

Governor

GAYLORD

NELSON



And The

NORTH

GAYLORD NELSON is the first native of Northern Wisconsin to serve as Governor in the 114-year history of our state. He spent the first 26 years of his life in the little northern community of Clear Lake. He learned the problems of the north first-hand. He understood them. As Governor, he has worked overtime to solve them.

NELSON AND THE NORTH . . .

A Story of Programs and Progress

INDUSTRIAL DEVELOPMENT

- ★ Created the new State Department of Resource Development, and ordered it to undertake special programs for development of northern Wisconsin.
- ★ Established a permanent Northern Development Office in Hayward.
- ★ Through this office, helped obtain 4 new industries for the north in one year, plus federal loans for 16 existing industries.
- ★ Sponsored the new law to promote taconite mining in the north.
- ★ Arranged special agreement to encourage Canadian truckers to ship goods across northern Wisconsin.
- ★ Approved federal programs to retrain hundreds of northern Wisconsin workers for highly-paid skills.
- ★ Created the new 7-county planning commission to develop the full economic and recreational potential of the entire Wolf River basin.

HELP FOR FARMERS

- ★ Sponsored the new law giving farmers and other property owners greater protection when official agencies seek to condemn their land.
- ★ Succeeded in obtaining emergency federal livestock feed aids for farmers in 16 of the 17 northern Wisconsin counties.
- ★ Sponsored tax revision that will cut total farm taxes by as much as \$10 million a year, including a 50% cut in property taxes on livestock and an average 10% cut in other farm property taxes.

CONSERVATION LEADERSHIP

- ★ Sponsored the new state program to classify lakes against destruction by overcrowding and pollution.
- ★ Provided funds to raise the fish propagation program to the highest level in state history, at the same time increasing fish and game habitat programs.
- ★ Ended the practice of using hunting and fishing license fees for parks and restored all license funds to the fish and game programs.
- ★ Started the first statewide program for public access to lakes and streams, with more than a dozen new lakes already opened to public use.
- ★ Proposed protection of forest crop lands and assurance of fairer returns on these lands to northern counties.
- ★ Sponsored the new \$400,000 conservation camp for delinquent boys.
- ★ Joined Atty. Gen. John Reynolds in the successful court fight to obtain an added \$464,000 in Pittman-Robertson funds for Wisconsin.
- ★ Authored the new \$50 million Outdoor Resource Program that has made Wisconsin the conservation leader among all the states:
 1. 145,000 additional acres for parks and forest recreation areas, including at least nine new parks, 5,000 campsites, 41 beaches, 80 picnic areas, and 50 utility systems.
 2. 353,000 added acres of wildlife habitat at 85 existing game projects and 79 new projects.
 3. 103,000 additional acres of fish management lands at 57 existing and 46 new public fishing grounds.
 4. Creation of three youth conservation camps — including two open this summer in northern Wisconsin.
 5. State aids to help counties develop recreation areas in forest crop lands.

HIGHWAY IMPROVEMENTS

- ★ Won sensible billboard controls on the interstate system to protect scenic beauty that visitors list as Wisconsin's No. 1 attraction.
- ★ Provided funds to buy scenic protection rights from private landowners along 3,000 miles of the state highway system.
- ★ Asked faster construction of key north-south roads to cut travel time to and from northern Wisconsin.
- ★ Sponsored plans to develop a scenic highway along Lake Superior.

TOURIST EXPANSION

- ★ Increased state funds for recreational advertising by 66%, raising the annual budget for tourist promotion from \$253,000 to \$420,000.
- ★ Backed the \$20,000 tourist survey that has shown the northern vacation industry what visitors want and how to attract more of them.
- ★ Proposed the program that will add 50,000 acres to the state parks and state forests of northern Wisconsin.
- ★ Sponsored the new Tourist Information Centers, including three established this summer at key points of highway entry to Wisconsin.
- ★ Set up the \$2.9 million program to plan and develop the full potential of the Lake Superior region, including fish, game, forest, park, wilderness, highway, and scenic values.
- ★ Authored the "See Wisconsin First" campaign, which is persuading more Wisconsin residents to vacation in their own state.

THE PLEDGE

"Northern Wisconsin has vast potential for economic and recreational development. I intend to bend every effort to develop this potential. The north must be made a land of prosperity and outdoor recreation for all our citizens."

*Gaylord Nelson
Feb. 25, 1959*

THE RESULTS

"Without a doubt, this man Gaylord Nelson did more for Florence County and the rest of the northern part of Wisconsin in four short years than the four previous governors put together."

*Florence Mining News,
March 16, 1962.*

"Gaylord Nelson's efforts and accomplishments in preserving Wisconsin's outdoor resources have earned him a permanent niche in the history of the state."

*Door County Advocate
Nov. 2, 1961*



Senate Office Building

Washington, D. C.

April, 1963

Nelson Begins Senate Fight on Resources

Senator Gaylord Nelson of Wisconsin opened his fight to save America's outdoor resources with a United States Senate speech calling for a ban on certain types of detergent chemicals.

Nelson emphasized that control of detergents is just one part of a much broader fight "to save the environment in which we live against the powerful assaults of industrialization, congestion, pollution, erosion, blight and decay."

"We need a comprehensive, nation-wide program to save the natural resources of America," Nelson said.

Here is the complete text of Nelson's speech and report:

Mr. NELSON. Mr. President, I am pleased to join as a cosponsor of this bill introduced by the distinguished junior Senator from Oregon [Mr. Monrath], who has a long and distinguished record in the field of the preservation of America's natural resources. She represents one of the great natural recreation States of the Nation.

I am also pleased to join with the distinguished junior Senator from New Hampshire [Mr. McArris], who has had a long and abiding interest in the broad aspects of the preservation of America's natural resources; and a wide knowledge of the specific aspects involved in the bill introduced a few minutes ago by the junior Senator from Oregon.

The bill seeks to end the growing problem of detergent chemicals in our water supplies. It is gratifying to note that a number of distinguished Senators and Representatives, including Representative Flores, of the Fifth Congressional District of Wisconsin, understand this serious problem and are willing to provide the leadership to meet it. It is likewise gratifying to note the interest shown by leaders in the field of conservation and in other fields in the serious problem raised by the pollution of our waters in a number of different ways, especially pollution by detergents.

Wisconsin Can't

Solve Problem

As Governor of Wisconsin, I spent much time in the past year or two working on this rapidly increasing menace to public health and recreational enjoyment. At my request, the Wisconsin State Board of Health, the State committee on water pollution and the natural resource committee of State agencies, made an exhaustive study of the triple threat which detergent chemicals now constitute: The pollution of our drinking water and the fresh water in rivers, lakes, and streams; the serious disruption of our sewage treatment plants, and the blighting of the landscape with detergent foam which scientists warn may contain dangerous bacteria.

These Wisconsin studies produced a wealth of valuable information. They revealed that the problem was far worse than we realized. They showed that detergent chemicals already had polluted some of the underground water supplies in 64 of Wisconsin's 72 counties. They found mountains of detergent foam piling up on some of our most scenic rivers.

But most important of all, they proved that it is almost impossible to deal with this problem at the State level.

First of all, it is extremely difficult for

a single State to do the research and testing necessary to set standards and impose adequate controls on detergents. Second, it is a principle of physics that water—and the dangerous pollution which stalks our water—does not respect State boundaries. Wisconsin is almost an island, surrounded by rivers and lakes which lead to every part of the Nation. Its underground water supplies follow mysterious underground routes which lead for hundreds of miles.

A determined effort still is being made to enact legislation immediately in Wisconsin to deal with this problem. But even if successful, such legislation cannot guarantee the people of my State that their water will be free of detergent chemical pollution. This can be done only by the U.S. Congress, with a bill such as the one introduced today.

Should anyone have any doubts as to the urgency of this problem, I want to emphasize this basic fact:

The control of detergent pollution is just one part of what I consider the most urgent domestic crisis facing our Nation today—the preservation of our priceless natural resources and the defense of the environment in which we live against the most powerful assault in the history of our Nation. Unless this Nation girds for battle immediately, its people are not going to have clean water to drink, clean air to breathe, decent soil in which to grow their food, and a green outdoors in which to live a few decades from now. This is a battle to preserve the simplest, basic elements necessary to human survival.

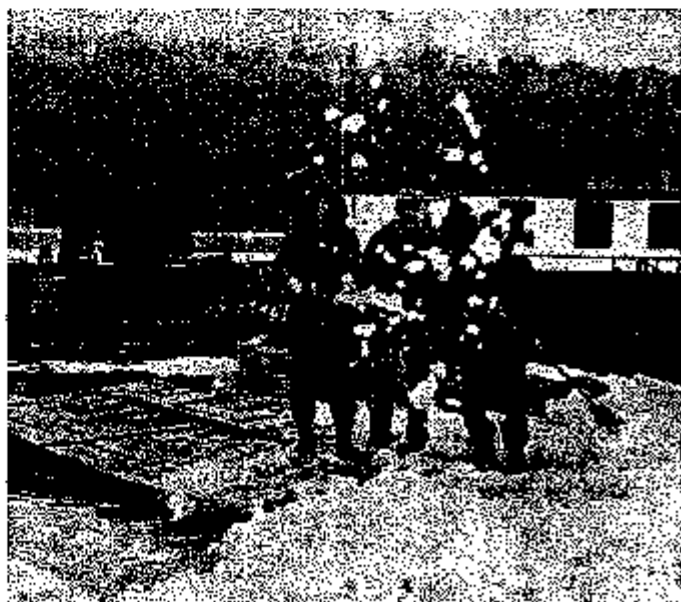
Resources Threat

Amounts to Crisis

I am familiar, of course, with the tremendous threats our country faces around the world. We are all deeply concerned about Cuba and atomic bombs, with Communist subversion, crime, and human suffering. I support the programs our Nation has developed to meet those great problems.

But while we mobilize all the powers of our National Government to meet these perplexing problems, we cannot be blind to the growing crisis of our own immediate environment. Our soil, our water, and our air are becoming more polluted every day. Our most priceless natural resources—trees, lakes, rivers, fish spawning grounds, wildlife habitat, scenic landscapes—are being rapidly and systematically destroyed.

Wisconsin, one of the Nation's favorite outdoor playgrounds and a State having a great tradition of enlightened conservation, has moved to meet this crisis as best it can. My State has earmarked \$50 million, in addition to all other conservation budget money, to be used in the coming decade to preserve as much as can be saved from this vanishing public treasure—to buy up land for public parks and forests, to preserve scenic vistas with long-term easements, to save the wetlands for fish, birds, and wildlife habitat.



FISHERMEN on the Mississippi found themselves "sudsed in" and had to dig their way out near Dubuque. Similar foam covered many other Wisconsin rivers.

-- UPI Photo

Nelson Report Cites Warnings of Scientists

Detergent Control Is First Step

But even this program cannot begin to save the environment in which we live against the powerful assaults of industrialization, congestion, pollution, erosion, drought, and death.

We need a comprehensive, nationwide program to save the natural resources of America.

We need this just as desperately as we need a defense against atomic missiles.

This rather simple bill—to call a halt in 3 years to the pollution of water by detergents—is not small but important step in that direction. We must fight the destruction of our natural environment on every front where the battle is joined.

I ask unanimous consent to have printed at this point in the Record a report which I have prepared on the detergent pollution problem and also a letter from a constituent of mine. The latter relates to this specific problem in his area.

There being no objection, the report and the letter were ordered to be printed in the Record, as follows:

Threat to Public in Detergent Pollution

The U.S. Congress must take the lead in this country of certain detergent chemicals which are polluting our water supplies, disrupting our sewage treatment plants and blighting our landscape with detergent foam which may represent a serious health hazard.

The Congress can do this without upsetting the soap and detergent industry, and without crippling businesses a valuable aid to household cleanliness.

All that is necessary is to use the powers of the Congress to limit the soap and detergent industry into production of a slightly different type of detergent which will not pollute water, will not interfere with sewage treatment, and will not smother the landscape with foam.

These facts are amply supported by scientific evidence.

