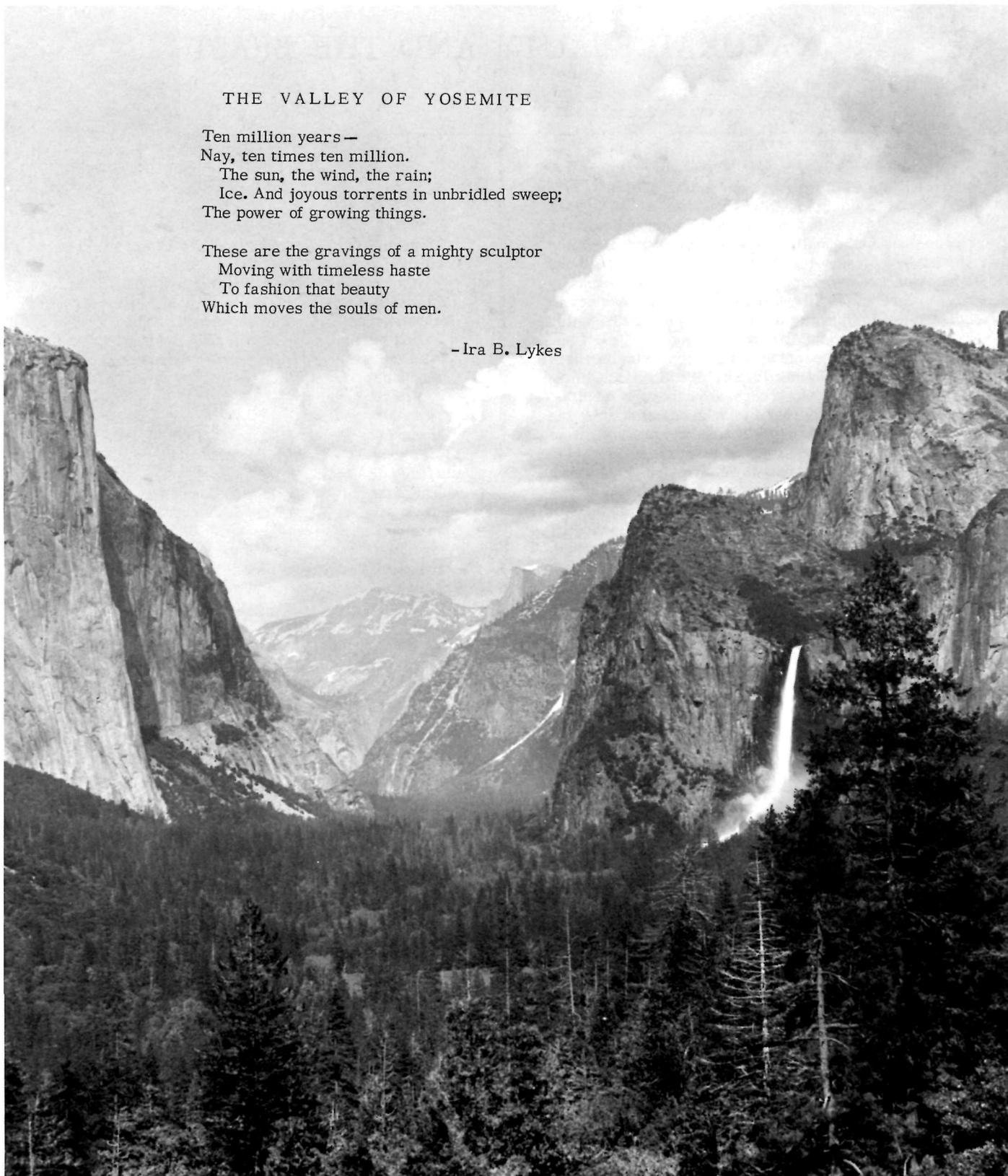
(Continued on page 23)

THE VALLEY OF YOSEMITE

Ten million years —
Nay, ten times ten million.
The sun, the wind, the rain;
Ice. And joyous torrents in unbridled sweep;
The power of growing things.

These are the gravings of a mighty sculptor
Moving with timeless haste
To fashion that beauty
Which moves the souls of men.

- Ira B. Lykes



Yosemite Valley from Wawana Road Tunnel

NPS Photo by Ralph H. Anderson

Editorial

NATURAL BEAUTY AND THE BEAST



It seems to us that no matter how many dedicated Americans work individually or collectively to preserve and defend what remains of this Nation's natural beauty, there exists an even greater number who, consciously or unconsciously, are bent upon its despoliation. Their behavior in the outdoors is an offense to social decency and a disgusting blight upon a bountiful land.

Important nation-wide emphasis is now being focused upon air and water pollution. Efforts are aimed at alleviating the polluting conditions brought about through improper agricultural practices, by industrial indifference to the environment, and by the ever-increasing combustion of fossil fuels and the refuse of our teeming cities. Action in this direction is long overdue; it is already later than we think! Unless corrective measures are taken with the greatest possible dispatch, our society is in for some real trouble, particularly in the matter of public health.

But there is another type of pollution, the effects of which are every bit as unwholesome and offensive as are those which affect our air and our water. We refer to the litter, the garbage, the refuse indifferently—and all too often surreptitiously—dumped along the highways and by-ways, and tossed onto public and private property. The general public seems to have conditioned itself to overlooking the whole sordid mess. Not only is it a health issue, but a moral one as well. It is pollution, pure and simple—a pollution of the land, and as insulting to society as is any other kind.

A forthright statement by the Virginia Department of Highways accompanied the new issue of State vehicle tags. Pointing up this matter of littering so forcefully, we consider it worthy of repeating here:

LITTER: It Costs \$500,000

Beer cans ... dirty paper boxes ... torn candy wrappers ... sacks of garbage ...

They don't make a pretty picture, not any place, and not along the highways and urban streets and quiet country roads that stretch across Virginia.

But they are there, by the ton.

On a one-mile stretch of a secondary road, Highway Department cleanup crews have collected 1,781 discarded beer cans and liquor bottles.

Ours is a beautiful state; few others can match the scenic and historic landmarks preserved for us, and for our children.

The shame of it all is that the scenery is marred by motorists who carelessly or deliberately toss debris from their cars.

It's against the law. It shouldn't happen—but it does, time and time again. Despite years of pleas from those who would protect the beauty of our roadsides, the beer cans and the paper and the garbage still pile up.

The cost mounts, too.

Nearly \$500,000 is spent each year by the Highway Department to clear the trail of litter. Nearly a half-million dollars!

It's enough to build almost a half-mile of interstate highway, develop a mile of primary arterial road, construct nine miles of secondary roads.

And the money comes from tax funds, which otherwise could be used for worthy construction and maintenance projects.

You're paying the bill.

If our people—all of our people in all 50 states—could get this message, there would undoubtedly be far, far less surface pollution.

There are, throughout this Nation, a number of organizations such as Keep America Beautiful, the Good Outdoor Manners Association, the New England Family Campers Association, hiking and nature clubs, and many civic and service organizations dedicated wholly or in part to the eradication of this blight upon the face of our land. These groups must be actively supported; they get too little help in their effort and too much lip service from a seemingly indifferent public. Everyone everywhere must be made aware of a creeping national disease and be enjoined to take an active hand in stopping this disgraceful conduct on the part of our people.

We offer herewith a 4-point program of action:

1. EDUCATION. To begin in the family circle, with the youngest members, and continuing all the way through formal education. Influence a child through age sixteen and his pattern of behavior will be established for life;
2. MOTOR VEHICLES. Persuade car and truck manufacturers to include one more accessory in their vehicles—a litter container. Far less important gadgets are being installed in new cars as a selling gimmick;
3. THE OIL INDUSTRY. Influence the motor fuel people to insist that their franchised dealers empty litter receptacles in their customers' cars as a routine part of filling station service—just as windshield wiping is a routine procedure;
4. REALISTIC ANTI-LITTER LAWS. Perhaps more than anything else, we need realistic uniform laws against littering; laws with logical penalties instead of dire threats in the form of large fines—then enforce the law to the letter. A \$100 or more fine notice posted along highways seldom produce the desired results since most courts are reluctant to impose the full penalty. Result: relaxation in enforcement. A \$10 fine is much more realistic and more readily meted out.

If we're going to fight pollution, let's fight all three kinds and preserve an America that was intended to be beautiful and undefiled.

I.B.L.

Address given, in behalf of Mrs. Lyndon B. Johnson, by Nash Castro, Assistant Regional Director, National Park Service at the 1967 Convention and Trade Exposition of The Garden Living Industries of the Eastern U.S., Monticello, New York, January 9, 1967.



BEAUTIFICATION by NASH CASTRO

Few domestic problems have preoccupied us more in the past two years than that of the American environment. Indeed, the 1960's will be known to historians as the decade of the conservationist and the beautifier, the years when Americans decided to come to terms with their environment.

For more than 300 years, we have taken our environment for granted. This brings to mind a television commercial I saw several months ago. A manufacturer demonstrated the things that had been done to improve the aspirin. His announcer said, "The aspirin has been squared, cubed, rounded, capsuled, gummed, flavored, and buffered — everything but improved."

The same analogy may be made of the American environment: out of necessity, it has been logged, mined, grazed, dammed, and reshaped — but it has too seldom been improved. Indeed, the American environment has been woefully misused, despoiled, defaced, sullied, demeaned, and polluted — all of it, practically — rivers, lakes, landscapes — even the air we breathe.

Lake Erie is a case in point. It has been so abused that Nature, left to its own means, would take 500 years to restore it.

There was a day — not many years ago — when the Potomac River, which provides such a lovely setting for our Nation's Capital, yielded 100-pound sturgeons and other game fish. Today fishermen retrieve trash fish, along with discarded tires and other junk.

Shocking as it is, each one of us discards 4 1/2 pounds of solid waste every day — garbage, tin cans, paper, bottles. We spend \$3 billion a year to do away with this mountain of trash. Someone observed that it cost more to dispose of the Sunday edition of the New York Times than it costs a subscriber to buy it.

Detroit cranks out a line of automobiles 125 miles long every day. We have come to accept the automobile junkyard as inevitable, although it blights the Nation's highways — and insults our sense of aesthetics.

Happily, the picture of the American environment is not hopeless or bleak. For there has been created a national awareness that clean air and water and land are essential to our physical and spiritual well-being.

Lake Erie will be made useable once again. The states and local governments, in partnership with the Federal Government, are beginning a program to achieve this. It will take years and millions of dollars, but it will be done, as indeed it must be done.

Because Americans are learning to care, the Potomac will be made clean and unpolluted again — by 1975.

Most of the 4 1/2 pounds of paper, bottles, tin cans, metal, and other stuff you and I discard each day is being reincarnated — thanks to the imagination of our chemists and engineers and metallurgists and others. By way of example, only 15 percent of all the copper being mined is being lost, the result of ingenuity that goes into the recovery and reuse of waste copper materials.

On the junked automobile, you will be happy to know that a new process breaks up old cars into tiny bits and magnetically extracts the steel to produce a 97 percent-pure scrap.

For more generations than I care to mention, the question of natural beauty was not particularly important to the American. Suddenly it has become very important.

● Nash Castro is a native of Arizona; and attended George Washington University. A member of Phi Sigma Kappa; and a Naval Aviator in World War II; he is the author of "The Land of Pele;" (a popular account of the Hawaii Volcanoes). He began his National Park Service career in 1939 at Grand Canyon National Park; and has subsequently served at Hawaii National Park (Assistant Superintendent), Midwest Regional Office, Omaha (as Regional Chief of Administration and Regional Chief of Operations); and is currently Assistant Regional Director, National Park Service, Washington, D. C.

He performs collaterally as Executive Director, Society for a More Beautiful Capital, and as Executive Secretary, Committee for the Preservation of the White House; also, he is a member of the First Lady's Committee for a More Beautiful Capital and is a member of its Speakers' Bureau. Mr. Castro served as first Administrator of the White House Historical Association, 1961-65. He is well qualified to write on beautification, having been involved in the First Lady's program since its inception.

I consider this new emphasis on natural beauty to have had its beginning on February 8, 1965, when President Johnson delivered his Special Message on Natural Beauty to the Congress. To my knowledge no President before him had addressed himself to the problem in this depth. In his Message, the President said:

To deal with these problems will require a new conservation. We must not only protect the countryside and save it from destruction, we must restore what has been destroyed and salvage the beauty and charm of our cities. Our conservation must not just be the classic conservation of protection and development, but a creative conservation of restoration and innovation. Its object is not just man's welfare but the dignity of man's spirit.