WHAT IS THE PROBLEM?

The oil-detergent has been described as city, baby, or perfume like.

"The main effects of the surface active agents studied in the experiments with rats were produced by tribulation of the gastrointestinal tract (100,000 parts per million as more to the diet). To an extent which depended on the concentration of the surface active agents in the diet, this tribulation prevented proper nutrition. In severe cases of irritation, death resulted." (Thinking Water Standards, 1950, U.S. Public Health Service).

Detergents as we know them today have been an important part of our lives only since about the end of World War II. Just over 100 years ago they rapidly increased use has caused concern in the ranks of scientists, some public officials, and lovers of the outdoors.

Today, after more than a decade of serious research and experience, the detergent threat to public health and to outdoor resources has been thoroughly substantiated.

Most of our popular detergents today contain a chemical trash from crude oil. It is this powerful chemical, alkyl benzene sulfonate (ABS) which makes the detergent run as smooth cleaning agent. It does not break down and is hard to get rid of. It does not break down or deposit as soap does.

Sewage Effluent

Contains Chemical

But it is this same chemical which threatens our water supply today. By no easy means, this "surface active agent" or "surfactant" forms a union with the water which is extremely difficult to break. It follows the water wherever it goes. Even the complex processes of a modern sewage disposal plant, which remove the most dangerous human wastes and industrial waste, cannot remove all of this detergent chemical, ABS.

The sewage effluent from these plants, which ultimately is discharged into lakes and streams, is loaded with this detergent chemical.

Finally, this chemical also defies the purification process of nature, which we rely on where there are no such sewage plants. Many parts of Wisconsin, including heavily populated suburbs around Milwaukee and highly desirable rural residential land in other areas, rely on individual wells and septic tanks.

In such situations, the detergent chemical—unlike other wastes—passes through the septic tank and the drainage system, filters down through the soil and enters the underground well.

(How Abs Is Treated?)

American are presently using detergents at the rate of 3.6 billion pounds every year. If packed into one pound boxes 6 inches high and laid end to end, this would cover the earth around the world.

A Public Health Service report from the Robert A. Taft Sanitary Engineering Center at Cincinnati, Ohio, says:

"This is more than enough because almost all of this material ultimately finds its way into our surface and ground waters. Until recently, we believed our water supplies were inexhaustible. Today, however, we know this is not true. We must use our water care and care if there is to be an adequate supply for all of us."

Re-use of Water

Adds to Buildup

This phenomena the problem: The use of detergent is growing at a phenomenal rate, and the production of their oil-based chemicals in our water supplies is steadily increasing because water is used and reused.

This factor of reuse of water is one of the most important aspects of detergent pollution. Until recently, water could be safely reused because most of the conventional pollutants were removed or rendered harmless by the sewage disposal systems and by the action of oxygen, sunlight, and dilution. If they did manage to reach our lakes and streams, but these same wastes contain the detergent chemical, ABS.

(Scientist's Warning Ignored)

After an exhaustive review of 18 years of research on this problem, this conclusion was reached by Edward Wise, senior specialist in science and technology in the Legislative Reference Service of the Library of Congress:

"It has been the writer's observation that removal of detergents and other contaminants at the source is most essential to the protection of our water supply with our increasing population. The old theory, 'dilution is the solution to pollution,' would seem no longer valid."

A similar conclusion was reached by F. M. Anderson at the Taft Sanitary Engineering Center:

"No one would want to give up detergents, antiseptics, and other items, minute quantities of which make our lives efficient and pleasant. Progress is not, however, always an unqualified blessing. When first, in his rush forward, that the improvement and



A NIAGARA FALLS ICE JAM? No, this is a wall of foam caused by detergent chemicals in the water. Foam on the Rock River at Oregon, Illinois, reached a height of 40 feet. Detergent concentration builds up through re-use. --UPI Photo.

unleash forces that will deter him in his progress."

Fortunately, in the case of detergents, there is no need to "foul the environment" any longer. The legislation proposed here to the Congress, combining with the research already done by the soap and detergent industry, makes a prompt solution possible.

Detergents came to us from Germany, where a substitute was needed in the pre-war years for the animal fats used in soap.

Germany led in the development of detergent; it was the first to find them a serious public problem; it was the first to pass a law such as this one; and it is the first to develop an adequate substitute for the chemicals which have been found to be dangerous to the public.

New Chemicals

Are Developed

Mountains of foam on Germany's historic rivers and the increasing pollution of water supplies led West Germany to pass a law setting December 31, 1964, as the cutoff date for manufacture of detergents containing ABS, which would not break down in the water. In October 1962, the West German government drafted standards for detergents which requires that they decompose at least 80 percent after entering the water supply.

Meanwhile, German scientists have developed new detergent chemicals made from sugar which will decompose, instead of flowing along with the water like the oil-based chemical, ABS.

WILL THERE BE A COSTLY PROGRAM?

Passage of this bill, setting June 30, 1966, as the cutoff date for manufacture of detergents which do not decompose in the water, will involve some temporary disruption to the soap and detergent industry. But it will not put anyone out of business and it will not be a serious problem to anyone.

It allows more than 2 years for a transition which is already technically possible.

The firms which make detergents also make soap, and they also will make the new type of detergent. The most they face is the problem of developing and marketing a slightly different product, but with the same production and marketing facilities and the same vast and growing market.

Engineers tell me that the new type of detergent at present would have to sell for about 15 percent more. Presumably, extended mass production and continued research would bring this cost down.

For the present, however, the slightly higher cost makes it impossible for any detergent firm to shift over to the new type of detergent, even though detergent company scientists themselves have documented the dangers in continued use of ABS detergents.

As long as competitors can manufacture and sell the cheaper type, no company will undertake the transition.

Here is an obvious case where the Congress should simply draw the ground rules, and let free enterprise proceed with the steps it already knows should be taken.

IS 2 YEARS TOO LONG TO WAIT?

Presumably, the only opposition facing obviously necessary legislation of this type would come from the soap and detergent industry. Therefore, simply in the interests of getting a corrective program started, it seems reasonable to allow the 2 year transition period.

Ultimate Effects

Are Not Known

Meanwhile, the public should not be too alarmed. The tests made of public water supplies, while astonishing, still do not show the presence of detergents in such quantities as to pose an immediate threat to public health.

However, two important points must be remembered.

First, no one knows exactly what effect these powerful oil-based chemicals have on the human system, even in small quantities, especially when drunk over a long period of time. It stands to reason that their very power to cut the caked grease off a frying pan, and their amazing ability to combine with water and cling to whatever it goes, make them a danger to the human digestive and nutritional system.

Second, the relatively slight concentrations of detergent in our water supply today should not tell us late inaction because scientists have proven conclusively that this concentration will continue to climb upward and upward. Remember, almost 4 billion pounds a year are being dumped into our water supply, and also that through the reuse of water, the concentration tends to multiply.

The Public Health Service tests indicated that death resulted, in the experiments with rats, when the detergent concentration rose far above any level conceivable in our water supplies today. However, there have



THE JANESVILLE GAZETTE warned its readers: "Duck, unless you want to get clobbered by suds in downtown Janesville." The paper reported "huge balls of foam rolling over the Rock River, racing across the shore and even soaring past the windows in the fourth floor of the Hayes building . . . Giant billowing seas of foam on Rock River and in streams all over are blamed on detergents."

-- Gazette Photo.

been so conclusive long-term tests involving the human system.

A publication of the official West German Institute for Water, Soil, and Air Hygiene of June 1962, prepared by Dr. H. W. Janicke, finds indications of cancer-producing effects of detergents in the water supply.

This remains to be proved, of course. But let it be proved in the laboratories of the future. Let it not be proved in the stomachs of American citizens. It would be idiotic for Americans to go on drinking this powerful, oil-based chemical, which creeps into their water supply through the sewage system, until some scientist on some future day proves that it is truly deadly.

THE FOAM PROBLEM

I want to discuss two final aspects of the detergent problem: Foaming, which has caused so much public protest, and the disruption of our sewage disposal systems.

It is important to understand this fact: Foaming is part of the detergent problem, but it is not the heart of the problem. If housewives voluntarily used only detergents which did not foam, or if industry voluntarily shifted over to such detergents, or if this bill was aimed only at foaming detergents, the problem still would not be solved. Any detergent containing ABS will find its way into our water supply, whether it has foaming properties or not. Furthermore, the only way to eliminate the problem of foaming is to eliminate detergent chemicals from the water supplies.

Foam on Rivers

Is Increasing

It was foaming which brought the detergent problem to the attention of scientists, public officials, lovers of the outdoors and even housewives. The foam has been piling up now for a decade.

On Long Island, some citizens have had to carry water in from the outside because the tap water was so detergent-polluted that turning on the faucet produced a glass of

foam.

I am attaching a report of the Wisconsin State Board of Health which describes the most incredible amounts of foam despoiling our landscape. As early as 1950, the board of health reported a wall of foam on the Mississippi River in western Wisconsin which was 15 feet high, 55 feet wide and 300 feet long. In 1956, a helicopter had to be used to blow away foam on the Baraboo River so rescuers could search for a lost boy.

Last week foam cascaded down the Wisconsin River in central Wisconsin. I have a letter from Mr. H. G. Hars, of Merrill, protesting this disgusting sight.

The Milwaukee Journal photographed detergent foam filling the entire bed of Turtle Creek in Rock County in southern Wisconsin. The Janesville Gazette warned citizens to "duck unless you want to be clobbered by suds in downtown Janesville" and pictured "giant billowing seas of foam on the Rock River."

Recreation Threat to State Cited

And the Peoria (Ill.) Journal-Star, in a photograph which looked like a spectacular sea jam at Niagara Falls, showed a 40-foot high wall of foam filling the bed of the Rock River at Oregon, Ill.

This is simply revolting. We cannot continue to allow our beautiful lakes and rivers and country streams to be buried in foam—foam which everyone knows comes from detergent pollution which in turn comes from sewage.

This will destroy the recreation industry if it is not stopped at once.

AN ECONOMIC PROBLEM AS WELL

But I want to emphasize one very important point: Foaming is not merely an esthetic problem; it is a serious economic problem; and I now believe that it carries a graver threat to public health than the pollution of underground water.

The Taft Sanitary Engineering Center, in a 1962 report, discusses the foaming which has been a growing problem at sewage disposal plants since 1950.

Detergents disrupt sewage disposal plants in two ways. First, their oily mixing powers disrupt the normal coagulation process used in these plants (when the detergent concentration is high enough).

Secondly, foam billows up above the sewage aeration tanks which shuts off oxygen and sunlight, a vital part of the process.

This Taft Center report goes on to state: "The effect most often mentioned by sewage treatment operations has been excessive foaming in aeration tanks. Bacterial counts in the foam phase have been found to be at least 20 times as great as in the liquid phase. Thus, wind-blow foam could be a significant health hazard."

So far as I know, this shocking fact has been completely overlooked in the discussion of the detergent problem.

Does the American public realize that foam containing 30 times the bacteria count of liquid sewage is blowing away from our sewage disposal plants and spreading itself across the countryside?

This final example—the problem of foaming and the problem at sewage disposal plants—shows the economic issues at stake in this detergent question.

THE CONSERVATION ISSUE

It seems almost unnecessary to mention the threat which detergents present to the conservation of our natural resources, which I believe is one of our most urgent duties as American citizens.

Scientists have found that fish shun water polluted with detergents. It's not that they're smarter than humans. Apparently they just have better detection equipment.

No bubbling spring in the forest is safe today from detergent pollution. No canoeist in the wilderness can be certain that he will not round the bend and become lost in a disgusting mass of detergent foam.

The problem is there for all to see. The only question is whether we have the intelligence and the courage to meet it.

U. S. Scientist

Provides Warning

EXCERPTS FROM A REPORT BY JESSE M. COHEN, ENGINEERING SECTION, WATER, SOIL, AND WATER POLLUTION BRANCH, TAFT ENGINEERING CENTER, CINCINNATI, OHIO

Synthetic detergents have caused concern among waste and water treatment people for the past few years for two important reasons. One is that almost the entire industrial production of 3.3 billion pounds is eventually discharged to surface or ground water; second, that some of the surfactants are endowed with remarkable abilities to resist the treatment processes available to the sanitary engineer. . . . Even sewage treatment plants possessing secondary treatment processes are able to reduce only partially the surfactant content. Hence, practically all sewage effluents contain some surfactant, which, because it has survived the rigors of sewage treatment, is inherently prepared for an even longer survival against the purification agencies in surface and ground waters.

In many instances the stream water containing the persistent surfactant is used for municipal drinking water supply. . . . A portion of surfactants . . . will persist for longer than 20 days, long enough for this contaminated water to arrive at a water-treatment plant as part of the water supply. . . .

Pollution of ground water is far more serious than similar pollution of a surface water. Underground waters move slowly. It may take months or even years before contamination appears. But once it has occurred, it may require as much or more time before the water is free again from contamination.

Up to the present time, there is no economical way of removing surfactant material from drinking water.

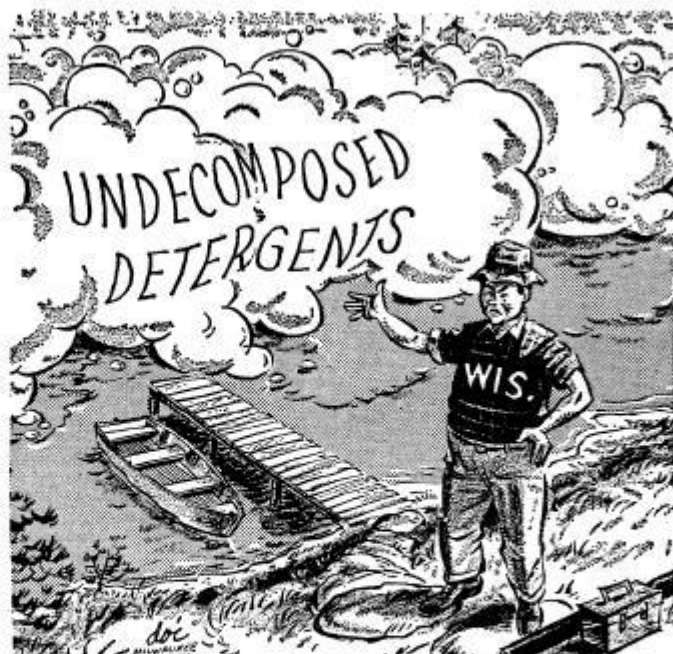
State Health Board

Inventories Foam

SURFACE WATER FOAM OCCURRENCES—REPORT OF WISCONSIN STATE BOARD OF HEALTH

Year 1930: On February 6 foam was observed below the Government dams at Lynxville and Genoa on the Mississippi River. A wall of foam 35 feet wide, 300 feet long and 15 feet high was noted at Lynxville, and 50 feet wide, 300 feet long and 10 feet high at Genoa. These occurred simultaneously. There was ice cover on most of the river.

Year 1953: April 2 to April 15 foam was observed below the flood gates at Petenwell Dam. Foam 3 to 4 inches thick. There was ice cover on lower part of Petenwell Pond. April 12 to 15 foam observed over eddy currents below dam at Wisconsin Dells rose to a height of 12 feet.



"We Like A Head On Our Beer But Not On Our Streams"

--Milwaukee Sentinel

was mentioned as championing the curtailment or barring of further use of detergents. There is no question in my mind that the soap lobby in Washington will strenuously oppose any action.

Having spent several years in Washington during World War II in the War Production Board and also in the Pentagon as a staff member for the U.S. Engineers dealing with supply matters, I am cognizant of the problems involved in passing legislation. Your comments regarding the continued flow of sewage into the river and the detergent problem will be appreciated.

Respectfully yours,

R. G. BARE

Mrs. NEUBERGER. Mr. President, I congratulate the junior Senator from Wisconsin on his freshman speech before the U.S. Senate. My spirits have been buoyed very high this afternoon by having two such eminent freshmen Senators announce their interest in and their concern with conservation. Indeed, it is not the first time for either of them, for the distinguished Senator from Wisconsin was successful, as Governor of his great State, in obtaining probably the most comprehensive program of any of our 50 States for the preservation and development of the natural resources of his State.

Mr. President, today we have heard remarkable comments from persons in varied offices in government. One was by the former Governor of Wisconsin. Another was by the junior Senator from New Hampshire [Mr. McINTIRE], and was based on his experience with local government. I hope I have contributed from the viewpoint of the housewives. All of us are united in recognizing the danger to health, the danger to fish, and the danger to esthetic values in our country from the excessive use of detergents. I look forward to control of this problem through the Government of the United States.

EXTRA COPIES

Senator Gaylord Nelson
Senate Office Building
Washington, D. C.

If you want additional information on this or related subjects, please contact my office.

Year 1956: On March 4 foam 30 inches high was reported below the New Lisbon Dam on the Lemonweir River. On March 7 foam occurred below the Reedsburg Dam on the Baraboo River. There was ice present on the river. Helicopter was used to break up foam in an attempt to assist in search of body of a boy who had fallen into the river.

Year 1957: On February 11 water rushing out from beneath ice on Turtle Creek at the dam at Shopton in Rock County, churned up a foam at least 7 feet high.

Year 1960: A news report dated December 26 stated that foaming had occurred at the city of Milwaukee water filtration plant.

Year 1961: A news photo dated February 28 shows high foam below a small dam on the Neshoto River in Manitowish County.

Year 1962: On September 20 an accumulation of foam on the southeast side of Lake Waubesa was investigated. Foam 15 to 20 inches high had accumulated along this shoreline for a distance of about 20 feet out. Samples of the foam were determined to contain less than 5 mg/l of ABS. In the fall of the year foam was observed on Lake Nemadji where Highway 30 crosses between upper and lower Nemadji Lakes. The foam was reported to reach a height of 4 to 5 feet, and occurred early in the week. Beach water analysis in the area showed 0.5 mg/l of ABS.

Merrill Man

Writes Protest

MERRILL, WIS., March 20, 1963.

HON. GAYLORD NELSON,
Senate Office Building,
Washington, D.C.

DEAR SENATOR: . . . I was particularly pleased with your program to bar the use of detergents in their present form in this State. I live on the Wisconsin River, south of Merrill, and spend much time on its shores. Nothing disgusts me more than to see much raw sewage and large balls of detergent foam cover the water. Efforts have been made locally to put an end to this practice. However, no tangible results are noticeable. What suggestions can you give me to enable me to pursue this contamination problem?

I am enclosing a photograph removed from the Sunday Milwaukee Journal which illustrates a condition caused by detergents in another community. The condition here has not reached such proportions, however, at times there are hundreds of large balls of detergent foam floating down the river and lodging on the shoreline. This along with paper mill runoff still exists in proportions enough to make fish taken from this water unfit for consumption.

The Wall Street Journal recently carried an article about the Federal Government enacting some legislation to eliminate the use of detergents having components to cause this condition. We, who are dependent on the use of dry wells and water wells are particularly concerned. I believe your name

CONSERVATION ADDRESS TO FARM AND HOME WEEK, UNIVERSITY
OF WISCONSIN, - THURSDAY, APRIL 2, 1964

For Release 10:30 a.m. Thursday

The conservation crisis, described so dramatically by Secretary of the Interior Udall in his recent book, is not becoming any less critical. In fact, the mounting pressures of population, industrialization, pollution and blight are so great that every day wasted in meeting this crisis makes it more doubtful that we will win the fight.

But we do have a unique opportunity presented to us now, and instead of dwelling on the crisis in conservation, I would like today to point out the dimensions of this new opportunity.

The opportunity comes to us in President Johnson's "war on poverty," and the direct way in which that war is tied to the conservation of natural resources.

The nation is responding very favorably to the President's declaration of war on poverty, which I suppose should have been expected by anyone who knew much about the character of the American people.

What was not anticipated, in my opinion, was the extent to which this war on poverty coincides with the fight to preserve natural resources.

I think the parallel between these two great national efforts is best illustrated in the Youth Conservation Corps, originally proposed by President Kennedy and now supported by President Johnson, in modified form, as a vital part of the war on poverty.

The Youth Conservation Corps uniquely meets the needs of both a poverty and a natural resources program for this simple reason: We have a lot of idle men in this country, and, at the same time, we have a tremendous backlog of work to be done in the field of conservation.

The logical thing to do is to put these men to work on vital conservation work -- which would never be done in any other way.

I made a speech in the Senate outlining a national program against poverty on January 27th. At the time I emphasized that we must not try to fight poverty by a massive handout program. Instead, we have to propose long range, carefully coordinated programs that will put people to work in a creative, constructive manner and try to strike at the basic causes of poverty, not just the symptoms.

So when we talk about any program to put men to work, we must be especially careful to avoid "busy work" projects that involve pointless activity and offer little to the country except the false illusion that we have done something about idleness.

The special value of work in the field of conservation lies in the fact that the work itself is of great value, and the fact that it would not be done otherwise.

* * *

Here we do not have to rely on any mere theories. We have the hard, practical experience of several years of a very successful Youth Conservation Camp program in our own state.

Our state welfare director, Wilbur Schmidt, has kept me posted on the results of this program because it was one of my principal interests when I was governor of Wisconsin.

I have been continually amazed at the quantity, the quality and

the variety of work done by the boys who have served in our Youth Conservation camp program for the past two summers.

First of all, the boys moved into rundown camps. They made them liveable. They cleaned up the campgrounds, painted and repaired their buildings, built boat docks and provided their own recreational facilities.

Then, under competent supervision, they moved out to do vital conservation work.

They restored a stretch of the Manitowish river in Vilas county, to make it better for fish habitat. They built retaining walls along a stretch of river bank, placing some 90,000 stones by hand. They built rock dams in the river to channel the flow of water, and dug boulders out of the center of the stream. They inventoried fish in several lakes.

Our State Conservation Department wanted to plant a large tract with buckwheat, to provide feed for wild geese, but it was rough land, studded with scrub timber. The boys cut down, piled and burned the trees to prepare the land for final working by power equipment.

They built fire lanes in state forests. They opened up roads to lakeshores. They set up toilets and bath houses and built boat launching ramps. They thinned out state pine plantations, to give the trees a chance to spread out. They developed campsites and picnic spots for tourists, clearing land and building outdoor fireplaces. They manned fire towers during periods of greatest fire risk. They improved roadsides. They cleared and planted areas to make better habitat for grouse and other wildlife.

* * *

In our Wisconsin program we realized that work alone was not the answer. The Youth Conservation Camp program offered not only a chance to complete some priceless work, which could be done in no other way, but it also offered an opportunity to reach a group of young men with a message of priceless public importance. These boys had to understand the importance and the philosophy and the long-range significance of the work they were doing. So half a day of each week was set aside for instruction. University of Wisconsin professors met with the boys and spoke on wildlife management, the science of the soil, and the philosophy of conservation. Conservation department experts spoke on fire fighting, fire prevention, forest management, boat and gun safety and fish hatchery operations.

Training demonstrations were held out in the field -- in fire fighting, boat and gun safety, wildlife habitat, fish propagation, control of the sea lamprey, and the management of our deer herds.

As the Milwaukee Journal quoted a camp director, commenting on the boys who served under him, "They came in boys, and they went home men." The Sheboygan Press commented, "The success of the Wisconsin program has surpassed all expectations and should go far toward convincing Members of Congress that a National Youth Conservation Corps would work well and deserves a try."

* * *

I cite these detailed facts on Wisconsin's experience for this reason: Whenever we talk about anything like a National Youth Conservation Corps, we do provoke some criticism from people who have trouble visualizing just how the program will work and who are afraid it will become a vast boondoggle.

Some people simply do not appreciate the amount of conservation work that must be done if we are to meet the crisis in conservation. Others do not have any idea of the variety and the significance of this type of work.

A common criticism runs like this: "What good does it do to teach thousands of young men to chop wood? We don't heat our homes with wood any more."

Others assume that if there is work to be done, it should be handled by private contractors.