Out of this observation — and this challenge — evolved the first White House Conference on Natural Beauty, headed by a distinguished New Yorker and one of America's greatest conservation statesman, Mr. Laurance S. Rockefeller.

Out of this challenge evolved the First Lady's Committee for a More Beautiful Capital, which is enlarging the beauty of our beloved District of Columbia. There will never come an end to the good Mrs. Johnson has done, and is doing, for our Capital and our Country.

Out of this came the first National Youth Conference on Natural Beauty, which brought together 500 of the Nation's outstanding teenagers from 4-H Clubs, Boy Scouts, Girl Scouts, Campfire Girls, and other youth groups. And out of this conference came a proclamation from the President just a few days ago proclaiming 1967 as Youth for Natural Beauty and Conservation Year.

Out of his concern for our environment, the President, by Executive Order, last year established the President's Council on Recreation and Natural Beauty. The Council is obliged to make recommendations to the President on matters of policy in the fields of outdoor recreation and natural beauty.

At the same time, the President established the Citizens' Advisory Committee on Recreation and Natural Beauty, and appointed Mr. Laurance Rockefeller as its chairman. The committee advises the President and Council on outdoor recreation; beautification of our cities and countryside; and other related activities.

The President's concern for the Nation's environment has inspired more than two-thirds of the Nation's governors to assess their environmental problems by convening their own conferences on natural beauty.

Hundreds of communities throughout the Nation have established local beautification committees. In my own community, a small Virginia suburb, I see daily the favorable effect of this far-reaching program.

Out of the President's call for a new conservation has come the most sweeping and far-reaching conservation legislation in the history of the Nation. Using the momentum of the 88th, the 89th Congress set an impressive record for action to restore America's birthright of clean, blight-free surroundings.

Natural beauty is no longer something we merely talk about, but a matter of national concern, even of law.

Briefly, I should like to highlight for you some of the legislative landmarks enacted by the 88th and 89th Congress:

First, the Highway Beautification Act of 1965, which provides for control of outdoor advertising and junkyards and appropriates funds for scenic protection and roadside development. For fiscal 1966 and 1967, Congress authorized \$20 million each for advertising and junkyard control, and

\$120 million for landscaping and scenic enhancement. Many of your products have been bought out of these funds.

Next, the Housing and Urban Development Act of 1965, has excellent provisions designed to help American communities to improve their environmental quality. It is a broad statute, covering the open-space land program; urban beautification and improvement; neighborhood facilities; urban renewal; urban planning assistance, community renewal; and other programs. In a capsule, this legislation is aimed at replacing ugliness with beauty in our urban areas.

The Clean Air Act, which replaced previous Federal legislation in the air pollution field and laid the groundwork for the creation of a comprehensive national program for the prevention and control of air pollution. The present law, unlike earlier legislation, authorizes the Federal Government to provide financial assistance to state and local governments for the creation or improvement of air pollution control programs and to take abatement action.

The Water Quality Act of 1965, which created the Federal Water Pollution Control Administration to deal with the overall water pollution problem. The Act launched a river basin-wide approach to pollution control.

The Clean Rivers Act of 1966, which set up a 4-year program of grants-in-aid for construction of waste treatment facilities.

The Demonstration Cities and Metropolitan Development Act of 1966. In general, this statute authorizes the Secretary of Housing and Urban Development to provide up to 80 percent grants and technical assistance to help communities of all sizes to plan, develop and carry out comprehensive city demonstration programs. These are locally prepared programs for rebuilding or restoring entire sections and neighborhoods of slum and blighted areas by the concentrated and coordinated use of all available Federal Aids, together with local, private, and governmental resources.

The Department of Transportation Act, an important provision of which states that when new highways are built it shall be national policy that special effort be made to preserve the natural beauty of the countryside, public park and recreation lands, wildlife and waterfowl refuges, and historic sites.

Other legislative milestones enacted by the last Congress include the Historic Preservation Act; the Federal Aid Highway Act of 1966; the Clean Air Act Amendments of 1966; and the Clean Water Restoration Act of 1966.

The administration of much of this legislation is the responsibility of Secretary Udall. This is good because this dynamo of conservation statesmanship knows how to get things done.

Those statutes I mentioned and of particular interest and concern to you as a businessman include primarily the Highway Beautification Act of 1965; the Housing and Urban Development Act of 1965; and the Demonstration Cities and Metropolitan Development Act of 1966. Those statutes I mentioned and of particular interest and concern to you as an American include all of them.

There isn't a group of industries in the Nation with bigger responsibilities and challenges in the quest for natural beauty than those of you in the nursery business, in peat, fertilizer, seed, and chemicals production, in mower and tool and equipment manufacturing, and related fields.

And there isn't a complex of industries such as I have mentioned that in the past has been more modest, less vocal, less inclined to blow its horn, than those you represent. As much as I admire your modesty, I am compelled to say that the American public needs to know more about you. Your American Association of Nurserymen is doing a fine job in this respect. It's Industrial Landscaping Awards program

focused the Nation's attention on your nursery industry in November. It's gift of \$23,000 worth of plant materials to landscape the site of the District of Columbia Public Library met with much favor in our Nation's Capital. I am sure many of you helped make the gift possible, and for this I thank you. Believe me, we can very fruitfully use many gifts such as this, for we have much to do.

I understand there are some fifty million gardeners in the United States. Think of it: practically every fourth person in the country engages in some form of gardening. We should have more—and we can if you will enlarge your public information activities.

Washington has four TV stations. In the five years I have lived there, I have yet to see a commercial on garden or nursery products. I think your industries need to combine forces and broaden your program of public enlightenment.

I have no idea whatsoever as to the extent of your promotion budget. Possibly it's time to reassess it.

If the market you serve has not established beautification groups, stimulate them into doing so. You will thus render a public service of the first order and enlarge your sales at the same time.

If you are a nurseryman, think about increasing your production. Beautification has been sold and is here to stay. In

Washington, we have had no end of problems finding the plant materials we need. Time and again, we have had to substitute one plant material for another. We have had to send our horticulturists from one coast to the other to locate the plant materials we have required.

Wildlife seed production needs to be increased. This is a coming market.

We need urgently to develop more skilled gardeners.

We need to make the gardening vocation more socially acceptable, as it is in Europe.

The day the retailer competes for the consumer dollar entirely with products is no more. We need urgently to convince the businessman that attractive surroundings are a lure to customers—surroundings that can be enhanced through the use of plant materials.

We need to enlighten the homeowner about the simple fact that good landscaping appreciates the value of his property.

Above all, we need the determination to make up for years of lost time.

Let history remember our generation not for its affluence, not for its technological prowess, but for caring, for facing up squarely to the challenge of our time—the restoration of the beauty of our cities and Country.

Mrs. Johnson starting her beautification program by planting pansies on the Mall

Photo by Abbie Row



Davy really enjoyed the family picnic in the state park — it was his first trip there. Now it was time to go. “But,” Davy thought, “I’ll be back next week with my cub scout troop. Wow, is this ever a great place!”

And it is a great place. The lake, the mountains in the background. Trails more than inviting for a long ramble. Large open playing spaces. Small areas marked off for cook-outs. As Davy said, a great place. Open to all Americans to use and enjoy; hundreds of thousands do each year.

“Hurry up, Davy. We’re all packed to go,” father calls. Davy’s family settles in the car for the drive home. The end of a lovely day.

The end of a lovely picnic area too. Food wrappers scattered from the fireplace to the edge of the lake. Fruit peels in an ugly pile at the entrance to a trail. Bottles and tin cans left near a playing field. A newspaper on a table — all in one piece now, but how long before the wind catches it up and blows it around the park? Of course all the litter wasn’t left by Davy’s family. They just followed the inconsiderate example of other picnickers.



TO KEEP AMERICA BEAUTIFUL--START THE HABIT EARLY

by ALLEN H. SEED, JR. ●



Davy leaves his litter

Marathon Div. American Can Co. Photo

● Allen H. Seed, Jr. has devoted himself to civic causes for some 30 years after giving up a successful career in advertising and selling following a brief foray into politics.

This experience led to his appointment as civic director of the City Club of New York where he helped direct successful voter campaigns for County Home Rule and a new City Charter.

In 1936 he moved to Ohio to head up the City Manager League of Toledo.

Three years later he was elected executive vice president of the Minneapolis (Minnesota) Civic Council, and director of the Minneapolis Research Bureau.

In 1950 he returned to New York as assistant director of the National Municipal League. During the next 10 years he toured the country, lecturing on government and helping organize citizen action groups. Mr. Seed resigned from the League in 1959 to become executive vice president of Keep American Beautiful, Inc.

He is a former president of the National Association of Civic Secretaries and a former director of the United States Junior Chamber of Commerce, having been elected to this post after serving as president of the New York Jaycees.

Mr. Seed has held office in a wide variety of business and professional organizations. He was born in Brooklyn, educated at Yale University, and is proud of his four children and eleven grandchildren.

The Park Administrators are concerned about litter, of course; they know the cost, in money and property loss. Litter baskets have been painted a noticeable color and placed where they are most needed. In fact there's an empty one near the pile of fruit peels. And litterbags are given out to everyone entering the park. "Do not litter" reminders are posted, too.

It sounds almost as if Davy and his family — and all the other users of parks — are pathological litterers, bent on destroying the beauty of the countryside, purposely ignoring all the litter-control efforts of the park administrators. A recent motivational research study of litter problems, however, show that litterbugs are simply people with bad habits. People who are careless and forgetful. People who would agree with us that litter is ugly, a blot on the landscape, dangerous to people and wildlife, contributing to fires which can destroy whole forests, capable of polluting our lakes and streams. They agree littering is wrong, and then drop the napkin they are holding to the ground. "That's not litter," they say, "That's just my napkin." People must be educated to realize that what they drop is litter. That one piece of paper beside a tree attracts hundreds more. The bad house-keeping habits of the nation must be changed.

The place to start is with Davy — and the rest of the 40 percent of the population under twenty-one who have not yet acquired the bad habit of littering. Keep America Beautiful, Inc., since its inception thirteen years ago as the national litter-prevention organization, has directed educational programs to the young people of the country. For 1967, KAB has widely expanded its youth activities.

Davy might hear about the evils of littering first in school. KAB is furnishing teacher's manuals on litter-prevention activities to elementary school teachers in all sections of the country. Classroom, schoolwide and community plans are suggested to help students develop a sense of responsi-

bility about the appearance and condition of public and private property — and to help this newly learned behavior in litter-prevention carry over to the home and the community.

Most likely Davy will learn to repeat and obey the litter pledge: "I will try always to dispose of any litter I have in a proper container — whether I am at school, at home or away, whether I am walking or riding in a car. I will also do all that I can to keep my school, my home, my community and the countryside, itself, litter-free and to encourage good outdoor manners among others."

Davy might compile statistics on litter as a fire, health and safety hazard, locally or nationally; secure information from national parks and forests, conservation departments or places where there are national monuments. His class might make litterbags for home and school use. Or fashion "tidybug" and "litterbug" puppets and put on a show with an anti-litter theme.

Members of Davy's school might be part of a city-wide Junior Sanitation Patrol. Others could arrange a poster exhibit or display on clean-up for the school library. Children could participate in community clean-up efforts or assume responsibility for beautifying a neglected spot in the neighborhood. They might draw up and take home to parents and neighbors a check list of good outdoor "housekeeping" rules.

Davy will hear about litter-prevention, too, on his cub scout hike. Most likely the Scout Master will have the troop spend some time cleaning up the picnic area — and this time it will be left in perfect order. The Boy Scouts, at all troop levels, stress litter-control and good outdoor manners.

KAB, as part of the 1967 expanded youth program, has developed plans for broadened cooperative programs with national youth organizations. The Boys' Clubs of America, for example, is distributing KAB's "Guide for Youth Group Leaders" to the directors of their 750 individual clubs to reach a membership of 750,000 boys aged eight to fifteen



Boy and Girl Scouts in Portland, Maine launch clean-up campaign with a parade.

SUNDAY TELEGRAM Photo, Portland, Maine

throughout the country. Special citations will be given for the best litter-prevention projects in each of the Boys' Clubs eight regions.