I think the Wisconsin program answered all these criticisms.

First, we are not talking about chopping wood. We are talking about giving these young men broad, valuable experience in preserving their natural environment. This work will make them better husbands and fathers and better citizens -- and the work they accomplish will make our land a better one in which to live.

Secondly, the very nature of conservation work is such that large numbers of idle men could easily be put to work on it. It is largely unsuited to conventional contracting methods.

Much of the work is in fairly remote rural areas, where it is difficult to recruit a labor force and where contractors are scarce. It is primarily work which must be done by hand -- working in stream beds, chopping through tangled brush, creating campsites, stabilizing stream banks, manning fire towers, etc.

And most importantly, it is work which the state or the community would not be able to afford in any other way. It would be expensive to do through private contractors. The "cost-benefit ratio" might not be favorable. The states and the local communities which would be interested in having this work done are already severely strained by budget problems. They simply do not have the resources to undertake any such program.

So you can see that a national youth conservation corps and a war on poverty go hand in hand.

* * *

Now I want to give you just a brief review of the conservation crisis we face -- and also the problem of poverty -- so you can see how urgent it is that we take advantage of this unique opportunity.

This Nation has got to begin at once to make a massive investment of time, money and effort at the local, state and national level if we are going to save our natural resources from destruction. Much of our priceless heritage has already been lost. The great stand of timber which could have made northern Wisconsin rich forevermore has been gone for half a century. The rivers of the east are already tragically polluted and pollution is spreading relentlessly over the rest of the nation -- even our own Great Lakes.

Our ocean coastlines have been largely ruined by the most vulgar form of commercial exploitation. Much of the wilderness -- our last link with the world which God created -- has been destroyed and our efforts to preserve what is left are stalled because of private greed and public apathy. Many of our most beautiful scenic routes have become ugly slums of garish signs and shoddy development.

And the future promises only that all these trends will become much worse.

Our population is expected to double by the year 2000 -- which is only 36 years away.

We are presently using water at the rate of 355 billion gallons a day, and running short. By 1980, we are told, we will need 600 billion gallons a day -- almost twice our present supply in a scant 17 years. By the year 2000, we will need almost 900 billion gallons. Thus the threat of spreading water pollution is not merely a threat of future inconvenience to a few outdoorsmen. It is a question of the water supply needed to sustain a nation of some 200 million people.

Air pollution is also increasing at an alarming rate. Experts tell us it does \$11 billion a year in damage. Our cities have waged a good fight against smoke, only to be confronted with new and much more complex problems in the gases discharged from chemical plants and automobiles. Polluted air is damaging trees, vegetables, flowers, farm crops, homes and cars, and coating human lungs with deposits that can cause serious illness.

Most of the open space left in America is under relentless pressure. Automobiles are creating a nation-wide traffic jam and chewing up much of the land with highways, parking lots and junkyards. Experts tell us that between 1950 and the year 2000, the demand for outdoor recreation facilities will increase 10 times over. Yet we are making no significant effort today to meet that demand. The parks and open spaces we do have today face the danger of destruction in a few years simply from overuse.

Conservation is not a single issue all by itself -- something of concern to hunters and fishermen and those who like to go for an occasional boat ride. The conservation crisis of which we talk today involves almost every form of human activity. It involves the air, the soil, the water, the forests, wildlife, minerals and people. It includes agriculture, transportation, industry, commerce, sports, education, and almost all of government.

We have a wonderful "conservation movement" in this country, but it is seriously fragmented. It is made up of hundreds of little garden clubs, rod and gun clubs, boating organizations, and all their various publications and interested supporters. Their interest in this national crisis is laudable but is too fragmented to sustain any true nation-wide campaign to meet the problem as it must be met.

That is why we are fortunate that our needs in conservation are now seen to run parallel to our needs to do something about the problem of poverty in a nation of general prosperity. Let me tell you of a few facts about that problem.

* * *

By standards widely accepted in the government and in economic circles, about one-fifth of American families live in poverty. They are poor in income, poor in education and skills, poor in housing, poor most of all in opportunity for the future.

Poverty is a cycle. Children born into it are often doomed to remain there, denied the chance to move upward because they had to quit school to earn money to feed their hungry brothers and sisters, or denied the chance for a job because they live in one of those areas where jobs have almost ceased to exist, or denied a chance to compete in an increasingly technical society because family incentive and capital are sorely lacking.

It is true that some of our worst poverty is in the cities of America, but about one-sixth of our poor people live on farms and almost one-third more live in rural areas.

As I am sure you have already read, waging a national war on poverty is extremely complex. To cure poverty, we must have full employment; we must have a sustained high rate of economic growth; we must end racial discrimination; we must avoid regional recessions; we must improve youth opportunities; we must raise the standards of education and end school dropouts; we must fight disease and mental illness.

* * *

Obviously, a youth conservation corps, or a job corps, is not a complete answer to either the conservation crisis or the problem of poverty. But it is one valuable weapon to use in both campaigns.

No matter how elaborate and sophisticated and enlightened a poverty program we devise, everyone agrees that it must contain one very basic element. We have got to have some kind of an immediate program to put considerable numbers of men -- especially unskilled men -- to work.

This is a great opportunity that a youth conservation corps or a job corps offers us. The work is there, waiting to be done. And it will be of incalculable benefit to America for years to come.

Last October, there were 730,000 young men and women between the ages of 16 and 21 who were out of school and out of work. This was a 22% increase over the previous year. Many of them live in impoverished rural areas, isolated mountain communities or city slums. Many of them lack motivation, and life in America offers them little but a continuation of their life in grinding poverty.

President Johnson has proposed a job corps with 30,000 to 40,000 young men, half of them in conservation camps of 100 to 200 men each. In addition to their conservation work and their outdoors training, they would be taught basic skills as well as reading, writing and arithmetic if they needed it. Enrollment in these camps would be voluntary, of course. They will work under adult supervisors and study under experienced forest and park rangers, representatives of the Bureau of Indian Affairs, Bureau of Land Management, etc. They will work in carpentry and masonry, with bulldozers, axes and shovels and in the kitchens and offices and maintenance jobs. The President proposes that they be paid a living allowance of \$30 to \$50 a month and extra pay when they assume leadership duties. Upon leaving the program, each man would get \$50 for each month of satisfactory service.

* * *

We can spend substantial amounts of money on such a program knowing that we are doing valuable work -- work which would not be done otherwise -- and knowing that we are giving thousands of men not only an immediate alternative to idleness but a creative education in their own priceless environment.

And I like to think that if we can do this, if we can put these idle men to work on these vital projects, we can not only accomplish these obvious goals but also make a major contribution to the really great need in the field of conservation -- the need to educate our nation in the urgency of preserving our natural resources.

Consider our wide ranging conservation crisis, and then consider the value in meeting that crisis of thousands of young men, in their most formative years, working on conservation projects and learning first hand of the heritage which they have in their forests and their lakes and their soil, and what must be done to preserve these priceless resources for their future and the future of their children.

Remarks to Mid-Winter Meeting, State Bar of Wisconsin

Friday, February 19, 1965

AMERICA'S LAST CHANCE

By Senator Gaylord Nelson

A great new surge of interest in the conservation of natural resources is making itself felt in our country. The outstanding development was President Johnson's message to the Congress on natural beauty. This gave us what we have long needed--the leadership and inspiration of the President to summon all of America to save something of the land of beauty handed down to us by our forefathers.

The President's commitment of his Administration to the cause of conservation comes on the heels of a number of other encouraging developments. The last session of Congress, which enacted the Land and Water Conservation fund, the Wilderness Act, the Clean Air Act and many related measures, is being justly hailed as the "conservation congress"--the session with the greatest achievement in this field since the days of Theodore Roosevelt.

The newspapers, the magazines and the television industry have discovered conservation as a subject with broad popular appeal, and they are giving it attention it has not had for a long long time. This reawakening of the Nation to what Secretary Udall has called "the quiet crisis" was helped greatly by the late President Kennedy's decision in the fall of 1963 to make a nation-wide tour devoted entirely to the urgent problems of natural resources.

I welcome these heartening developments. They are long overdue--and are of priceless value. They give us a new chance to save our land.

But I want to warn you that this may be our last chance.

I want to warn you that this fight to save our beautiful land is very nearly lost now, and America the beautiful could simply become a kind of a natural ruin, like Greece, which would be remembered throughout history for what it once was.

Just take a look at our vanishing America, the land which I am sure was once the most beautiful on earth and the most richly endowed with natural blessings:

We have destroyed our rivers--whose clear blue waters once delighted swimmers and fishermen, fish and wildlife. Every major river system in America is now polluted. Waterways that once were sources of pleasure and beauty and recreation are now "forbidden to human contact and objectionable to sight and smell."

We have plundered our forests. Much of our state and local tax problem in Wisconsin today is caused by the fact that we ravaged our northland, recklessly consumed its one good crop, ruined its soil and even altered its climate--leaving it almost destroyed for those

to whom we sold it as a land of opportunity.

We are strip mining our mountains, ripping the earth to pieces with shovels as big as houses which spread ugliness, erosion and siltation on a scale undreamed of a few years ago, and once the coal is gone the land lies barren and ruined for any purpose.

We are overpopulating and overdeveloping our public parks, turning many of these last refuges of cool, green beauty into sylvan slums. We are utterly failing in our obligation to add new park space, even though our population will double by the year 2000.

We are bulldozing away most of the green spots and open spaces in our cities, for highways and interchanges and parking lots and other forms of progress.

We are pushing heavy industry into the last sanctums of natural beauty, up the beautiful river valleys in quest of sparkling water to cool our hydroelectric turbines.

We are blighting the landscape with junkyards, with buildings deliberately designed to shock the eye, and with monstrous, electrified billboards which wage war with one another in the battle to catch the eye of the passing citizen.

We are planning a highway through the California Redwoods.

We are building a steel mill in the Lake Michigan sand dunes.

We are considering a barge canal through scenic Lake Champlain, to attract oil tankers.

We are damming our trout streams, filling in our swamps, cutting down our trees, poisoning our birds, and suffocating our fish.

We are planning to turn the Grand Canyon of the Colorado into a reservoir.

* * *

Worst of all, we are destroying our sources of fresh water--the very basis of life itself--and the source of much of our scenic beauty and our recreational pleasure. Once it seemed that we could destroy only the water in our rivers, but now we are organized, and mechanized, and automated, and now we are embarked on a systematic campaign to destroy the greatest source of fresh water on the face of the earth--the Great Lakes themselves.

At this point people are inclined to say, "That's an exaggeration," but let me assure you that I am telling you only a tiny fraction of the problem.

A dull, gray tide of pollution is moving through our Great Lakes, following the path of human progress. I wish I had the time to describe it to you in all its shocking detail but I can mention only a few highlights, based on studies by the United States Public Health Service and our own State Department of Resource Development.

The Great Lakes are becoming progressively more polluted every year--first of all, by community sewage systems which dump raw sewage into the lake; secondly by industries which dump lethal chemicals, and third by ships which dump almost every form of waste directly into the lakes.

This has been going on for more than 50 years, with mounting seriousness, but we paid little attention because we thought these lakes were so vast that even Americans could not destroy them. Now we are finding out otherwise. It turns out that the lakes are even more likely to be permanently ruined than the rivers, because they cannot purge themselves of pollutants as rivers can in time of high water runoff.

The southern tip of Lake Michigan is turning into a cesspool. Three steel plants, three oil refineries, several communities and thousands of ships are pouring out pollutants at an astonishing rate--human waste, industrial acids, and iron slag. A federal study shows that the organism which is the principal food for the finer grades of fish has practically disappeared, and trash fish have taken over. The study shows that pollution on the lake bottom in this area is "practically irreversible."

In November, 1963, 10,000 gulls and loons died along the south and west shores of Lake Michigan in this area.

Closer to home, two of the city of Milwaukee's four beaches were closed completely from 1959 through 1962, and intermittently after that, and the other two have been closed intermittently since 1959.

The Fox, Oconto, Peshtigo and Menominee rivers are seriously polluted. Green Bay itself is badly polluted at its southern end, largely by the pulp and paper industry but also by waste from canneries, milk processing plants, oil, tars, chemicals and various other manufacturing byproducts. Green Bay looks from the map like a summer resort city. But its beaches have been closed by pollution for 25 years. The tide of pollution is steadily advancing up the Green Bay shoreline, towards our multimillion dollar recreation area in Door county.

We live in the midst of this, but are we aware of the seriousness of it?

Over 250 American and Canadian cities use the Great Lakes for their public water supply. Fourteen million people--60% of the Americans living in the Great Lakes basin--depend upon the lakes for their water. They draw off 3.3 billion gallons a day for public use and 22 billion gallons for industrial use, using and reusing the water every day.

In Wisconsin 27 communities draw water from Lake Michigan--and many of these same cities dump sewage back into it.

In Milwaukee, 300,000 people are served by storm and sanitary sewers which are interconnected. During heavy rains, 252 sewer outfalls of the intercepting sewers discharge raw sewage into the Milwaukee, Menomonee and Kinnickinnic rivers which flow into the harbor and then into Lake Michigan. The Milwaukee sewage treatment plant also bypasses sewage directly into the Milwaukee river during heavy runoff. Another combined storm and sanitary sewer discharges directly into Lake Michigan during heavy runoff.

* * *

If we want an example of where we are going, we need only look at Lake Erie. Our great American system has had more time to work on this lake. It is the dumping ground for the sewage outflow from Detroit, Toledo, Cleveland, Erie and Buffalo. Among other things, it receives 2-1/2 million tons of silt a year. Some people think it will eventually just fill up. But before it does, life will cease to exist in its waters. Studies show that the percentage of chlorides in Lake Erie-- which closely reflects municipal sewage pollution-- is 230% higher than in 1900. The water also shows an amazing concentration of calcium, sodium, potassium and sulfate compounds. It is no longer simply water. It is a chemical tank.

Last summer, 2,600 square miles of Lake Erie--over one-quarter of the entire lake--were almost without oxygen and unable to support life because of algae and plant growth, fed by pollution from cities and industries.

Can you conceive of a human failure more enormous than the systematic destruction of a magnificent fresh water lake such as Lake Erie?

But don't feel too bad. American optimism is equal to a defeat of such a magnitude. It turns out that the Corps of Engineers is now planning to build a whole new lake--even bigger than Lake Erie--in Alaska.

And in our typical American way, we are prepared to do this despite the cost--in dollars or in natural resources or anything else. The new lake in Alaska would be created by building a dam 530 feet high. It would create a lake 280 miles long and 80 miles wide. The Federal Fish and Wildlife Service, after studying the proposal, said:

"Nowhere in the history of water development in North America have the fish and wildlife losses anticipated to result from a single project been so overwhelming."

In addition to costing 1 billion, 300 million dollars, this project would reduce the annual salmon catch by at least 200,000 fish a year; destroy 2,400,000 acres of duck breeding habitat, destroy the range for 5,000 moose, and eliminate the habitat used by animals which provide 7% of the total Alaskan fur harvest.

But, of course, it is argued that that is the price of progress.

* * *

Well, this is our record. This is what we have done with the beautiful land given to us by our forefathers. This is how we have held in trust for the future our beautiful woods and waters and wildlife. This is how we have repaid the land which has given us the highest standard of living on earth.

Now that I have told of the defeats, let me tell of some of the hints of victory which now seem possible--now that our nation seems to be rousing itself for one last chance at saving its heritage in the out-of-doors.

With bipartisan support, we have launched a fine program in Wisconsin to acquire the recreational resources we need for the future and to save some of the scenery and even some of the swamps to provide food and shelter for wildlife and to preserve some of the natural landscape as God created it.

With the nation's conscience aroused and with the support of the Secretary of the Interior we seem to have an excellent chance to save the beautiful St. Croix river and its wild tributary, the Namekagon, as one of our first "national scenic waterway" projects and as an example to be followed in other "wild river" legislation.

Making up for our default of recent years, we are moving ahead with several excellent national park proposals, and I have high hopes that we can rally the united support we need to bring Wisconsin a national recreation area in the Apostle Islands in the next three to five years.

We have just passed a bill in the Senate to centralize the water pollution fight in an assistant secretary of Health, Education and Welfare.

With the President's leadership we have hopes of controlling pesticides, helping cities build more parks, screen our junkyards, save some of our highway landscapes, clean up the foul Potomac, and build some hiking trails for the forgotten outdoorsmen--those who simply like to walk.

In the President's words, we can now make a "massive effort to save the countryside as a green legacy for tomorrow."

I hope every public official, every businessman, every bird watcher and deer hunter and ice fisherman and plain citizen, will join in this massive effort.

I hope we will each assume our responsibilities as citizens and stop our own littering and defacing of the landscape. I hope we will realize that when we take something out of our bank of natural resources we have to put something back in.

I hope our people will participate in the educational programs which are needed to spread the story of the conservation crisis far and wide. I hope they will support the legislation needed to save our land--good zoning and sanitation ordinances, reasonable regulation of industries to protect the public interest, sensible restraints on billboard construction, a significant investment in buying land and water resources for the enrichment of life in the future.

Most of all, I ask of all Americans a simple recognition of a fact of life.

We can't have everything. Our land cannot be used up and still be the land of our childhood.

The great resources of America--the soil, the timber, the minerals, the wildlife--have sustained us for hundreds of years. But now we have got to think about sustaining them. The frontier is gone. If we destroy

these rivers and lakes, if we plunder these forests and rip up these mountainsides and foul this air and water, there will be no new green paradise awaiting us over the horizon. If we don't save the America we have today, I don't think we will have another chance.

HMC-7-2

REMARKS BY SENATOR GAYLORD NELSON
C O P Y
AT THE
GOVERNOR'S CONFERENCE
ON
NATURAL BEAUTY IN WISCONSIN
OCTOBER 21, 1963

It is an honor and a delight to be here this evening to speak of natural beauty, Wisconsin and the political necessities of conservation.

We have good reason for pride in Wisconsin's conservation record -- its history of leadership stretches for more than a half century.

Its pioneering efforts all testify to the fact that we have in Wisconsin what is only beginning to emerge in the Nation as a whole -- a vigorous public understanding of the stake we all have in the conservation fight.

Nearly every day letters come across my desk from concerned people in other states hoping, a little wistfully, that their people could attain the enlightenment of the Wisconsinites.

But the sad--the ironic--fact of the matter is that rapid industrialization, population pressure, ease of transportation and increased leisure time are putting unbearable pressure upon our resource base. Despite the many remarkably constructive accomplishments of the past, we are in fact at the crisis stage in the whole area

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of resource management. Though we lead the Nation, we are losing the battle on many fronts.

Now is the time for a massive effort at the local, state, and national level -- a coordinated effort combining the energy and intelligence of all our private and public resources. We can and we must prevail. But don't underestimate the dimension of the problem.

The Michigan beaches are closed, Green Bay is polluted, our rivers are polluted, our cities grow overcrowded, the suburbs grow unplanned and when you want to escape to a lake in the north, the chances are growing that you will find it just an outdoor bathtub ringed by cottages standing two deep.

The problems of pollution, land use and lakeshore preservation are all extremely complicated.

We all know how difficult it is to control billboards, and there you are dealing with a simple frame of wood and paper beside the public road. An eyesore whose economic value is totally dependent on the public funds invested in the road.

How much more difficult then to face the intricate public-private, inter-governmental web of confusion and overlap that surrounds these more serious problems.

It is easy to ask the woodmen to spare the historic tree--or to fight the headless clear cutting that raped our forests half a century ago.

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But the challenges this generation faces are much more difficult.

It is the simple growth in population that causes much of our pollution problem--that causes the crowding of cottages shoulder to shoulder around our more beautiful lakes eventually hiding the lake from the view of a man standing in the woods and screening the trees from the view of a man on the lake.

The roots of these problems do not lie in simple greed, in a rape of our natural resources. There are no evil villains we can seize hold of and overcome once and for all.

The new enemies of conservation are not timber barons but the innocent cottage owner who needlessly cuts down the trees along the lake front and plants his septic tank so it will drain into the lake--not the bounty hunter, but the poisons and chemicals, the grease and sludge, the underbelly of the technological society that has made this the richest Nation in history.

So that the marvels of progress do not finally diminish the quality of life to the point of worthlessness, we must strike out boldly and thoughtfully plan the direction of the inevitable change lest it engulf us.

And it is not enough to set aside certain of our best natural areas in public reserves, we must work for cities and countryside where the calming beauty of the natural world is always close at hand. We can do it. We must.

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Tonight I would like to suggest several proposals for what I think ought to be included in Wisconsin's efforts to move toward this goal.

Protection for Wisconsin's lakeshores requires action now. Under Wisconsin law the state holds title to all navigable waters acting as trustee for all the people. Among the rights to these waters enjoyed according to the law is the right to enjoy the scenery. But unplanned cottage development, in which lake lots are sold off two deep around the entire shore can turn a lovely lake into a sewage sump in pretty short order.

1. THE NAVIGABLE WATERS PROTECTION ACT -- now

before the State Legislature -- deserves very wide publicity and urgent citizen support. It is not strong enough, but it is a step in the right direction. It would encourage counties to set up reasonable shoreline zoning restrictions on lakes and streams and prevent towns from vetoing the county ordinances. As I say, the bill is not strong enough. State zoning, in my judgment, will be necessary to preserve the public's interests in our beautiful lakes. But it is a good bill nonetheless and deserves strong bipartisan support.

2. SEPTIC TANK CONTROL Legislation must be enacted to control septic tank installation for lakeside cottages. The run-off from these tanks feed dense algae blooms and the growth of water plants that has choked the very life from many of our most lovely small lakes. Unless this fertilization of the lakes is stopped they will all be subtly destroyed in two or three decades.

3. CLUSTER DEVELOPMENT offers the most sensible way to develop lakeshore and river frontage. But somehow this idea is still so new to many of us that it is not yet widely practiced.

In cluster development, rather than ring a lake with single cottage lots and finally destroy the very assets the owners came to enjoy, the shoreline is left in its natural state and cluster development practices are used away from the water front. All cottage owners have easy access to the water yet the lake or river remains in its natural primitive state. And a series of clusters spaced at a distance from each other around the lake or river would accommodate many times as many cottages as could be crowded in double ranks around the shore.

The beauty of the shoreline is preserved; the water is protected from siltation and pollution; and, many more

COPY

people can enjoy the river or lake without destroying the asset. It has, too, the additional economic advantage of enhancing the value of surrounding lands for several miles and increasing the tax base.

4. STATE AND REGIONAL CONFERENCES ON SHORELINE

USE AND DEVELOPMENT. I suggest that educational conferences for developers, local officials and property owners are necessary if they are to gain understanding of the advantages of cluster development, the dangers of careless sewage disposal and the need for shoreline zoning. We have at the University of Wisconsin some of the most knowledgeable people in the Nation on these questions who would, I am sure, be eager to set up and conduct such a series of conferences.

5. THE WISCONSIN HIKING TRAIL SYSTEM, which I proposed last May, would include a variety of trails from long distance trunk trails through our 2.4 million acres of National Forest to short trails for families on weekend outings. The trails could bring a quality outdoor experience within the easy reach of every Wisconsin family. And hiking trails, being very easy and economical to construct, provide perhaps the best investment of recreation funds we can make -- if you use the sort of cost/benefit ratio so dear to the Defense Department and

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An added benefit of a hiking trail system is that

it affords civic and social groups, the Boy and Girl Scout troops and local outdoor enthusiasts an opportunity to make a substantial and satisfying contribution to conservation. The world famous 2,000 mile long Appalachian Trail from Georgia to Maine has been maintained for some 40 years by enthusiastic volunteers.

6. THE APOSTLE ISLANDS NATIONAL LAKESHORE. I have introduced a bill in Congress to preserve this wild, unique and beautiful gathering of islands, magnificent rock cliffs, sandy shoreline and quiet bird-filled sloughs and marshes into a great national recreation resource, preserved in its present splendor for our children and our grandchildren.