A list of suggestions for litter-prevention activities is being included in the Audubon Society's Junior Program Kits. Other national organizations, which have long included litter-prevention in their programs, are receiving new material from KAB and will place more emphasis on anti-litter activities.

Children participating in the various programs will take part in clean-up weeks, make house to house canvasses of the city to ask residents to sign trash ban treaties, build floats and exhibits on a litter-prevention theme for parades and displays. All of these "one time" projects will draw



Elementary School age children in Richmond Hill, New York pitch in to make their block sparkle.

Creighton High School in Phoenix, Ariz. won an anti-litter contest.



attention to the serious national problem of littering and will undoubtedly do much toward cleaning up already accumulated litter. Their most important effect, however, will be to instill the habit of not littering in the behavior patterns of the young participants.

To reach high school students across the country, KAB is activating an anti-litter campaign with student councils throughout the country. KAB litter-prevention material will go to the students through their elected leaders rather than school administrators. The strength of this program lies in the idea that students will be promoting litter-prevention activities to other students.

Family groups too are planning litter-prevention projects with renewed vigor. Over 2,000 members of the National Campers and Hikers Association, a family camping organization, during its national litter survey last year collected over 125,461 pounds of litter from the nation's highways and recreation areas. This year they are going back for more. Parents and children working together to keep America beautiful.

As part of KAB's emphasis on youth, and as an added incentive for youth participation in litter-prevention activities, Youth Awards for outstanding achievement will be given as part of KAB's annual awards presentation. Projects nominated for the awards must be carried out in 1967 by representatives of at least three different youth organizations working together to improve the appearance of their community by preventing litter.

It's impressive — scouts, student councils, schools, families, national youth organizations all working to stop litter from blotting out the beauty of the country. But it's an impressive beginning. New anti-litter habits are being taught; they must be continually reinforced. We know, for instance, that a clean park tends to stay that way longer. A group of Campfire Girls will volunteer to help clean a park area. Let one person drop one piece of anything in that newly cleaned park and the flood starts. The signs can read "Don't litter" — but if there's no waste receptacle ... "Take your Litter Home" notices can be posted — but if there are no litterbags ... People forget. Good habits must be helped along.

Law enforcement should be used to help the good habit too. Most states have laws against littering. Realistic fines for those people who just can't manage to see the waste receptacle or carry a litterbag should be used as a stronger reminder than signs.

This, briefly, is KAB's three point program for litter-prevention — education, adequate facilities, and proper law enforcement.

School children help to tidy up Grand Haven State Park. (Michigan)



The primary emphasis in 1967 is the education of the young. If we can reach enough Davy's soon enough. If we can instill in them the good habits of litter-prevention. If they pass the habit on to their parents, friends and neighbors, and later to their own children, the problem of littering in this country — now an ugly health and safety hazard costing taxpayers over \$500 million annually — will become a simple matter of an occasional accident — a piece of paper blown from a picnic table and a hand reaching to pick it up and place it in a trash receptacle; a beautiful dream which, with a lot of hard work by all of us, can come true.

COMMUNITY CLEANUP - A NATIONAL NEED

by RICHARD H. HACKENDAHL ●



● The National Clean Up-Paint Up-Fix Up Bureau is a nonprofit foundation working for effective civic improvement programs since 1912, with over half the cities and towns throughout the United States. In addition, the Clean Up Bureau sponsors the oldest and largest national competition in the country—The National Cleanest Town Achievement Award Contest.

Its Director, Mr. Richard Hackendahl, assumed the responsibilities of heading the Clean Up Bureau, in Washington, D. C., in 1962. Prior to this, he was an executive in the life insurance and transportation industries, and was active in many community organizations.

In addition to directing the affairs of the Bureau, he participated in the White House Conference on Natural Beauty, and serves as an advisor to Mrs. Johnson's Beautification Committee and to her Speaker's Bureau. He is Chairman of the Subcommittee on Urban Problems, to the Secretary of Commerce, on the Secretary's National Advisory Council on Highway Beautification. Further, at the request of the President, he attended the White House ceremonies for the signing of the Highway Beautification Bill.

Tom Sawyer had the right idea. Perhaps his motives might have been more noble, but he and his small army of recruits managed to get Aunt Polly's fence whitewashed in short order — and had fun doing it.

Not so many years after that famous paint job, Allan W. Clark used the idea of community action in a somewhat similar way. He founded the National Clean Up-Paint Up-Fix Up Bureau in St. Louis, just a few miles down the Mississippi River from Tom Sawyer's home town of Hannibal, Missouri.

In 1912, America was a country of small towns, and the original Clean Up Campaign was geared to that fact. The first campaign was held in May, the traditional time for spring cleaning. It was a time when nearly everyone was busy polishing windows, beating rugs, planting gardens, and sprucing up after a long winter.

Clark believed that the simple application of soap and water, paint and brush, hammer and nails, to any piece of property would inspire neighboring home-owners to beautify their own premises. This, in turn, would create a wave of civic pride which could engulf an entire community.

Why not, he reasoned, set a certain time and have everyone in town clean up and paint up and fix up together? And then, to make his work seem more like play, why not have a parade or a contest or a special program in the park?

The simple but effective idea caught on. It caught on so well, in fact, that today over half of the towns and cities in the United States hold Clean Up-Paint Up-Fix Up Campaigns.

The organization Allan W. Clark began with a paint brush and a dream now touches the lives of millions of civic-minded Americans. It has been officially endorsed by every President since 1936.

Congratulating the Bureau on its 50th Anniversary in 1962, President John F. Kennedy said:

"Through the years the Bureau has inspired millions of Americans to participate in clean up campaigns in thousands of communities across the land. These campaigns have expressed the pride of the American people in their towns and cities, and have reflected their deeply felt desire to live in communities that are attractive, healthy, and wholesome.

"I commend all those who have devoted their time and energy to these campaigns in the past, and urge all Americans to join in these efforts to prevent thoughtless neglect from spreading blight and decay in our urban communities."

Voluntary Co-operation — The Key

The key to any effective clean up program — and to understanding Clean Up-Paint Up-Fix Up — is the concept of voluntary self-help through the co-ordinated activities of many groups and individuals.

The National Clean Up Bureau is unique in that it unites all organizations, clubs, departments of city government, business and industry, and interested citizens in one common volunteer effort.

On the national level, the Bureau works with the U.S. Chamber of Commerce, the General Federation of Women's Clubs, the Jaycees, the National League of Cities, federal agencies, service clubs such as the Kiwanis, Lions, and Rotary, and numerous youth groups, to mention just a few.

A successful local clean up program must be a combination of community organizations working together with departments of city government. No one group can do it alone.

For there is no Chamber of Commerce in this country that would not welcome the active participation of the PTA, women's and garden clubs, and Future Homemakers in accomplishing various projects under the jurisdiction of the Chamber's civic affairs subcommittee. There is no Superintendent of Schools who would not be happy to have the close co-operation of the Scouts, Future Farmers of America, and 4-H Clubs in starting youth clean up and beautification projects on the playgrounds, in the classrooms, and in the areas adjacent to the schools. And certainly, there isn't a Superintendent of Parks who wouldn't be more than pleased to have fraternal organizations volunteer for litter patrols and clean up teams in the parks and recreation areas.

In other words, Clean Up-Paint Up-Fix Up means uniting the enthusiasm, dedication, and talents of all citizens into one team of volunteer workers in a common civic improvement effort.

New Solutions

America today is no longer the world of Tom Sawyer. And, as the country grew and changed, the problems of community improvement became more complex.

These problems were complicated by the great movement of people around the country after World War II. Americans were on the go, and many did not relate to their new communities.

One of the thousands who moved daily into California might settle in San Gabriel, find a job, and buy a home. Yet, he still considered himself an Ohioan or a Virginian — from any other state but California.

Recognizing this change in the early 1960's the National Clean Up Bureau up-dated its program to meet the new challenge. The Bureau realized that the problems of large cities could not possibly be solved during the two weeks or one month of a Clean Up Campaign.

So, for the more than 700 cities with populations of 25,000 and over, and for small towns, too, if they so desired, the Bureau promoted the idea of a continuous year-round clean up and civic improvement program.

Cities were urged first to make realistic surveys of their needs. Then, the scope of a year-round program could be determined, short-term and long-range goals could be defined, and financing could be planned — all of this before the actual work began.

This need for a more sophisticated approach to civic improvement had been recognized by Memphis as far back as 1930, when Mayor Crump established the first City Beautiful Commission in the country.

This came about when he realized one day that travelers passing through the city received their impression of Memphis from its river front, and the river front was a disgrace. Today, the Mississippi River runs past one of the most beautiful areas of the city.

The foresight of this City Beautiful Commission is also responsible for the lovely Memorial Tree Trail which now completely surrounds Memphis.



A Junior Sanitation Unit Takes the Oath

In 1936, Mrs. Sigrid Craig got tired of hearing cracks about "Filthydelphia." She sent out 10,000 questionnaires asking Philadelphians what they thought their city needed, and received twice as many replies!

Thus was born the Philadelphia Block Program, the first of its kind. Today, it encompasses 2,500 blocks and involves over 300,000 citizen volunteers—the largest grass roots "do-it-yourself" program in the United States.

And there were others—O. P. Schnabel started the Beautify San Antonio Association in 1947; Bernice Zilly, the Detroit Program in 1954; and Valley Knudsen, the Los Angeles Program in 1955. All of these continue to be vital and effective.

The Clean Up Bureau did not drop its support of short-term Clean Up Campaigns, for there were 17,000 small towns in which this was very effective. In fact, many year-round programs in large cities contain a campaign time in which to highlight various activities and have fun.

Chicago, a city of four and a half million people, has a year-round program, but the mayor still marches in the annual Clean Up Parade. The Nashville City Beautiful Commission holds an intensive Clean Up-Paint Up-Fix Up Campaign each spring to spotlight its continuous program.

Although Clean Up-Paint Up-Fix Up has grown and become more sophisticated, all clean up campaigns and year-round programs have continued to accomplish three things. They have:

1. Created the desire to maintain, improve, restore, and beautify the privately-owned properties of God-given natural resources of the area;

Sanitation Pledge

I hereby pledge to uphold the rules of conduct of the SANITATION UNIT, and I will do all in my power to make my school, neighborhood and City a cleaner, healthier and happier place in which to live.

1. A Junior Sanitation Officer will keep himself or herself clean and neat at all times.
2. A Junior Sanitation Officer will help to keep his schoolroom and schoolyard clean by seeing that all litter is thrown into waste cans.
3. A Junior Sanitation Officer, upon seeing scraps of paper or litter in his schoolroom, schoolyard, or lunchroom, will like other citizens, provide an example by placing these materials in waste cans. He will request offenders to cooperate.
4. A Junior Sanitation Officer by personal example will do all he can to influence students and adults in the matter of maintaining a clean neighborhood. This is important at all times, but especially so on days when collections of ashes and rubbish take place.

Signed _____

2. Acted as catalysts in bringing together many diversified efforts under one banner of civic improvement; and
3. Resulted in the voluntary expenditure of many billions of dollars in residential and commercial property improvements.

Regardless of the population of a city, clean up and civic improvement programs do get results. The profit of conservation needs little explanation. It is cheaper to preserve than to restore. Spending a small amount today to repair, repaint, and beautify is more profitable than removing and rebuilding tomorrow.

Basic Objectives

The universal appeal and scope of this volunteer program is illustrated by the five basic objectives of the National Clean Up Bureau.

Communities may choose to concentrate their efforts on any single objective or on a combination of goals. Taken separately, each is a basic attribute to the ideal community. Collectively, they are the motivating force for the mass elimination of blight—the generating force of civic pride—the magnet that attracts new business and economic development, improves area appearance, and keeps people moving to a city, not from it!

Home and Community Beautification: Streets and alleys are cleaned, repaired, and maintained in good condition. Vacant lots are cleaned up and converted into play grounds or flower gardens. Homes are beautified, shrubs are trimmed, trees planted, lawns mowed, and yards raked. Anti-litter campaigns are initiated to keep neighborhoods clean.

Prevention of Slums and Rehabilitation of Blighted Areas: Laws, codes, ordinances, and appropriated dollars do not necessarily prevent or eliminate slums. The people living within a grey or blighted area must be educated and shown the way to appreciate and understand the full meaning of civic pride and civic responsibility. They must be urged to clean up a yard, to place trash and garbage in proper containers, to maintain the interiors and exteriors of their homes, and to eliminate fire, health, and safety hazards through practical illustrations and encouragement. Only then can the community be certain that the first and most important steps have been taken toward the elimination of blight and the prevention of slums.