And the National Lakeshore offers substantial economic benefits for our hard-hit northern region -- and estimated \$7 million annually.

well

As you know, national park proposals have often been mired down for years in Congressional hickering. I am hopeful that in the next three years or so we can pass the bill, but it will require strong and steady support from Wisconsin people.

7. THE ST. CROIX NATIONAL SCENIC RIVERWAY to make a wild river of the upper St. Croix and its Wisconsin

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tributary, the Namekagon, passed the Senate in September without opposition.

If the lovely Namekagon is to be preserved in its primitive state and not to become a kind of cottage lane the bill must pass the House within a year or two. For the Namekagon, as for so many of our northern Wisconsin waterways the time grows very short. Again, as on the Apostle Islands bill, strong and united voice of Wisconsin in the halls of Congress is crucial.

3. PRESERVATION OF THE WOLF RIVER -- The remarkable

Wolf River, with its rushing white waters, its falls, rapids and eddies and its untainted shoreline running through Menominee County is almost the last of the genuine wild rivers east of the Mississippi. It can be saved -- if we act now. Five years from now may well be too late.

The Wild Rivers bill, which our Senate Interior Committee reported out for passage but on which the Senate was unable to complete action, singles out a 49 mile section of the Wolf River, mostly in Menominee County. The bill proposes that the State of Wisconsin and the Federal Government draw up recommendations to the President on whether this beautiful stretch of river

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Naturally, I have supported these steps. But that kind of action may take five years to bear fruit. And I don't believe we can afford to wait.

The people of Menominee County have wisely ceased selling lots along the shoreline because they recognize the unique value of this priceless river resource.

I suggest that the State negotiate immediately with Menominee County to lease this Wolf River shoreline. I suggest, too, that under the circumstances it would be appropriate to consider the use of general funds for this purpose rather than conservation funds. I say this, recognizing of course that my suggestion is that of a private citizen who does not have direct official responsibility for state budgeting. Such a lease arrangement, fairly negotiated and satisfactory to all, would have two extremely important advantages:

First, it would preserve without further delay this Wolf River shoreline until some permanent arrangement that is mutually beneficial and satisfactory to Menominee County and the State or Federal Government can be worked out.

Secondly, it would provide an immediate source of income to Menominee County, which suffers from some of the most severe economic problems found anywhere in Wisconsin.

9. MENOMINEE COUNTY RECREATION DEVELOPMENT.

Wisconsin's youngest county has a great economic future. Its magnificent lakes, streams, land and forest will support two strong industries -- timber products and recreation. And the people of Wisconsin have a very great stake in seeing to it that the recreation potential be developed in harmony with the county's magnificent forests, lakes and streams not merely to exploit them. The Senate bill to aid the county which I introduced in May would provide, among other things, a \$50,000 grant to the county to work out a comprehensive recreation development plan.

The bill would provide a total of \$4.8 million in health, education, and welfare aid over a 10-year period to help the county meet its human problems while getting to its feet; \$75,000 in planning grants and \$5 million in long-term loans for economic development. The bill needs and deserves strong Wisconsin support.

10. A GREAT LAKES WATER AUTHORITY ought to be established

AND Wisconsin ought to lead the way -- to take broad jurisdiction of the water resources in the Great Lakes basin. Created by state and Federal agreement, and backed by state and Federal funds, it would inventory basin water

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resources and pollution problems, prescribe necessary sewage treatment facilities, help finance their construction, and then prevent further pollution. It would have the authority to regulate the withdrawal and pollution of water by industries, municipalities, and others.

11. FIFTEEN YEAR 50 BILLION DOLLAR NATIONAL POLLUTION

CONTROL PROGRAM. The hard fact is that all across the Nation the fight against pollution is being lost -- and the rate of pollution is accelerating at a phenomenally rapid pace.

Only a massive program will reverse the trend. This will require a joint effort at all levels, both public and private.

Though it is necessary to have better pollution enforcement, the program cannot succeed without large Federal grants. Substantial grants, matching funds and tax write offs, must be provided to achieve our goal. Industry should receive substantial financial aids so that it is economically feasible to do the job. Municipalities need grants to separate storm and sanitary sewers. A substantial program of waste management research should be started immediately.

Our objective is clean water, not punitive legislation.

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I might add that when people say to me that 50 billion dollars is a large sum, I must answer, yes it is. It amounts to one year's defense budget. Surely we can make that kind of investment, over a fifteen-year period in improving the quality of our environment. I might add, too, that the economic return in terms of recreation and commercial benefits from clean water will repay the cost a hundred fold.

* * * *

Time is running out for preserving our priceless natural resources. Even in Wisconsin, with its extraordinary conservation record, time grows very short indeed. The pressures of population and technology are mounting fast.

It is a time not for congratulations but for hard work and intelligent planning. Of all the kinds of work one can do, none brings quite the satisfaction that enlistment in the conservation cause can bring.

The cause is right--the time is now for bold action. With public understanding we can and I trust we will prevail.

Handwritten signature

Address by Senator Nelson to Conference on "Building a New Rural America"; 9 a.m. Saturday, May 27, 1967
Wisconsin Center, Madison, Wis.

There have been so many conferences held over the years to discuss the problems of our rural areas that I want to make clear from the outset that I do not intend to plow over the same old ground. We still have many unsolved problems in our rural areas. We have many fine programs already in operation ^{help} ~~to solve these programs~~ ^{problems.} For the most part I have been a long time supporter of these programs, and I think most of them still are worthwhile.

But what I want to discuss today is the need for a completely new national attitude toward our rural areas. I want to talk about a broad new policy which I feel is both desperately needed and also inevitable.

I think that as we enter the last third of the 20th Century, we are entering a whole new era as far as our rural areas are concerned.

For most of this century, certainly for most of my lifetime, the rural areas have represented the past, and the cities represented the future. Rural areas were a place ~~many~~ many of us came from -- but did not choose to live in because of the lack of economic opportunity or social opportunity or something else.

Rural areas throughout this period have been steadily drained of their population by the irresistible movement of an overwhelming majority of our people to the cities. This mass movement to the cities has been caused, at least in part, by the economic problems facing farm families. And it has caused new problems itself, depriving rural areas of their best young high school graduates, upsetting local tax bases, causing some rural business centers to become virtual ghost towns.

There is no question about it -- this great social migration from the ~~xxxxx~~ rural areas to the cities has been one of the most significant developments of our lifetime.

What I want to emphasize to you today is that this situation is changing. Many people already are aware of this fact. For others, the changes may be either so subtle or so commonplace that they are not registering. But the fact is, this lifelong situation not only is changing -- it has to change in the ~~xxx~~ years ahead. The tremendous challenge facing us is how to meet this era of change.

* * *

Let me skim over a few of the obvious reasons why this situation is changing.

First of all, our ^{big} cities are filling up. They are congested, housing is limited and sometimes of declining quality, they are filled with noise, dirt, traffic jams and polluted air. Their inner cores which were built 50 to 100 years ago are becoming dilapidated. Now I don't want to be misunderstood. We will always have some splendid cities, and we need the boldest, most imaginative programs we can possibly devise to meet the problems of our large

cities. But no matter what we do, these large cities cannot continue to be what they have been for the first two-thirds of this century, -- the haven for the multitudes of people moving out of rural areas. In fact, the movement will soon be in the other direction.

For one thing, cities no longer can accommodate the kind of labor supply which poured in from rural areas for so many years. To continue sending relatively unskilled people into our congested, automated cities would be a tragic mistake.

Furthermore, no program on earth can possibly rebuild the dilapidated cities of America, expand them to accommodate our exploding population, and at the same time continue to absorb great numbers of ~~migrants~~ newcomers from rural areas.

By the end of this century, our present population will double.

Think of the strain ~~in~~ this will put on our already troubled cities. Government in some of our larger cities is already severely strained. New York, Chicago and some other metropolitan areas are so huge and so complex that their problems are almost insoluble by normal administrative systems.

For all these reasons, we are entering a new era. The ~~cities~~ real future of America lies in our rural areas, particularly in the wonderful rural areas such as we have in Wisconsin.

Some of the future growth which I am discussing will just sort of spill over into rural areas surrounding our cities. This has been happening for a long time and it will continue at an accelerated pace.

But much more dramatic things than that are going to happen.

We are going to create whole new cities in what are now open rural areas. These will be complete cities with new residential areas, new industrial areas, new shopping districts, new schools, roads, water and sewer systems.

In the last third of the 20th century, this is going to happen all across the face of America.

* * *

Therefore, when you talk about "Building a New Rural America," as this conference does, you are really talking about how we face this tremendous reversal of our national life, how we meet this great challenge of literally remaking the face of America in a comparatively few years.

I think the first step in meeting this challenge is to understand ~~the~~ and accept the fact that it is already upon us.

Next, we must begin immediately developing the programs at the local, state and national level which will be necessary if we are to meet this challenge properly.

I view this first of all as a conservation problem. If we accept the fact that the future of Wisconsin and America lies in our rural areas, then the first task we face is to conserve the best qualities of these rural areas as the future home and

work and play center for our people.

Everyone here must be aware that some of the worst development in America, some of the most indescribable ugliness, some of the most chaotic government, is on the outskirts of our largest cities.

We must take steps immediately to see that this does not spread throughout our rural areas as this new era gathers momentum.

Many of us must admit that we have made some terrible mistakes in building our present cities. They have not been well planned, they have not made adequate provisions for the people who have to live in them. That is one reason our cities are in such a mess.

These new cities of the future, which will be built in our rural areas, will be built in a much shorter period of time than our existing cities were built. They will be built during a time of much greater economic pressure and population pressure. Therefore, they are going to have to be very carefully planned or they will add up to a new American tragedy.

I think we ought to learn by our past mistakes and try to devise a whole new approach to development as we move into this new era.

This time, I think we ought to save the natural landscape, the woods, the waters and the scenic beauty, and create communities which harmonize with these priceless assets rather than destroy them.

Instead of taking our lovely small towns, or our beautiful

rural areas and turning them into ~~new~~ copies of our congested asphalt jungles, I think we should consider what it is that makes life most meaningful in rural areas, and then do everything we can to preserve and enhance those features.

Scientific polls have been taken which show that half or more of our people actually would prefer to live in rural areas, if they offered economic, social and cultural opportunities. There is no reason whatever why they cannot offer such opportunities in the future.

Many of the new industries of the future will be located in rural areas. With good roads and modern automobiles, they can draw their workers from the surrounding countryside.

~~There is no reason why economic, social and cultural services which at quality cannot be provided in rural areas.~~

But you can see immediately the need for governmental direction and wise planning of this growth. Much of this challenge is going to have to be met by state and local government, which will have to provide the zoning ordinances, the water and sewer services, the schools, the ~~new~~ roads and the law enforcement.

The federal government will have to be a partner all the way, providing financial/aid and technical assistance where necessary. Our colleges and universities are going to have to provide some of the ideas as to how this can best be carried out.

It seems to me that, this time around, we are going to have to look at the total problem -- something we failed to do in the past. We have to look at the whole state of Wisconsin, for instance, and ask ourselves, "How do we want to see this land developed over the next 35 years? What areas do we want to set aside ~~for~~ permanently

for public recreation, for instance.

We have a fine state park system, but the pressures are steadily increasing. We need more parks ~~in the future~~ in the future if those we now have are not to suffer from overuse.

We are making real progress on establishing an Apostle Islands National Lakeshore in northern Wisconsin, and in preserving major stretches of the St. Croix and Wolf Rivers for long term public enjoyment. We need imaginative plans for recreation, recognizing the fact that what we do not set aside will soon be altered from its present status and put to other uses.

Then we have got to decide where we want intensive development to take place. (For instance, it makes little sense to continue concentrating so much of our development in the southeastern corner of Wisconsin. If we want development to occur elsewhere, what kind of public programs, what kind of incentives can we provide to bring that about?

We know some areas where we don't want development to occur -- in flood plains, for instance, or in areas where the soil is simply not suited. What kind of state or local ordinances do we need to prevent that?

Most of all, we have got to make certain this time that we have balanced, coordinated development.

Our rural areas have to be the source of our food. We must continue our effort to maintain a strong agricultural economy, and to see to it that the farmers who feed our nation

move forward with the rest of our society as full partners in our economic progress. We must not make the mistake of thinking that farming is "out of date," or that the family farm can be eliminated in the new scheme of things. Agroculture and all the economic activity associated with it remains a mainstay of our state and our nation, and we must plan its future carefully.

Our rural areas also must be the site of most of our recreational opportunity, and the demand for recreation is doing to double and triple in the next two decades. So we need a carefully developed program to encourage and stimulate sound, long lasting recreational development.

If our rural areas are also to become the permanent home of a large section of our growing population, and of our booming industrial plant, then this residential and industrial development must be carefully coordinated with agricultural and recreational development.

The goal should be a quality life for all our citizens -- for those who want to go into our rural areas in search of relief from the pressures of the city, and also for ~~thaxx~~ the growing number who will settle in our small towns and rural areas as their permanent home.

This is the challenge which faces us in Wisconsin and in the rest of America. I hope we have the courage and the vision to meet this challenge.



"As a boy growing up in northern Wisconsin, I fell in love with the out of doors - - of which we seemed, to have so much back in Clear Lake...It seemed impossible that anything done by man could actually destroy that wide world of nature. But I have been seeing it happen every day since. The urgent need for preserving our world of nature has preoccupied me throughout my service as a state legislator, as Governor, and as a United States Senator."

-- Gaylord Nelson, National Air Pollution Conference, Dec.12,1966.

"Having proved the method, he has continued it in Washington, and is now generally recognized as the outstanding Congressional voice on the subject." -- John Wyngaard, Wisconsin columnist, Jan.31, 1968.

Gaylord Nelson — Conservation Senator

CONSERVATIONISTS FOR NELSON, a newly organized Wisconsin group representing all parts of the conservation movement, is organizing support for the re-election of Wisconsin's great conservationist, U. S. Senator Gaylord Nelson in November, 1968. This leaflet describes briefly the solid record of accomplishment which Senator Nelson has written in the field of conservation.

A SINCERE DEDICATION TO CONSERVATION, plus the position and the power to do something about it -- that is the rare combination which conservationists find in this courageous, effective Senator. His eloquent voice has helped to awaken the Nation to the conservation crisis. His widely-heralded political skill is getting results. We want to show the Nation that this kind of conservation leadership will win solid, grass-roots support. We want to keep the conservation crusade moving!

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WHEN CONSERVATIONIST NELSON first arrived in Washington, he boldly went to the White House and urged President John F. Kennedy to make a nation-wide tour to alert the Nation to the crisis facing our natural resources. After a series of such pleas, Nelson won his point. As the President flew over the Apostle Islands at the start of his tour, he scribbled a note to Nelson thanking him for a great idea.



SENATOR NELSON'S Apostle Islands National Lakeshore bill, to create a 57,000 acre park including 30 miles of Lake Superior shoreline, 21 wild islands and a 10,000 acre wild rice marsh, has passed the Senate. Also passed by the Senate was Nelson's legislation to preserve 152 miles of the St. Croix River, 90 miles of the Namekagon, and a total of 88 miles of the Wolf River in Wisconsin.



WHEN THE LAKE MICHIGAN interstate pollution conference finally convened in Chicago on Jan. 31, it was a victory for Senator Nelson after a long campaign. Nelson has been warning for years that a "dull gray tide of pollution" was moving through the Great Lakes, and has pleaded with Governors to request an enforcement conference under the Federal Water Pollution Control Act.

TOP SCIENTISTS testifying at the Chicago conference confirmed Nelson's early warnings: Lake Michigan is nearing "the point of no return." Urgent action is needed on municipal and industrial pollution, detergents, ship pollution, pesticides, and dumping of dredged materials. Nelson is the only one in Congress to have offered a comprehensive legislative program to deal with all these problems.

* * *

"THE NELSON AMENDMENT" to the poverty program, introduced and enacted by Senator Nelson in 1965, is putting the unemployed and elderly to work on conservation projects in more than 40 states. Wisconsin has won more than \$2 million in Nelson Amendment grants. The Wisconsin Department of Natural Resources told Senator Nelson in a recent letter: "This is a prime example of the many dividends the American public received from a well-conceived, soundly administered anti-poverty program."

THE NELSON "Wildlife Incentive Payment Program," enacted in 1965, has brought these results, according to a recent Agriculture Department press release: "Thousands of Americans who formerly have been looking without much success for good places to hunt, fish, trap or hike are now finding them on some 12,000 farms in 33 states." In Wisconsin, farmers have signed agreements to open 1,742 acres so far. Nationally, this Nelson program has opened 1,069,000 acres to public use. In exchange for following approved wildlife practices, farmers are paid up to \$3 an acre under this program.



Other Nelson Projects:

- * Author of National Hiking Trail bill
- * Winner of awards from American Youth Hostels, Isaac Walton League, Soil Conservation Society of America, and the Wisconsin Academy of Sciences, Arts and Letters
- * Backer of 90,000 acre Redwoods Park
- * Senate author of Ice Age Reserve Act
- * Author of bill to ban DDT
- * Author of Ecological Research bill

Authorized and paid for by Conservationists for Nelson, Box 943, Mellen, Wis., N.C. Anderson, Treas.

STATE BAN ON DDT

Remarks by Senator Gaylord Nelson

Before Wisconsin Department of Natural Resources

Monday, December 2, 1968

Madison, Wisconsin

It has been five years since Rachel Carson's book "Silent Spring" awakened the American public to the dangers of DDT and other persistent pesticides. Her book visibly shook a country that had become complacent about the indiscriminate spreading of these long-lived poisons. Though large number of scientists attacked her thesis on the grounds of inadequate proof it is becoming frightfully evident that she may very well have understated the case.

Massive accumulating evidence supports her thesis at every point. Dangerous environmental contamination is occurring at a rapid and accelerating pace. We are literally heading toward environmental disaster. It is no longer the question -- will it happen? It is happening now. The question is -- will we temporize with this issue until it is too late? Until, in fact, the land, the water and the air are polluted and all the living creatures in it are dangerously compromised. That is the issue we face.

This hearing affords an opportunity to take a significant step that may well have historic consequences. The specific question before us is whether the overall benefits of DDT are offset by the damage it does. This is a matter that must be measured in the long range not the short. I think the evidence is clear that the damage is far greater than the benefit.

Many researchers have been concerned about DDT since its initial use in the 1940's to control mosquitoes, flies and other disease carriers. Its use has since spread extensively to farms and forest lands. The main source of their concern was and continues to be the fact that DDT is one of the most persistent chemical pesticides that exists today -- it remains toxic for ten years or more after application.

Today, 10,000 manufacturers are producing more than a billion pounds of pesticides annually in the United States. Included in this total is more than 100 million pounds of DDT, a half pound for every man, woman, and child in the United States. Last year, sales of pesticides increased 12% of the previous year and, by 1985, it is estimated that they will increase another sixfold.

Reports indicate that about one acre in every ten in America is treated with an average of nearly four pounds of pesticides every year.

Through this massive, often unregulated use of highly toxic pesticides, such as DDT and dieldrin, the environment has been polluted on a worldwide basis. In only one generation, these persistent pesticides have contaminated the atmosphere, the sea, the lakes and the streams and infiltrated the tissues of most of the world's creatures, from reindeer in Alaska to penguins in the Antarctic, including man himself.

I am sure that this widespread contamination will be documented in depth during the coming days. However, I would like to cite a few specific items.

The National Wildlife Federation reports that roughly 75 percent of specimens of fish, birds and mammals collected from various parts of the world, including the Arctic and Antarctic regions, contained DDT, or what it becomes after metabolism.

California marine scientists collected several hundred samples of fish and shellfish from the Pacific, in both salt water bays and the open sea. They reported that 396 of the 400 samples analyzed contained measurable DDT residues.

Interior Department scientists collected 15 samples of air from nine different locations throughout the country and analysis showed that all contained DDT residues.

It is present in the air and in most animals and some are facing extinction because they have already accumulated lethal doses of DDT and dieldrin.

One such animal is the Bermuda petrel -- a rare beautiful bird of the sea which only approaches land to breed. It has traditionally chosen the rocky cliffs of Bermuda to hatch its young.

But more and more of the petrel's eggs are not hatching. Its declining reproductive success has been traced to deadly residues of DDT in the unhatched eggs and dead young birds. As DDT has washed into the Atlantic Ocean from farms and urban areas, it has been absorbed by the sea life which in turn are eaten by the female petrel which pass the residue on to its offspring.

Persistent pesticides have also been traced as the possible cause of the rapidly approaching extinction of the American bald eagle. On the Chesapeake Bay, near Washington, D. C., the percent of nests hatching living young bald eagles has decreased from 97% thirty years ago to between 9-23% over the past five years.

The blue shell crab is also endangered. It takes only one part of DDT per one million parts of sea water to kill a blue shell crab in eight days.

Among mammals, research has shown that DDT is passed to the unborn embryo through the female's placenta in mice, dogs, rabbits and man.

According to a 1966 study by the U. S. Public Health Service, the average American has gathered 12 parts per million of DDT in his human fatty tissues, as well as .15 of a part per million of dieldrin. Infants now receive .08 of a part per million of DDT in the milk from nursing mothers.

Here in Wisconsin, pesticide residues, in many cases both DDT and dieldrin, have been found in everyone of more than 2,600 fish samples taken from 109 of our state's inland waters. The amount of the residue found in the fish appeared to be directly related to the degree of pesticide use in each specific area. The concentration of DDT in the fish ranged from .02 to 16.2 parts per million for the whole fish and from .22 to 534.6 in the fat. The Food and Drug Administration tolerance level for DDT is seven parts per million in apples, cherries, and other fruits and vegetables as well as in the fat of beef, pork and lamb.

In Lake Michigan the massive die-off of coho salmon has been linked to the presence of DDT residues in the lake. The female coho absorbs the pesticide while she is living and growing to maturity in the lake. The pesticide remains in her body and is transferred to her offspring, which are not able to withstand the lethal dosage.

Even here in Maple Bluff this spring, the spraying of DDT resulted in a heavy run-off of DDT into Lake Mendota. Samples of the run-off showed a DDT concentration up to 2.25 parts per billion, reported to be enough to kill a fish.

One characteristic that makes DDT so harmful is that it is involved in biological magnification -- which results in an increasing concentration of the pesticide progressively along the food chains until it reaches a serious and lethal level.

Another well-researched example of biological magnification was documented in Clear Lake, California. In order to control a troublesome flying insect that hatches in the lake, the water was treated with the insecticide DDD -- similar to DDT, yielding a concentration of .02 parts per million. Plankton, microscopic waterborne plants and animals, in the lake accumulated the DDD residues at five parts per million. Fish that ate the plankton concentrated the pesticide in their fat to levels from several hundred to up to 2,000 parts per million. Grebes, diving birds similar to loons, fed on the fish and died.

The highest concentration of DDD found in the tissues of the grebes was 1,600 parts per million.

It seems to me that this documented evidence is sufficient justification to act immediately on the deadly problem of persistent pesticides.

The establishment of firm sanctions on the use of DDT is entirely consistent with the recent recommendations of two highly regarded Presidential panels.

In my judgment, the most important recommendation of the Wiesner Committee in 1963 was the one urging cutbacks in the use of such persistent pesticides as DDT. The panel recommended that "the accretion of residues in the environment (should) be controlled by orderly reduction in the use of persistent pesticides. As a first step, the various agencies of the Federal government might restrict wide-scale use of persistent insecticides, except for necessary control of disease vectors. The Federal agencies should exert their leadership to induce the States to take similar actions. **ELIMINATION** of the use of persistent toxic insecticides should be the goal." (Emphasis added.)

The report of the Environmental Pollution Panel of the President's Science Advisory Committee in 1965 also dealt with this subject. It recommended that "research should be encouraged toward the development of pesticides with greater specificity, additional modes of action, and more rapid degradability than many of those in current use.