Improving Health and Safety Standards: Breeding places for disease are uncovered and destroyed. Mosquitoes, flies, rats, roaches, and other disease-carrying pests are controlled through a systematic program of volunteer activity. Local and state health departments co-operate in this effort by parallel programs of action. Stairs, porches, sidewalks, etc., are repaired. Heating facilities are inspected and garbage facilities are brought up to standard.

Teaching Juvenile Decency: A clean up program is an ideal civic laboratory for school children of all ages. Students learn the functions of community government, accept civic responsibility, and play an important role in the success of city-wide activities by working side-by-side with government officials and adult community leaders. It helps to develop leadership characteristics in children and teaches them that citizenship is more than a right taken for granted—it is an obligation and a privilege.

Supporting Fire Prevention Programs: Firemen say, "A clean house seldom burns." Through an effective clean up program, rubbish and waste accumulations are eliminated, attics and basements are put in safe condition, and fire traps are condemned and destroyed. The co-operation of local fire departments is easily obtained to provide fire inspections for both commercial and residential buildings. Annual fire damage in the United States represents the loss of thousands of lives and millions of dollars. Many of these fires could have been controlled more easily — or possibly prevented — if the areas had been kept clean and in good repair.

The Bureau's Functions

How does a community get started and, even more important, how does it keep the ball rolling? Here is where the four primary functions of the National Clean Up Bureau come into play.

Before revamping its program in 1962, the Bureau surveyed cities and towns across the country to see what the major problems were. This study turned up three basic types of communities — those with effective clean up programs, those which once had been successful but were no longer, and those which were interested in civic improvement but couldn't get a program off the ground.

The fundamental problem faced by all was that old bugabear — public indifference and apathy. Communities wanted to do more or wanted to get a program started, but they didn't know how to sell the idea to the people who could do the job.

Coupled with this problem was the matter of communication, a dilemma especially acute in large cities. How do you reach all those people in order to educate them on the need for civic improvement, and then how do you keep these lines of communication open?

Eight Guides

To provide some guidelines for solutions to these problems, the Clean Up Bureau developed a kit of eight booklets. These booklets, which are free of charge, tackle various community problems and answer many questions relating to the hows and whys of civic improvement and beautification. Proof of their usefulness was demonstrated by the way in which the booklets were received at the White House Conference on Natural Beauty.

The story of the National Clean Up Bureau is told in Booklet No. 1, which outlines the history and facilities of the Bureau and points up both the nation-wide need for community improvement and how clean up programs get results. This booklet also includes statistical and background material which community leaders can use in speeches to drum up support for their program.

Organizing a Clean Up-Paint Up-Fix Up Campaign, the second booklet, outlines step-by-step what planning and advance work needs to be done to set up a first campaign or reorganize an existing program. It begins with that most essential item, a survey of the community's needs, and then proposes a course of action and suggests activities for two-week or month-long campaign schedules.

Organizing, planning, and financing a year-round program is covered in Booklet No. 3, used primarily by larger cities. This booklet discusses the scope such a program can have and specific areas of attack, including codes and ordinances, downtown and business activities, beautification, school programs, contests and stunts, etc. It stresses the need to define short-term and long-range goals.

Booklet No. 4 presents a plan of action for youth. In almost all of the truly successful clean up programs, over 50 percent of the effort is geared to young people. Some suggested projects include signing pledge cards and filling out home inspection blanks which enlist student-parent support for civic improvement programs.

As an example of what can be done, the young people in Detroit organized Junior Block Clubs. Each Club set its own block standards and selected its own projects, which included keeping front and back yards free of litter, sweeping sidewalks and alleys, planting flowers and grass, and helping older people maintain their properties. Some blocks even developed newspapers.

The heart of any large city's improvement effort is the block program, which is covered in the fifth booklet. This is really the only way large numbers of people can be reached and enlisted in the civic improvement cause. Block programs create a personal desire for self-improvement. Living habits are changed as residents develop pride in their homes and neighborhoods — often a completely new experience for many. The booklet tells how to organize such a program and lists projects which have proved to be successful in many large cities.

To show exactly how effective Clean Up-Paint Up-Fix Up efforts can be, the Bureau developed Booklet No. 6, which contains case histories of successful programs. Besides providing helpful hints, this material is designed to be used in speeches.

One example is the city-wide trash removal program organized by the Beautify San Antonio Association. While the program has been expanded each year since it was started, here are the steps taken to organize the original effort:

Cards announcing the dates of a free trash pickup were placed on all city buses and on all 3,000 news racks to get the attention of the entire city. Members of women's clubs, using criss-cross telephone directories, contacted one person in each city block and appointed him block leader.

Block leaders canvassed their neighborhoods before the free trash pickup to acquaint each householder with the need for a cleaner, more beautiful city. As the deadline neared, newspapers, radio, and TV redoubled their efforts to make every citizen of San Antonio trash conscious.

On the morning of the first pickup, a Tuesday, 192 trucks, ranging from furniture vans to large military vehicles, assembled at the colosseum under the supervision of the Health Department. All of the equipment was donated by the military installations and business firms in the area.

The chief of the San Antonio Sanitation Department assigned 400 extra laborers, hired by the city from the Texas Employment Commission, to man the trucks.

The huge convoy started to roll, and within an hour the first loads of trash were picked up. Firemen and policemen directed the unloading at the city dumps, where ice water for the men was kept in large water trailers furnished by the medical field service of Fort Sam Houston. With confusion at a minimum, 2,000 truckloads of trash and debris were collected and unloaded on the first day.

The second day got off to a flying start, but a heavy rain in the morning created mud in the entrances to the burning sites, bogging down numerous heavy trucks. A bulldozer was pressed into service to make the roads passable.

By Wednesday night, a total of 5,000 loads of trash had been handled. Special announcements were flashed over radio and TV and printed in the newspapers telling that the trash which had been missed or put out too late would be picked up during the next few days.

By Saturday noon, only a handful of isolated places had not been serviced. Two businessmen then donated their trucks and drivers for the next few days of the following week to complete the job.

All in all, more than 7,000 truckloads of trash were hauled away. This meant that more than \$1,000,000 of free service was furnished through the combined efforts of the military, the city, the county, civic-minded citizens, business firms, and volunteers of the Beautify San Antonio Association.

The Clean Up Bureau's seventh booklet tells how to enter the National Cleanest Town Achievement Award Contest. This contest, the oldest and largest of its kind in the country, is explained in more detail later, as it is one of the Bureau's primary functions.

Booklet No. 8, Publicity — Promotion, explains the importance of good publicity to clean up efforts and discusses in detail what makes news, how to prepare press releases, and how to work with radio and television. It also lists projects and stunts which have news value, and illustrates display material, such as window banner, posters, bumper strips, etc., which may be purchased at cost to promote clean up activities.

The Communicator

In the same way that a community needs lines of communication with its citizens to encourage and promote beautifica-

tion activities, so one city needs to be aware of what other communities are doing in the area of civic improvement.

One of the Clean Up Bureau's functions is to publish a newsletter, The Communicator, which reports on successful projects carried out in many cities and towns. These projects can then be adapted by another city to its own needs.

While the eight booklets serve as a standard text for civic improvement, the newsletter supplies current material which helps to keep up the momentum of a program. The Communicator offers new ideas to try out, so that a community does not backslide in its civic improvement work because everyone is tired of doing the same old projects in the same old way.

A recent issue outlines the Community Service Program which the Phi Delta Theta fraternity conducts on over 100 college campuses. There are probably many towns with local colleges which never thought of enlisting the support of fraternities and sororities in clean up efforts.

Another newsletter told how Ottawa, Ontario, utilized a roving team of photographers to record city eyesores and then followed through with requests that those responsible do something about them. How many communities have used their own camera clubs for just such a purpose?

Thus, one city's original way of tackling a common problem is communicated to over 8,000 other cities through a newsletter. But the newsletter serves another purpose, one of recognition for achievement, and this brings up the Bureau's third function.

National Competition

It is common knowledge that a pat on the back for a job well done inspires further accomplishments. This is why local contests with awards for the best yard of the month or



Block Blight, Inc. at Work

COMMUNICATOR Photo, Wilmington, Delaware

the cleanest block of the week are indispensable to effective clean up programs.

Cities and towns are no different. The challenge to a city in measuring its accomplishments against the achievements of other communities encourages that city to do more. To provide this kind of encouragement, the Clean Up Bureau sponsors the National Cleanest Town Achievement Award Contest.

After a slow start — many hesitated to compete because they felt they had no chance of winning — the idea of entering such a contest caught fire. This past year, 233 cities and towns from 39 states, Puerto Rico, and the Virgin Islands, took part in the contest. A 50 percent increase over the previous year, the entries in this latest competition represented the civic improvement work of over 50 million people.

The most important aspect of the contest is that it is the only competition in which a city is measured on the degree of its achievement — in this case, its achievement in relation to the five objectives of the Bureau. Thus, the measuring rod for both large cities and small towns is not whether they are the cleanest towns in the country, but how much progress they have made.

The awards presented in the competition — and every community received some kind of recognition — are publicized nationally, and all the cities receive newspaper, radio, and television coverage of their programs.



The contest entry itself, which is in scrapbook form, is a complete public record of what the city has accomplished in the areas of civic improvement. In this respect, the scrapbook, whether it is entered in the contest or not, is of value in itself. It is the only place where all the activities of all the organizations and departments of city government are brought together in one place. As such, it is an historical public record of one year in the life of a community.

The National Cleanest Town Achievement Award Contest entry has been used by many towns to attract new industry. The civic improvement program in London, Kentucky, a small town in "Appalachia," attracted Avalon Cheese Corporation, a supplier for Kraft Foods. Here's what the president of Avalon had to say about London:

"We considered several locations for this new plant, and one of the principal reasons for coming to London was the cleanliness and beauty of the town. . . I noticed especially the civic pride of the citizens and their genuine interest in securing and helping new industries."

Cleanest Town Conference

The fourth basic function of the National CleanUp Bureau is the National Cleanest Town Conference, a fairly recent innovation which grew out of the Cleanest Town Achievement Award Contest.

The first conference, held early in 1964, was organized as simply an awards ceremony for entries in the 1963 competition. A year later, workshops were added where delegates could learn from each other by discussing mutual problems and how they could be solved.

The conference continued to expand, adding more seminars and speeches by nationally-known figures in the field of civic improvement and beautification. In 1966, both Mrs. Lyndon Johnson and Secretary of the Interior Stewart Udall participated.

The most recent conference, held this past February, retained both the awards ceremony and the educational workshops, but went one step farther.



United Press Photo

Delegates were asked to draw on their experience and develop specific recommendations on what the roles of government, business and industry, and citizen action can and should be in the area of clean up, beautification, and civic improvement.

These recommendations were then presented to the President's Council and the Citizens' Advisory Committee on Recreation and Natural Beauty. In this way, delegates were offered the opportunity to play an important part in the decision-making which ultimately will affect their own communities.

And, through these recommendations, both the Council and the Committee can learn what a wide cross-section of city officials, clean up chairmen, and representatives of organi-

zations — the people who are responsible for the day-to-day job of improving their communities — think about what needs to be done, who can best accomplish it, and how.

Thus, the National Cleanest Town Conference took on a new meaning by becoming the first nation-wide meeting to follow the 1965 White House Conference on Natural Beauty at which people from all walks of community life discussed the problems of the "new conservation," man's total environment.

New Directions

The great need to improve and preserve man's total environment has attracted considerable attention in recent years. It first was spotlighted nationally at the White House Conference. The creation of the President's Council and Citizens' Advisory Committee and the passage of the Highway Beautification bill followed.

All of this has led to a re-evaluation of the problems of beautification and of the ways in which these problems have traditionally been approached. In many respects, this thinking has resulted in conclusions which incorporate the basic principles necessary to an effective clean up campaign, only on a much broader scale.

As has been pointed out, a clean up campaign can be made to work well only if it is based on the co-operation of all the elements of community life — the city government, business and industry, organizations, interested citizens. And then it works only after the areas which need improvement have been defined and an overall plan of action has been developed.

On the national level, interested organizations, government officials, and individuals are redefining America's beautification needs in terms of the total picture. What they have come up with is the idea of working within the framework of man's whole environment.

In the past, special interest groups have concentrated their energies on the conservation problem or the urban problem or the outdoor recreation problem. Now they are thinking in terms of the inter-relation of these problems and how the various organizations can work together to improve all of man's surroundings.

With this new concept in mind, the National Clean Up Bureau is again reassessing its program and expanding to meet the times. One way in which this is being done is through the promotion of statewide clean up and beautification programs.

Some states already have such programs. That they are effective was shown by the number of entries these states submitted in the 1966 National Cleanest Town Achievement Award Contest — 41 from Nebraska and 22 from Missouri.

Statewide activities are moving into full swing in Maine and Michigan, while West Virginia and Mississippi are in the process of revitalizing their programs. Other states, including New Hampshire, New Mexico, and Florida, have new programs on the drawing board.

These programs recognize that communities of all sizes within a state face similar problems, and they take into account that what one town does affects the others. Operating in much the same way as the Clean Up Bureau, the statewide programs provide information, co-ordinate activities of all the communities, hold meetings to discuss mutual problems, and, in many instances, publish newsletters.

And overall planning, which is basic to the simplest Clean Up Campaign, takes on increased importance at the state and national level. This planning is vital, not only to improve existing conditions, but to make certain that the same errors do not occur again and again.

For example, Odessa, Texas, took a big step forward when it passed an ordinance requiring that beautification be included in the plans of all new buildings. This means that, in addition to making buildings useful to those who will occupy them, architects, planners, and contractors must work together to see that new buildings are in harmony with their surroundings, and so will not become future eyesores.

La Crosse, Wisconsin



Miracle on Main Street

This principle of planning for the future becomes greatly extended when something like the Highway Program is considered. The construction of a highway affects rural areas, nature refuges, parks, and approaches to cities and towns. Thus, planning to preserve and protect man's total environment becomes a necessity, and must be done on a state or multi-state level. And again, as in a clean up campaign, all the interested groups must work together.

The battle to preserve our natural resources and revitalize our cities has just begun, and it's going to be a tough fight. To win it means that every single man, woman, and child must be made aware of the importance of his surroundings and the role he can play.

Millions of people already have proved that Allan W. Clark's concept of what could be done with the simple application of soap and water, paint and brush, hammer and nails, can have far-reaching consequences.

Tom Sawyer had the right idea. More important, united action is just as effective today. What this country looks like in the future is up to us.

A Thing of Beauty is a Joy Forever" writes Keats — but we speak more prosaically. Beauty is like gold or truth — it is where we find it! It has universal recognition wherever it lies. Appreciation may be either untutored or learned, but it has the inspiring quality of stimulation for song, poetry and many other art forms.

As we discuss natural beauty we find also a strange dichotomy in man — natural beauty may be praised, sung-to, honored and appreciated but it is too often ignored if its preservation costs anything in time or money. This is not completely true, of course, for there have always been a few brave fellows and many undaunted women who dared to

in the seven years I lived at the South Rim of the Grand Canyon National Park. Viewing the Canyon day after day would induce a sort of casual ignoring of it until suddenly a particular cloud-shadow or sunlight pattern would stop me in my tracks to look in awe as deep as those seeing it for the first time!

I fully understood the little old lady who commented to her companion on the canyon rim that "It makes me feel that I should whisper!" This deep appreciation is akin to reverence and inspiration, a feeling of qualities beyond ourselves that somehow are bigger and better than we are and suddenly we share them.

" NATURAL BEAUTY "

by LON GARRISON ●

be considered esthetic as they strove to do something about protection or even creation of beauty. But it has been too easy to dismiss them as benign eccentrics while the bulldozers, the developers, the exploiters, moved happily along.

This particular phase of happiness is moving more to the center of the balance recently as a concern with things of the spirit, a protective and competitive urge to battle for fair places in our land is in renaissance.

There seems to be an inherent human belief that the best things in life happen out-of-doors. We speak of the Utopian nature of the Garden of Eden; we think of heaven in terms of a garden with bowers, fountains, shaded walkways, fragrant flowers; we lift our eyes unto the hills; we rejoice that "Wilderness were Paradise enow" —all in outdoor contexts. Mix this deep response to the allure of the open land with an active quest for natural beauty and we have the upsurge, the over-welling of demand, interest and support that is ablaze today.

With this comes broader recognition that beauty is or can be all about us in our daily lives if we but seek and work for it. It has many qualities — it can be completely and primitively natural, it can be contrived through restoration or human planning, it can be great or small, on land or water, North or South, East or West, in the tree tops or at our feet. The great dimension is that it is there or can be there, and suddenly we have eyes seeking and aware of it.

By this I mean that a spot of flowers in a window box or by the back steps may be all that a householder can contrive — but each adds its lovely bit to a more beautiful America. It may be that appreciation of the result follows the pattern of young love and lies in the eyes of the beholder, but this is not a fair evaluation! This universal quality of common recognition of great natural handiworks, the demands for flowers in city parks, the concern with suitability of new buildings, the free use of plantings to invite people and to please the eye speak clearly of this deep human need.

A receptive mind may be part of nature appreciation but a positive quality of form, color, texture, line, composition or movement has worldwide acceptance. The Japanese contemplating the rigidly raked lines of gravel and the occasional rocks in the courtyard of the Gold Pavillion of Kyoto differ only in location from those who admire the rainbow at the foot of Yosemite Falls. Familiarity may induce temporary complacency, but I well recall my own experiences



● Lemuel A. Garrison, Regional Director of the Northeast Region, National Park Service, is recognized as an outstanding spokesman for the conservation movement. Following his graduation from Stanford University in 1932, he entered the Park Service and soon demonstrated strong leadership qualities and deep intellectual perception. In his 35 years of Service, he has served as the first Chief of Conservation and Protection, Chairman of the Steering Committee of Mission 66, Superintendent of Yellowstone and Big Bend National Parks, and Regional Director of the Midwest Region. He was presented the Department of Interior's Meritorious Service Award in 1956 and the Distinguished Service Award in 1964.

A member of the Outdoor Writers' Association, he is the author of many articles that have appeared in national publications. He belongs to numerous civic clubs and scientific societies and is widely known for his many contributions to the Boy Scout program.

Two decades ago, natural beauty, the amenities, were not particularly salable commodities. We had the great National Parks, or the artificial magnificence of ornamental plantings — cemeteries were our outlet for beautiful landscapes. We wanted beautiful surroundings for our grief and reverence. But the contemporary additions to this have been fantastic. On outdoor lands we suddenly realize that the National Parks have no monopoly on natural and spectacular scenery! It has been there all the time on National Forests, State Parks, wildlife refuges, private lands of many kinds — all that was needed was to recognize it!

America that is graciously and tastefully done. These have been too few but on every hand we see increasing evidence of recognition of this dimension. Unfortunately some of the structural designs seem more concerned with strangely tortured monuments requiring great rationalizations to explain, and seemingly centered on memorializing the designer instead of the purpose!

This past winter I was on the campus of Miami University at Oxford, Ohio. This school began construction early in the 19th Century using red brick in the Georgian style of architecture. Through some wonderfully strange stubbornness on the part of generations of school planners, every



Grand Teton National Park

NPS Photo

This appreciation may lie in many things — the magnificence of timberline peaks, delight in the minutia of a frost crystal on a blade of grass, the swirl of a trout in a pool, a windborn fragrance of wild strawberries, the roar of a waterfall, the sweep of a teal wing against a blue sky, a maple tree at a street curb.

Suddenly city parks are alight with blooms and a plan for enchantment is in every city program. "The America a man sees every day is his America," says President Johnson and whether it is ugly or lovely is our decision. Right now that emphasis is moving sharply and the group that asks, "Can we afford it?" is hearing the reply — "Can we afford not to?"

One of the more exciting dreams of today is to make Washington, D.C. the most beautiful city in the world! It is a World Capital in many respects — our American image demands special consideration! It has great parks, open space, planting areas, public buildings — and slums. So on the one hand the resources to use to make great and lasting displays of beauty are at hand, and on the other the challenge of creating solid improvement.

We have had many stereotypes in our judgments and standards of beauty — trees, mountains, flowers, a river, a lake — suddenly it is also a well designed and sited building, a bridge that superbly matches its environs, a bit of man-made

successive building is red brick in the Georgian style of architecture! And the massed effect is one of sheer delight and beauty! Good site arrangements, good planting plans give it a variety that simply increases appreciation of the basic unity and harmony.

I was on another campus this winter and this was almost sheer horror for sensitivity to clash of line, shape, texture or color. The school has excellent academic leadership — yet the campus reflects a "History of American Scholastic Architecture with Illustrations" as old monolithic box structures shoulder against modern pagoda roof lines and a background of everything in between! While this agglomeration represented glorification of the designers in most instances it is unpleasant to contemplate what it has done to the image of campus planners!

Another aspect of beauty appreciation that has changed in many ways is acceptance of "second growth" beauty as an emotionally satisfying substitute for the remnants of primitive or pristine landscape which have too often vanished forever. A wilderness cannot be created or built — but a lovely woodland may be; so, lacking open space, lacking park-like lands, lacking forests and lakes because no one thought to set them aside for preservation earlier, we grow our own! This is proving eminently satisfactory

particularly in or near urban places where a reservoir, or a vest pocket city park, or the drama of a bee on a bloom may be wonder enough to startle a youth who has never seen any of the major cycles and dramatic successions oldsters take for granted.

There are many dimensions to Natural Beauty programs and plans today—wilderness, wild rivers, seashores, lakeshores, recreation areas, urban renewal, historic preservation, land classification, zoning, regional planning, air pollution, water pollution, highway beautification, junk yards, bill boards and city dumps—these all receive attention in the broad sweep of the vigorous programs under way.

There was a significant beginning in this renaissance with the MISSION 66 program of the National Park Service. As this drew to a close, suddenly inspiring national leadership appeared. Thus the whole scope of interest in conservation and beauty has blossomed beyond the wildest dreams of a decade ago! Presidential leadership is strong and articulate—certainly Secretary Udall is alert to capitalize on every opportunity that exists or he can create to move more effectively and vigorously.

But let's listen to columnist Peg Bracken writing from San Francisco—“. . . When Lady Bird Johnson with imagination bordering on genius changed the word conservation to beautification she threw a good dollop of sauce into the stale old conservation stew. . .” it even sounded like fun.

“Beauty and beautification—even though those words give men—the fantods; they have a definite come-hither to a woman. They mean the invigorating scent of nail lacquer—they also mean let's hide the town dump and paint the town pump, and brighten up the kitchen, and for heaven's sake, let's recover that ghastly old glider on the sun deck!”

This is conservation—and this is beauty! Miss Bracken and others have a good point as they discuss the case for a “beauty shop treatment” vs. the possible alternative name of a “conservation shop!” And nobody ever heard of an “ugly shop” although we can think of a few places it looks like we had one busy on the landscape!

With this nudge and a few continuing pats of approval and shoves in the right direction, the beauty program rolls along. It holds conferences on a national, state and regional scale. It takes on battles that were inconceivable ten years ago. It has brought awareness of communications problems to design engineers for construction outfits. It has unloaded effectively on “City Hall” all the way from local Town Hall to the White House!

Glacier National Park



NPS Photo

There is a price to this kind of conservation, It costs money if only because it takes over land presently calculated for some other purposes. And, because of the horribly complex mechanics of most Governmental land purchase procedure, it permits acceleration of land prices so that it almost prices such progress out of the realm of the possible. But this does not cause faltering—there is a maturity of approach on all sides. This is our last chance to guarantee conservation and recreation lands and places of beauty as an adequate part of future public lands for America. If they seem expensive today they will be even more priceless tomorrow—in fact, impossible tomorrow because no more land is being produced! The resource we have is all there will ever be!

So—America the Beautiful is more nearly a reality today than it has been since it was truly and naturally America the Beautiful! It is being planned that way and the federations of conservationists are more diligent, active, thoughtful, knowledgeable, articulate and demanding than ever before. These groups believe with Kipling that “Gardens are not created by singing ‘Oh How Beautiful’ while sitting in the shade.”

Dr. Alton Lindsey says that “Our society can do without blind opposition to progress, but needs more opposition to blind progress!” This is the kind of excellence in leadership today.

And beauty is more respected as the crusade for its rescue and honor continues. As population explodes, leisure time explodes, problems of crowding and delinquency explode, we prescribe the age-old panacea of a flower, a tree, a song bird, and a breath of fresh air. We are assaulted on every side with offenses to our senses—afloat in a sea of reused and chlorinated water, city canyons murky with fumes, constantly battered by noise, and too little concern for joy to the eye in unlovely vistas of repetitive streets and houses—but this is not hopeless.

For, America the Beautiful existed richly at one time, only in becoming American the Rich we temporarily lost track of the magnificence that we had. To many citizens in the open spaces, either east or west, beauty is still at the doorstep but they, too, see the attrition from thoughtless nibbling at this fragile resource and how soon it becomes covered with neon and “keep-out” signs. But in this broad sweep of recognition, and of thoughtful concern and attention to the future lies the sure sign of confidence for this future!

View from South Rim, Grand Canyon National Park



NPS Photo

Starting with the Great Depression of the 1930's, there has been a quiet revolution in landscape architecture in this country. Before that time, the landscape architect's professional world was a restricted one. Residential grounds design was his prevailing role, created centuries ago by European practitioners.

But in the 1930's, the landscape architect ceased to design city gardens, suburban and country estates and has never really returned to this area as his principal category of practice. During the Depression, state and municipal agencies sponsored federally-financed public works such as building roads, bridges, court houses, schools, parks or anything of public usefulness which would curtail unemployment.

By the time the program was fully launched, almost all qualified landscape architects in the country were engaged in the preparation of plans for public projects: slum clearance, state parks, cemeteries, municipal golf courses, recreational areas with swimming pools and children's



EMERGENCE OF PROFESSIONAL LANDSCAPE ARCHITECTURE IN AMERICA

by HUBERT B. OWENS ●

playgrounds, improvement and extension of visitor facilities in national parks, trails for hiking in US forests, roadside development, and more.

In addition, landscape architects were involved in the Suburban Resettlement Administration's efforts to build three greenbelt towns. The decade of the 30's vastly enlarged the scope of the landscape architect's work, and brought it to the attention of the average millions, rather than the wealthy hundreds. When his efforts were diverted from the design of domestic properties the landscape architect's work was seen, appreciated and demanded by more people. At the same time, the landscape architect himself had an opportunity to see new and challenging applications for his talents.

During the war years, with garden and estate designing at a standstill, the landscape architect donned khakis with everyone else: he was busy laying out military camps; planning housing for military personnel; developing recreational areas, site plans for new factories, housing for factory workers, and camouflage installments; and teaching drafting and delineation to military personnel.

But after the war, although there was a little more time for beautifying private residences and gardens, more and more landscape architects turned their attention to public problems of city and regional planning — particularly those problems generated by the automobile and its ferocious appetite for roads and parking places.

By 1951, at the annual meeting of the ASLA, the West Coast architect, Richard Neutra stated that America's landscape architects, above all other professionals, should

● President, American Society of Landscape Architects; Chairman, Interprofessional Commission on Environmental Design, 1966; Professor and Chairman of Landscape Architecture Division, University of Georgia.

Realizing the need of public support for landscape improvement, in addition to the professional education of landscape architects in the USA, Prof. Owens took the unique step of organizing Landscape Design Study Courses for the National Council of State Garden Clubs, Inc., and promoting the conservation of natural resources and civic improvement on the part of the average citizen. He has engaged in professional practice from 1928 to date. His scope of projects ranges from domestic properties to subdivision, housing projects, school grounds, parks, college campuses, hospital grounds, industrial sites, and roadside development projects.

Consultant landscape architect, Oak Ridge National Laboratory, Oak Ridge, Tenn.; Berry College, Mt. Berry, Ga.; University of Georgia, Athens, Ga.; Wesleyan College, Macon, Ga.

Prof. Owens is a member of the National Advisory Committee on Highway Beautification; the Georgia Art Commission; The Georgia Board of Landscape Architects.

Publications: Georgia's Planting Prelate; various articles, photographs, lectures, and TV broadcasts.

formulate an intelligent program for guiding urban change and development.

He reported that in 1950 a committee of experts in the environmental design professions from Europe was employed by the American Institute of Architects to make a survey of our country and report their findings. The chairman of the Committee had said:

"It appears that wherever man has gone in this country, he has left a trail of ugliness — through the cities and towns, the agricultural regions, public parks and beaches, and along the highways."

From a cosmetic point of view, most of the country presents a cleaner appearance today, but the fundamental causes of the continuing ugliness of our urban and rural areas have persisted.

Today, in 1967, President Lyndon Johnson has made it clear that the boundaries of the landscape architect's world go far beyond the home grounds. In 1965 the President submitted to Congress a far-reaching program to save the country's natural beauty. The same year the president held the first White House Conference on Natural Beauty, which brought together some 1,000 citizens from all 50 states to seriously consider what should be done about the continued degrading of our surroundings.

The president's stand represents an unparalleled recognition of the importance of the design professions. At the same time it points out their weaknesses because they have not been able to do the job thus far.

But in a sense, the quiet revolution in landscape architecture which began in the depression decade is over. The landscape architect is no longer the pet of the wealthy few. Far from it. He has emerged a public servant with an impressive service record during the disastrous 30's and the war and post-war years. And today he has a mandate from the president and the nation to serve on a nation-wide scale.

Until the present time, the changing role of this profession has been, necessarily, a matter of reaction rather than action. We have reacted to economic disaster and to war — events which would have been difficult to foresee, no less plan for.

Today, however, there is little doubt about what lies ahead, and we must anticipate and plan for it. Experts in municipal government and social sciences tell us we will flounder and fail unless we measure all things against the fact that we now are a nation of 190 million people, and that most of them live in cities. Conservative estimates call for a population of almost a quarter billion by 1980, and 344 million by the year, 2000.

This means it will be necessary to rebuild and build an enormous number of cities. And an even larger percentage of the population will live in urban concentrations.

Most of all the issues, problems, and needs for new ventures and bold conceptions are concentrated in cities. This is why the uglier aspects of life also concentrate there and in the suburban sprawl about them. Here is where landscape architects, among other professionals, have an obligation to set standards as well as to implement them.

Is there any doubt that the landscape architect's role will lie in services for great numbers of our population instead of the small numbers who have paid for and enjoyed them in the past?

The variety of efforts will be innumerable — public housing, private housing of the single family type, and more and more of the high rise kind; new towns; more expressways and other forms of rapid transit; and new and more complex problems of design.

In addition, the landscape architect will have to work closely with other professionals — to mix, compromise, bend, yield, balance, lead and follow, as the occasion demands. And he will not only have to cooperate, but also compete with other demands for improving public health, mental health, education, and the myriad other things which citizens are striving to enlarge and improve.

Can the landscape architect meet these new demands? The answer, I think, is not CAN he, but HOW can he. The whole burden does not fall on the educational system, but certainly a large share of it does.

I am an educator. My most active work in the profession in recent years has been with the American Society of Landscape Architect's Committee on Education. Consequently, I have acquired some firm convictions concerning the strengths and weaknesses of education for our profession.

On the plus side, it is conceded by our colleagues abroad that American universities have the best organized system of undergraduate and graduate education in landscape architecture in the world. We have set educational standards for a basic curriculum which are being used as a model for the nations comprising the International Federation of Landscape Architects.

These standards are flexible and effective. Their flexibility is evidenced by the fact that among the 20 institutions of higher learning which are recognized as meeting these standards, there is no one fixed method of administering the departments responsible for instruction. They are found in schools and colleges of agriculture, architecture and allied arts, city planning, design, environmental design, forestry, social science, and others. In fact, one of the great strengths of our profession is that it has emerged from a number of different origins and is closely allied with other disciplines.

The growing demand for university-level training is also encouraging. During this academic year, 2,230 major students are enrolled in professional courses in American colleges — a remarkable figure considering that it is almost equal to the total 1966 membership of the ASLA.

So when we take a long look at our educational system, we see a firm foundation to build on. But we see, too, that build we must to prepare more students more adequately for tomorrow's tremendously vast and complicated challenges.

First, since the landscape architect will be increasingly involved in large-scale public enterprises, and will more often be a member of a design team, his education should prepare him accordingly. He must gain an understanding of urban structure and change, and of the work of other design professionals so he can work more effectively with them.

He must also gain a better understanding of the political arena in which his public work is conducted, and his education must interest and prepare him to become a political activist so that he can implement his professional plans.

Then, too, in spite of our impressive enrollments, we are not turning out enough students at the undergraduate or graduate levels. The relatively few universities which offer professional courses in landscape architecture are overcrowded. And all departments are faced with problems of providing adequate staff and physical facilities.

In summary, I believe our professional role and education seem to have met the needs of the public fairly satisfactorily until recently. But now that the hey day of domestic practice is definitely behind us, and the demands of an aroused public have broadened our professional milieu, we can no longer afford the luxury of engaging in extensive domestic work, or of training students for such work. With an eye to the demands and opportunities of future events, we must redefine our functions and strengthen our curricula.

(Continued from page 2)

standing dispute between the Forest Service and the Corps of Engineers.

The recent Federal study of the Hudson River and environs, including consideration of Federal-State relations for enhancement of natural resources of the Hudson River Valley, was carried out under auspices of the Recreation Advisory Council.

The Council has been involved in a number of other matters, including admission and user fees on Federal recreation areas, recent action of the President proclaiming 1967 a "Youth for Natural Beauty and Conservation Year," an exhaustive study of a possible National system of scenic roads and parkways, serving as an appeal board for Federal agencies in administration of the Land and Water Conservation Fund Act, and recommending to the President establishment of the Citizens Committee which Mr. Rockefeller chairs, as well as broadening the Council's own functions to encompass both natural beauty and cities.

The Council's continuing interest in relationship between highways, roads, natural beauty, and open spaces may have some impact on provisions of the Federal Aid Highway Act of 1966, and similar but more comprehensive provisions of the act authorizing a new Department of Transportation.

The Department of Transportation presumably will be recommended for membership on the Council.

Currently the Council is preparing a comprehensive "Report to the Nation on Natural Beauty"; tentatively scheduled for completion on the second anniversary of the White House Conference on Natural Beauty. This report will review problems, opportunities and progress in the last two years, and offer both policy recommendations and a more detailed action program for State and local public and private organizations.

The Council likewise is responsive to the President's continuing desire to make surplus Federal lands and waters available for park and recreation purposes. It is examining procedures and policies re disposal and utilization of such land to determine what adjustments, legislatively and otherwise, are needed to carry out the President's desire to see, "if we could not turn some of those old Army installations,

or some of those old Air Force areas, or some of those old Navy yards into recreational areas that are adjacent to where people live."

The policy objective is clear. In closing remarks at the White House Conference on Natural Beauty, the President asked the concerned Secretaries,

"...to be sure that before we put this land on the auction block, that the servants and representatives of the people themselves will have a chance to look at it and evaluate it, and see how it can be used in our public system for recreation and natural beauty down through the years... First priority is the State and local governments, the park services, the park systems, the recreation bodies... I want you to remember one thing I say, if you don't remember anything else, that we ought to be very careful to see that every single acre of this land that can be used, that now we have public title to, is turned over to the national system or the State system, or the local system, or some public system, so that it is maintained for our children and our children's children."

The Council has been directed to cooperate in providing technical assistance and support to young people and National youth organizations to expand their activities in natural beauty and conservation and to help develop their plans for the future.

An examination of existing industry-government programs to improve the quality of our environment is under way by the Council with a view to possibly recommending action to fill any gaps in our programs.

The Council may be requested to coordinate Federal agency policies with respect to concessions on Federal lands.

Likewise, it may undertake an examination of whether the policies or programs of Federal loan or grant agencies are aggravating the escalation of land prices in prime recreation areas authorized or scheduled for public acquisition and development.

Whiskytown Lake and Reservoir, Trinity River Div., CVP, Calif.



Bureau of Reclamation Photo

Buffalo, Tennessee



Tennessee Game & Fish Commission Photo

In general, the Council believes it should concern itself with questions of National policy and not with local problems except as they may be illustrative of major policy issues.

There is close liaison between the President's Council and the Citizens Committee. The Council is kept fully informed of the activities and program of the Committee, occasionally holds joint meetings with it, is deeply interested in the major investigations which the Citizens Committee has under way, and is looking forward eagerly to the reports and recommendations which the Committee will present to both the Council and the President.

At the White House Conference on Natural Beauty, the Council met with delegates in open session, received recommendations from them, and engaged in a question-and-answer exchange.

The program this morning is the nearest subsequent approach to a repetition of that session. The statements to be made by your delegates representing some 3,000 counties should be of much value and interest to Council members, as will be the floor discussion.

It seems to me that the reason for this Congress, as well as the purposes of both Council and Citizens Committee, have been well stated by Secretary Udall:

"The upshot of 1966 is that this Nation leads the world in wealth and power, but also leads in the degradation of the human habitat. We have the most automobiles and the worst junkyards. We are the most mobile people on earth and we endure the most congestion. We produce the most energy and have foulest air. Our factories pour out more products and our rivers carry the heaviest loads of pollution. We have the most goods to sell and the most unsightly signs to advertise their worth.

"This is the dilemma of America: can we have progress without spoliation? We in this country possess power, but lack grace. We have unprecedented prosperity, but our country is unclean. We have rich cities, but few handsome ones. We excel as 'developers,' but not as conservers of order and beauty.

"...all of us must participate in the decisions that determine the face and character to tomorrow's America: the design of a bridge, the location of highways, the expansion of cities, the cleansing of air and water, the saving of open space, the preserving of wildlife and wild land rest on your involvement in the decision-making process."

In his recent State of the Union Message, President Johnson has called for a more effective partnership at all levels of American Government. He has said we should carry to every corner of the Nation our campaign for a Beautiful America — creating more parks, more seashores and more open spaces for the generations that come after us.

He said, "We must not arrest the pace of progress we have established in these years. Our children's children will pay the price if we are not wise enough, courageous enough, and determined enough to meet the Nation's needs as well as we can in our time."

CITIES IN PARKS

by WILLIAM PENN MOTT, Jr. ●



● Mr. Mott, the newly appointed Director of California's Department of Parks and Recreation, received the B.S. degree in Landscape Architecture from Michigan University and the M.S. degree from the University of California at Berkeley. He spent several years in private practice specializing in park and recreation master planning and design, then served with the National Park Service for seven years, and later acted as Technical Advisor to the Contra Costa County Housing Project. He spent twelve years as Superintendent of the Oakland park system and subsequently became the General Manager of the East Bay Regional Park District.

Among his many professional activities, Mr. Mott has served as consultant to the government of Costa Rica and the Commonwealth of Australia. He was a panelist on President Johnson's White House Conference on Natural Beauty in 1965, is a member of the Board of Trustees and the Administrative Board of the National Recreation and Park Association, and is a member, former director, and past-president of the American Institute of Park Executives (now the National Recreation and Park Association).

Mr. Mott holds offices in many professional and civic organizations and is the recipient of the Oakland Junior Chamber of Commerce Good Government award, the Honor Award of the California Council of Landscape Architects, and the Oakland Service Clubs "Man of the Year" Award.

Most of the people living in the United States have little or no basis for judging the depth of the erosion of our country's beauty and productivity. It is not so much apathy toward the changes as it is ignorance regarding the extent of these changes. To most people traveling around the United States, the country still looks good — but to the discerning observer the depth of these changes is clear indeed:

1. Not a single major stream in the continental United States runs clear and free from pollution.
2. The air has become foul and discolored over our major metropolitan areas and experts predict that 10,000 people will die because of smog, and this is a positive statement.
3. The beauty of the natural landscape is being made ugly by junk yards, sign boards, pole lines, strip mining and litter.
4. Quiet streets have become snarled highways.
5. Well-kept neighborhoods have faded into decay and disrepair.
6. Urban sprawl has gobbled up prime agricultural land without providing a square foot of open space.

Public and private decisions daily downgrade the quality of the urban environment — the general public refuses to become involved — and we continue to judge progress by economic standards only. Thus, maintaining an attractive environment is a difficult task because beauty, livability and even health is subordinate to economic growth.

Cities and communities must grow — this is economic progress. If the area becomes ugly it is the price of progress. If the streets are a jungle of poles it is because people want telephones and electricity and these utilities must be obtained as cheaply as possible. Power transmission lines march across the landscape but people need power and that too should be cheap — so instead of old fashioned trees, man produces new ones of steel. Shopping areas are permitted to be cluttered with signs and atrocious advertising because the stores provide employment and add assessed evaluations to produce greater tax revenues. Highways are planned without concern for the surrounding environment because the motorist must not be required to spend one additional cent for gasoline or use extra seconds of his valuable time in traveling from one location to another. Parks are denied the community in order that the land might produce a profit to the developer and increase tax revenues for the government.

In each case, economic goals have been accorded an implicit priority. To make matters worse many people have persuaded themselves that out of the chaos of economic motivation will come some tolerable results — some manifestation of unplanned but functional beauty. There is no reason to believe that an unplanned area will have any better chance for beauty than an unmade bed.

We cannot — we must not — use only the economic yardstick to measure the worth of a portion of this country's natural beauty — or a park — or rebuilding one of our great cities — or making clear and pure a polluted stream — or returning to the major cities of this country's clear, sparkling uncontaminated air. We must apply other values that cannot so easily be measured — values that enlarge man's imagination

and revive his spirit—values that add quality to life and living—values that provide the motivation and inspiration essential to carrying out the great tasks that lie before us. These tasks are so tremendous that if man fails he might well destroy civilization as we know it today.

In his message on Natural Beauty on February 8, 1965, President Johnson aroused the public to action when he declared, "The beauty of our land is a natural resource. Our land will be attractive tomorrow only if we organize for action and rebuild and reclaim the beauty we inherited. Our stewardship will be judged by the foresight with which carry out these programs. We must restore our cities and countryside from blight with the same purpose and vigor with which, in other years, we moved to save our forest and our land."

In less than two years commercial exploiters, with only profit in mind, are taking advantage of the public's concern for beauty, clean air and water. The January issue of "Landscape Design and Construction," a national magazine, editorially encourages its members to take advantage of the public's concern for quality environment for personal gains. The editorial states, "With national consciousness of landscape beauty at an all-time high because of the well-developed and well-supported Beautification Campaign, we, in this industry, no longer need to sell beauty and the good old standby of making your property more valuable. We want to sell the sizzle. And the sizzle of a good landscape job can literally be the sizzle. It can be a handsome barbecue pit

that puts the sizzle in the steak—or weiners—or hamburgers. The sizzle we want to sell is the greater usefulness of what the client is buying. Lighting, fountains, a pool, waterfalls, fire pit, outdoor radiant heating, decorative planters, sculpture, decorative fencing, decorative decking—all these and a hundred other items put the sizzle in the sell of landscape work. These and dozens of other items are not only sizzle, they are nice, juicy meat—good tasty profits." It doesn't take very much imagination to visualize attractive home garden turned into a Rococo cultured landscape by this type of promotion and planning.

Unfortunately, at the state and local levels there seems to be little evidence that emphasis is being placed on protecting the natural beauty of this country, the rehabilitation of the streams and the clearing of the air of pollution. Lack of sufficient citizen support has discouraged local governments and little or no legislation has been enacted that will protect and preserve the natural beauty of the countryside—nor, to my knowledge, has there been any effective legislation produced that encourages quality environment and discourages ugliness. Effective land use control has not been enacted and single-purpose planning, rather than environmental planning, is still widely practised in spite of our dwindling resources.

The "Manchester Guardian Weekly" points out in a feature article that Britain is starting the third great park building period in its history and suggests that "instead of building parks in cities, that cities be built in parks."

"The beauty of our land is a natural resource."



NPS Photo by Ralph Anderson

At the present time some 70 percent (or 139 million) of the total United States population of 198 million, are classed in the U.S. Census Bureau Standard as "CityDwellers." By the year 2000, it is estimated that 83 percent (some experts say 90 percent) of the total population of the United States will be living in cities.

To understand the immensity of the problem, a study of the Los Angeles Basin revealed a shocking shortage of park land and the California State office of Planning stated that no comparable urban regions in the nation even remotely approaches the basin's inadequacy in this regard. Square mile after square mile of the beautiful San Fernando Valley has been filled up with row after row of uninteresting single-family dwellings without a single square foot of open space. Monotony and ugliness have given to this once beautiful valley the title of "Urban Slurb."

To solve this problem, the firm of Eckbo, Dean, Austin and Williams, San Francisco Landscape Architects, came up with a plan that would bring the open space land inventory of Los Angeles (now approximately three acres per one-thousand population) to an acceptable standard of 10 acres per 1000 population — at a cost of 7 to 9 billion dollars expended over a 40-year period. In discussing these staggering costs to rebuild the environment of the Los Angeles Basin (once called the Paradise of the Pacific) Mr. Eckbo had this to say, "To those who would say that we can't afford it, I can only note that we have developed fabulous and almost incomprehensible production powers and vast and unpre-

cedented military and space technology. If this great society cannot provide its own people with decent and inspiring environment for living then there is no hope for us."

Several weeks ago I was part to a conversation between two great men — Dr. Edwin MacMillan, a Nobel peace prize winner and noted physicist; and Mr. Ian MacMillan, an outstanding conservationist and expert on the life and habits of the California Condor. The conversation went something like this:

Dr. MacMillan, the physicist, asked the conservationist what was the significance of his crusade to save the California Condor. Mr. Ian MacMillan thought for a few minutes and replied that it probably was not very significant insofar as world progress was concerned. The California Condor is probably going to disappear from the face of the earth because of changing environmental conditions. He concluded, its survival can only be delayed. He said it was his feeling, however, that if man can not discipline himself to save a "vanishing species," how can he possibly discipline himself to live in the atomic age. This, said the conservationist, is the real significance of the crusade to save the California Condor.

For a moment Dr. MacMillan, the nuclear physicist, was speechless. Finally he said, "I now understand the significance of your crusade — you are absolutely right! Unless man can discipline himself to carry out such an objective he surely cannot exist for long in an atomic world."

We can apply this simple philosophy to the survival of our

A restless affluent society with time on its hands



NPS Photo by Robert N. McIntyre

urban centers. Unless we discipline ourselves to accept other values besides economic ones, will we be able to make our cities attractive and liveable? Can we save open space for future generations to enjoy unless we are willing to discipline ourselves so that the intrinsic values of open space are given the same importance as the materialistic values?

Arnold Toynbee, the noted world historian, put the problem in a little different light when he wrote, "An urban population tends to become violent when it has been excluded from the countryside or has been deprived of it. This is not surprising; for a totally and unmitigatedly urban life is surely something contrary to human nature. It may be necessary to save the countryside in order to save Man himself. But can the countryside be saved under present conditions?" Can it?

Many of the cities in the United States do not have the critical open space shortage that is evident in the Los Angeles Basin. Nevertheless certain urban growth trends are clear. The most measurable one is that more and more people will live in urban areas. The Royal Commission on Local Government in Greater London spent three years in a study to determine the future of that great city. It concluded that the city should not be permitted to grow any larger — that London should be surrounded by a green belt — that new towns should be constructed, surrounded by green belts — and that these new towns should not be larger than 250,000 population. They further concluded that the green belts surrounding London and the smaller new towns should be projected into the heart of the city, breaking up the city, providing people with open space that would make living in the city a pleasant experience.

It seems to me that developing a green belt of park and open space areas around our American cities is a worthy goal. Therefore I would like to suggest that it is the responsibility of park and recreation administrators to look beyond the task of developing neighborhood parks and play-

grounds and consider the major challenge of making your city more attractive by creating a green belt of parks and open space around the city so that its growth is contained and urban sprawl will not spill out into the countryside creating urban slums. It is not enough to just develop neighborhood parks, we must be concerned with the total environmental quality of the city—and this is not an easy objective.

Another challenge that must be met by the park and recreation profession is the upgrading of its personnel to provide creative leadership for the emerging leisure time our affluent society is providing. We cannot be satisfied with the simple supervised recreational programs of the past. No longer are the three "S's" — Slides, Swing, and Sand — enough to satisfy the recreational needs of a neighborhood.

Less than 30 years ago the hotel industry felt that it had all the answers and facilities necessary to house the American public. Today a new industry has emerged — the MOTEL! Many predict that the old hotel industry and its administrators will soon completely fade from the American scene.

In a similar manner, but even more dramatically, the airplane transportation industry has emerged over the complacent railroad transportation industry which is slowly dying, leaving the transportation of people to the new and more dynamic airplane industry.

The Park and Recreation movement, or service, or industry, or whatever you want to call it, could be taken over by a new and more vigorous program if we do not accept the almost overwhelming challenges that now face our society. Look about! Are you meeting the needs — the challenges — the opportunities that a restless affluent society, with more time on its hands than it knows how to use constructively? Statistics would indicate that time is running out for us. Maybe we are on a train when we should be on a rocket!

It is not enough to just develop neighborhood parks, we must be concerned with the total environmental quality of the city...



HHFA Photo

RECREATION INFORMATION MANAGEMENT

by

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Every acre of land and water in the United States is capable of supporting some form of outdoor recreation. Where does this occur? What is it like? Who wants it? How much more will be needed or wanted? These are questions being asked with an alarmingly shortened interval for developing the answers. As man turns to the outdoor environment for satisfaction of recreation needs not found in the cities, it becomes increasingly important to know where his needs can be met in the vast complex of wild land and open-space areas.

Meeting these demands and needs can be an orderly, coordinated process, or it can result in a nightmare of competition, false starts, inadvisable investments, and irreversible exploitation of highly perishable natural resources.

In the past few years, several productive moves have been made to avoid the nightmare and achieve the orderly process. One of the most significant moves, of course, was the establishment within the Department of the Interior of the Bureau of Outdoor Recreation, which is charged with the development of long-range National programs to coordinate plans and objectives of all public and private agencies involved in outdoor recreation.

The BOR program was given a major trust forward with the passage of the Land and Water Conservation Fund Act in 1964 and the establishment of the President's Recreation

Advisory Council. Through the work of Study Committees, the Council was able to clarify several important areas relating to the L&WCF Act. One significant accomplishment was the development of a rationale and procedures for the uniform reporting of outdoor recreation data on a nationwide basis. ^{1/} The uniform procedures provided individual agencies with a frame of reference and a set of guides that permitted them to gather and report recreation information in common terms in a single statistical voice.

With this background, we want to talk specifically about the job being done within the Department of Agriculture by the U.S. Forest Service on 186 million acres of land that it manages on the multiple-use principle.

For administration purposes, this land and water resource base is divided into 9 Regions, 133 National Forests, and 832 Ranger Districts. For perspective, the acreage is equivalent to the land surface of France, plus most of Great Britain. More than 97 percent of this land and water complex, which is located in 42 States, is available and used for some form of outdoor recreation. Currently, the complex has the developed capacity to accommodate more than 1 million persons at one time for a wide variety of recreation activities.

The very size of the area, coupled with the complexities involved in multiresource management for wood, water,

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^{1/} Report of Recreation Advisory Council Study Committee Number Two — A uniform Method for Measuring and Reporting Recreation Use on the Public Lands and Waters of the United States — Rendel B. Alldredge, National Park Service, Chairman, April 1965.

forage, wildlife, and recreation, made it imperative the Forest Service establish a comprehensive data management system. Before it could launch into a meaningful program of accumulation, storage, and retrieval of information on lands within its jurisdiction, however, the Forest Service had to take a broader look and determine its relationship with respect to other Federal agencies, various States in which it operates, and the private sectors. We recognized that any effort to predict future use of the Nation's land and water areas must be grounded in a comprehensive picture of current conditions and include plans of all land-owners and managers involved. The job of projection cannot be accomplished by any one segment because every adjustment action, conflict of resource use, population shift, or transportation change in either a public or private sector has an immediate effect on all other sectors. Very simply, what happens on one unit of land and water affects, however remotely, what happens on every other unit.

Recognition of these fundamental requirements, and adoption of a concept that demands that all forces operating on every acre of land and water must be taken into account, has resulted in a system of recreation information management, called RIM, that provides a current and detailed picture of where and when recreation use is occurring in relation to planned capacity.

RIM is based on the concept that all National Forest land that can be used for recreation purposes falls generally into two broad categories. The first recognized land that is suitable for dispersed recreation purposes, such as hiking, hunting, and nature study. The second category is based on use confined to limited sites where a substantial investment has been made to accommodate the user — generally known as mass use — for such purposes as camping, swimming, and picnicking.

RIM also provides for adequate description of the characteristics of sites and areas and compares their degree of recreation development of potentials. It ties detailed descriptive material concerning the opportunities and problems of developing adequate water, sanitation, access, and a host of other things needed by recreationists. By defining the precise location of each area in these terms, the system provides the mechanism by which differences between units can be studied, regardless of location, or land and water configuration. It provides, for example, an immediate purchase on the question of relationships between a particular potential mass-use site, selected population centers, transportation systems, shorelines, streams, scenic areas, and other special features. Each managerial unit identified in this way is treated as an element of the recreation resource base. This is a valuable step in evaluating alternative opportunities for amalgamating or coordinating various resource (product mix) use and management efforts under a multiple-use approach. Furthermore, the effect of any multiple-use combination can be weighed and evaluated in terms of recreation opportunities provided or foregone. Some 30 distinct types of recreation resource elements are recognized. Each element supports a typical complex of recreation activities. It has a recognized capacity to support recreation use and a discernible limit of tolerance to use of the area or the immediate vicinity for purposes other than recreation.

Because managerial decisions can modify the recreation use potential in terms of kind, amount, or quality, RIM provides the means to describe modified and hypothetical land and water area situations so that the consequences may be identified in advance. Comparisons of these area situations can serve as a basis for optimizing resource-recreation potential at any point in time.

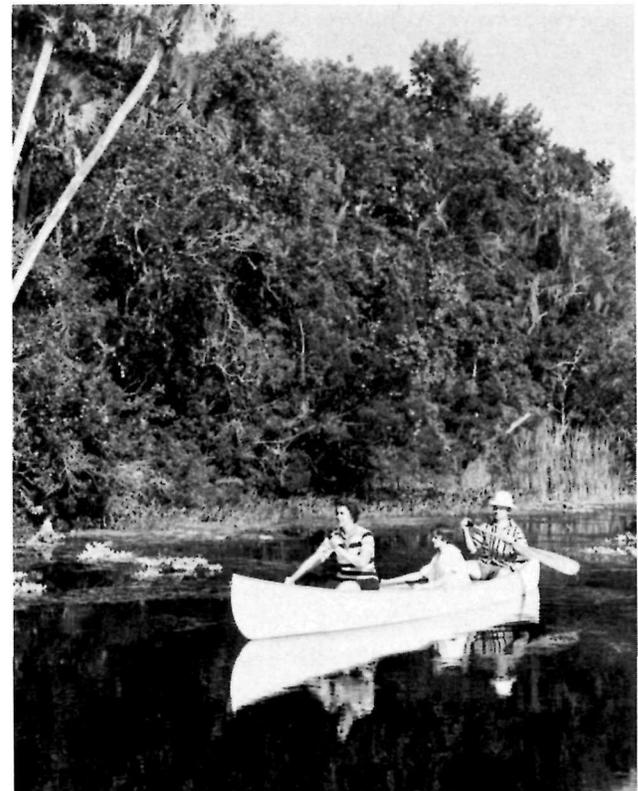
Corollary to this function, the system will store information about potential development sites and dispersed recreation areas selected by on-the-ground resource inventories. It will aid unit manager in allocating potential area and sites to various types of development and use. It can be used to establish timetables of development by summarizing the "evident" demand on similar sites and areas, comparing current use with existing capacity, and calculating the total amount of recreation use of any type that can be supported in harmony with any set of product requirements.

Because the RIM System is fully automated, it can cope with a wide variety of descriptive data, such as the biological, physical, and aesthetic characteristics of land and water units. The resultant capacity to describe an almost limitless variety of pertinent detail about units of the resource makes possible the rapid production of lists, summaries, and analytical comparisons that can improve the quality of managerial decisions affecting the allocation of funds and utilization of resources.

Among the more utilitarian products of the RIM System is a perpetual inventory of the physical improvements of each site. This inventory is coupled with a separate but parallel conditions survey that indicates the degree to which each item meets existing standards, the cost of routine maintenance, and the cost of any action required to correct unsatisfactory or unacceptable conditions. RIM is also designed to accept data that will be linked with other information stored in the computer to produce directories of recreation sites available for public use. These directories will contain not only locative information but other details of interest to the user, such as the type of facilities and the nature of opportunities available.

Use input into the system is measured or estimated and reported in terms of visitor-day units — and the equivalent

Canoeing in eastern subtropical waters



U.S. Forest Service Photo by Daniel O. Todd

Table 1.— Estimated National Forest recreation use

SERVICEWIDE SUMMARY
CY - 1965

ACTIVITY	PUBLIC USE	
	VISITOR-DAYS ^{1/}	PERCENT
Camping	40,065,100	25.4
Picnicking	9,444,800	6.0
Recreation Travel (Mechanized)		
Automobile	(26,877,700) (17.0%)	
Scooter & Motorcycle	(1,478,800) (.9%)	
Ice & Snowcraft	(515,600) (.3%)	
Other	(453,300) (.3%)	
	29,325,400	18.6
Boating		
Power Boats	(2,770,900) (1.7%)	
Self-propelled Boats	(1,733,400) (1.1%)	
	4,504,300	2.9
Games and Team Sports	17,000	<u>2/</u>
Waterskiing and Other Water Sports	704,600	.4
Swimming and Scuba Diving	3,273,400	2.1
Winter Sports		
Skiing	(4,328,800) (2.7%)	
Other	(1,507,500) (1.0%)	
	5,836,300	3.7
Fishing	16,196,600	10.3
Hunting	14,099,700	8.9
Hiking and Mountain Climbing	4,086,400	2.6
Horseback Riding	2,242,200	1.4
Resort Use	3,897,200	2.5
Organization Camp Use	4,820,900	3.1
Recreation Residence Use	9,812,200	6.2
Gathering Forest Products	1,599,000	1.0
Nature Study	1,000,700	.6
Viewing, Scenery, Sports, Environment	4,847,200	3.1
Visitor Information (Exhibits, Talks, etc.)	1,978,900	1.2
Total Distributed to Activities	157,751,900 ^{3/}	

^{1/} Recreational use of N.F. land and water which aggregates 12 person-hours. May entail 1 person for 12 hours, 12 persons for 1 hour, or any equivalent combination of individual or group use, either continuous or intermittent.

^{2/} Less than .05 percent.

^{3/} An additional 2,584,200 visitor-days were reported too late to be included in the above distribution.



Sliding Rock, a favorite spot on the Pisgah National Forest in North Carolina provided 55,000 hours of user enjoyment last year.

of 12 man-hours of recreation use of some portion of the National Forest system. For general purposes, it is sufficient to treat recreation use as if it were all of one kind. For more penetrating analysis, it is necessary to recognize and separate the variety of recreation activities that vary from time to time and place to place. Actually, we store data in the RIM System for each unit of land in terms of the activities that occur. We can then array the output to reflect the total amount of use on a particular site (such as a campground) or area (such as a wilderness) and the quantity of each type of activity (such as camping) that occurred in that place. The number of persons an area (or site) can support at a given time (or more appropriately, over a season of use) varies with the type of activity in which persons engage, the physical characteristics of the environment, and the density of user population that can be tolerated.

RIM is now in operation. The first report on recreation use of the National Forest system based on the visitor-day unit recommended by the Recreation Advisory Council has been prepared for calendar year 1965 and submitted to the Bureau of Outdoor Recreation.

The accompanying summary (Table 1) shows the type of information available from RIM, and it records a total estimated recreation use of more than 160.3 million visitor-days on National Forest lands in 1965.

The 1965 figures include some that were measurements developed by carefully controlled and statistically sound sampling procedures and some that were estimates based on observation and comparison. The figures were compiled from reports submitted separately for each individual campground, picnic site, wilderness or other identifiable "address" in the National Forest system where outdoor recreation activities occurred.

Research on measurement and sampling techniques is continuing, and the overall reliability of data in future reports will be progressively improved as it becomes possible to apply statistically sound sampling techniques to an increasingly larger proportion of total recreation use.

We are all aware that any land-managing interest, especially larger State and Federal agencies with complex holdings or jurisdictions, must develop some capacity to describe the land and water resource base quickly and accurately. The base should be described in manageable units that have immediate administrative utility and interpretative capacity for governing bodies and the public. Hopefully, this brief description of the Forest Service RIM System will suggest other systems that will enable any controlling public interests to maintain a continuing description, with a satisfactory level of precision, of the constantly changing use patterns on the Nation's resources.