"Pesticide effectiveness should be increased and total environmental contamination decreased by further research leading to the more efficient application of pesticides to the target organisms."

I have introduced legislation in the Senate to prohibit the interstate sale or use of DDT in the United States. Just as this hearing is solely concerned with DDT, my bill would not affect the sale or use of any other pesticide. It should be made perfectly clear that we are not seeking a ban on all pesticides, only on the most persistent, most dangerous one -- DDT.

During the next session of Congress, I plan to introduce legislation establishing a national scientific commission to study all pesticides and establish firm regulations for their use.

We need increased research on the national and state level into the effects and effectiveness of all pesticides. This summer, Congress extended the Pesticide Research Act through 1971, enabling the Department of Interior to continue its research program in this field.

We also need improved enforcement at all levels of government to protect the public against unsafe pesticides. The watchdog of the Federal government, the General Accounting Office, discovered earlier this year that the Agricultural Research Service of the U. S. Department of Agriculture was failing to adequately trace the whereabouts of potentially dangerous pesticides. Since this deficiency was uncovered, the ARS has improved its monitoring procedures to eliminate this problem.

A prime example of action that can be taken on the regional level for the control of persistent pesticides was a result of the historic Interstate Water Pollution Conference on Lake Michigan held earlier this year in Chicago.

Expert testimony during the conference indicated that Lake Michigan had the highest concentration of pesticides of any of the Great Lakes and was swiftly approaching the lethal stage.

As a reaction to this testimony and the recommendations of the conference, the conservation and natural resource agencies of Wisconsin, Illinois, Michigan and Indiana have joined forces to inventory, monitor and tighten enforcement over all possible sources of pesticide pollution in the Lake Michigan region.

Just as pesticide pollution endangers our waters and wildlife, it also poses a threat to our main agricultural industry -- dairy farming.

Milk is one of the purest food products in the world. Wisconsin has led the nation and the world in developing sanitary standards that result in milk and dairy products of unquestioned quality.

Yet, each year, thousands of pounds of Wisconsin milk is barred from commercial markets because it contains pesticide residues.

In 1964, the Congress enacted emergency legislation to reimburse dairy farmers whose milk was contaminated through no fault of their own. Over the past four years, farmers in 28 states have been reimbursed with a total of nearly a million dollars for milk contaminated by pesticides recommended by the U. S. Department of Agriculture.

On the state level, I am pleased to see progress being made toward establishing a pesticide review board. This is an important first step in setting up reasonable and effective controls on the pesticides used in our state.

But the question before us today is of paramount importance.

In my judgment, Wisconsin should not hesitate to ban the use of DDT under any circumstances where it can enter world circulation patterns and further contaminate the biosphere.

Wisconsin can retain its great leadership in conservation by taking this landmark step forward. It will represent the first ray of hope on the horizon for endangered species and perhaps man for many generations to come.

Michigan and Illinois have already issued recommendations against the use of DDT for the Dutch Elm disease.

Since the chemical industry has developed and is marketing a long list of more selective and short-lived substitutes, thus making DDT technologically obsolete, the only factor that can possibly remain is one of cost.

But when we are considering the possible extinction of life, several cents a pound savings should not outweigh our own health and well being and that of millions of other species of life.

SENATOR GAYLORD NELSON

(202) 225-5323

"EARTH WEEK - 1971"

Speech by
SENATOR GAYLORD NELSON
University of Wisconsin-Milwaukee
April 19, 1971

In 1965, four or five years before concern for the quality of the world environment achieved the political status and world-wide concern it now has, Adlai Stevenson prophetically proclaimed in Geneva, Switzerland:

"We all travel together, passengers on a little spaceship, dependent on its vulnerable supplies of air and soil; all committed for our safety to its security and peace, preserved from annihilation only by the care, work and, I will say, the love we give our fragile craft."

Ambassador Stevenson made that comment the year he died. He was aware that no issue facing the world is as important as the complex problems and perplexing questions the rapidly accelerating environmental deterioration is posing.

In the dramatic, seemingly endless list of problems facing mankind, including peace and war, none is as important in the long pull as the question of the environmental status of man and all other living creatures and the status of world resources.

If we don't do something meaningful about reckless waste and the diminishing quality of the environment, all the remaining problems will be meaningless anyway.

It is important to consider the environment on a global basis and understand what the word 'ecology' means. It is the science that is concerned with all living things and their relationship to each other and the total environment in which they live and upon which they are dependent for survival.

The earth is a spaceship much larger than ones this nation sends to the moon and with a greater capacity to support life. What is too often forgotten is that earth, like a spaceship, is a closed life system. It spins in a mathematically precise orbit in the lifeless vacuum of space and has a limited amount of resources and a limited capacity to support life. Like the spaceships created by man, there is no way to bring new resources into this closed system.

The earth is sparsely covered with a thin layer of productive soil that ranges from a foot or more to areas where there is no productive soil. In fact, there is more unproductive soil in the world than productive soil by far. And the productive soil, which takes thousands of years to develop, can be destroyed by one brief season of bad conservation practices.

Two-thirds of the globe is covered with salt water and the fresh water supply is limited and seriously polluted in many parts of this country and the world.

Living in a state like Wisconsin, it is easy to believe that there surely must be an unlimited supply of water. There isn't.

The best estimates are that the daily supply of water from all available sources -- the atmosphere, rivers, lakes and aquifers -- is about 600 billion gallons. This nation presently uses 375 billion gallons a day. By the 1980's we will be using 600 billion gallons daily. And by the year 2000, only 29 years away, we will be using about 1,200 billion gallons a day, twice the national supply.

That means all the available water will have to be used twice, but since neither water nor people are evenly distributed geographically, water in the great metropolitan areas of the East, around the Great Lakes, and on the West Coast, will have to be used, reused and recleaned 10, 15 or 20 times a day. All this will be incredibly expensive.

Last summer, the nation saw an ominous warning of the future when a massive pollution cloud settled over 17 states along the eastern seaboard of the United States. From Los Angeles to New York to Tokyo to Rome, the story was the same.

Scientists had issued unheeded warnings, but this time people walking the streets could feel the sting of the dangerous air particulates in their eyes and could see the haze all around them.

In fact, the health of tens of millions of people was being compromised by air pollution, and life was being shortened for millions more.

Although air pollution is caused by a vast range of sources from industrial smokestacks to open burning, half of the problem pours from the exhaust pipes of millions of automobiles, especially in metropolitan areas. The automobile is responsible for 90 percent of the problem in Los Angeles.

The air pollution problem has become so severe in Los Angeles that special alert days have been established for days the pollution content of the air reaches dangerous levels. During those periods, a warning of the Committee on Environmental Health of the Los Angeles County Medical Association goes into effect advising that Los Angeles County students through high school should be excused from strenuous indoor and outdoor activities.

It is deplorable that this nation, which has made scientific achievements in a decade that surpass all the achievements of history, has so destroyed the air that children are warned that they cannot play or engage in sports.

But many claim pollution is the necessary price of progress. We have been taught to develop the assumption that time for careful planning is unnecessary because abundance is pouring from the fields and factories and the standard of living is soaring at a staggering rate.

We are only concerned with how fast can we do it and how much can we produce. The national philosophy has been one of "who cares about the environment, bring on the next idea?" And progress just bullies ahead.

With that assumption developed a kind of blind faith in science and technology. It was postulated on the premise that if science and industry had brought so much progress and profit, then surely it could find solutions to the annoying pollution backlash of progress.

The assumption was carried forth by the super-optimism of Sunday supplement thinking that casually dismissed the grave pollution problems, the disturbing overpopulation projections, the threat of future starvation, and an end to the fresh water supply as minor problems that Buck Rogers-science and American know-how would solve in due time.

But no one bothered to take the time to fight the backlash, and American know-how was never brought into the fight against pollution. As far as advancements were concerned, however, American know-how and technology had an impressive record.

Pesticides like the deadly DDT effectively eliminated destructive and dangerous pests.

New high phosphate and enzyme detergents made clothes "whiter than white."

Oil was pumped efficiently from deep below the surface of the oceans. Massive shovels ripped away the hillsides and rapidly brought coal to industry.

Lightweight, throw-away packaging, aluminum cans and plastics were the apex of convenience.

All the new things worked well and were more efficient.

The pesticides worked, but also remained in the environment, retaining their strength until they began destroying helpful insects, birds and fish. Traces of the chemicals are even being found in man.

Phosphates and enzymes worked, but they washed into the water systems and stimulated the growth of algae, speeding up the destruction of the nation's lakes, rivers and streams.

Oil came up from beneath the floor of the oceans, but the technology wasn't efficient enough and accidents and spills threatened the fragile ecology of the seas.

The vast seas, so long considered indestructable, became instead the final repository for the poisonous pollutants of modern society -- so polluted that leading marine scientists fear they will be destroyed as a source of marine life within the next 50 years unless the trend is reversed.

Stripmining brought the coal faster, but it created ugly, muddy canyons and added to the erosion, polluted the waters and stole the life from the land.

And the convenient, new throw-away packaging only added in the end to the monumental waste disposal problems perplexing nearly every community in the land.

And, with an ever-growing population rate, consumption of vital resources and pollution increased proportionately.

It has been estimated that all the American children born in just one year will use up 200 million pounds of steel, 9.1 billion gallons of gasoline and 25 billion pounds of beef during their lifetime.

With our pesticides, our destruction of wildlife habitats and lack of good conservation practices, we also began to speed up the destruction of the animal species who share the earth with us.

Dr. S. Dillon Ripley, Secretary of the Smithsonian Institution, believes that in 25 years somewhere between 75 and 80 percent of all the species of all living animals will be extinct.

There are those who argue that a few species of animals are not important if, in their extinction, man somehow benefits or is inconvenienced.

Instead of developing the philosophy that man is only another creature in the vast network of life, the attitude developed was somehow above all the other living creatures and that their extinction was of no importance to him.

But man is only one of the creatures sharing spaceship earth. Beyond the aesthetic satisfaction that the furred, feathered and finned creatures give man, they also are living barometers for him.

It was necessary for Earth Week to become an annual experience to educate the youth of the nation, who as tomorrow's leaders will have the understanding to develop the necessary commitment to support the actions that will solve our environmental problems.

Concern over the status of our environment had been developing and spreading across the country among the people for more than a decade. On Earth Day last April, it flowered in a vast peaceful public demonstration of concern.

Literally tens of millions of people participated from grade, high school and college students to elder citizens all across the nation.

It was that vast demonstration of concern that brought the issue to the notice of the political leaders. They saw that a new issue had been born and was here to stay and they began to act accordingly.

There will never be another political campaign like the one in 1968 when not one of the three candidates for President considered the environment an issue worthy of a major speech. It is nothing short of remarkable how rapidly this issue has been thrust into the politics, the conversation and the literature of the country.

Now the environmental issue, backed by a stubbornly reform-minded public, is in the political arena and has become a necessary part of the dialogue between political parties and among candidates for office from the courthouse to the nation's capitol. This, in itself, is the most important single event in the history of the environmental cause because until it achieved this political status, meaningful action on a broad scale was simply impossible.

The students who made Earth Day possible deserve much of the credit for the successful recognition of the problem.

With this continued assistance and dedication, it is now becoming clear that we can reverse the trend of indifference and dramatically improve the quality of the air and water and halt the deterioration of the environment.

The results of the new political status of the environment speak for themselves.

If the poisons that go into our water systems are destroying fish, birds and animals, then those same pollutants are being consumed by man and are beginning to accumulate in his body tissues.

If the birds are dying because the air is polluted, then those same poisons are inhaled into the lungs of man.

The air pollution clouds and smog alerts, the destruction of the soil, the poisoning of the waters and the extinction of numerous species of animals are all ominous warnings that add dimension to the lines of the Scottish poet John Donne who wrote:

"I am involved in mankind, and therefore never send to know for whom the bell tolls, it tolls for thee."

That is the warning that is again being issued this week throughout the country as Earth Week becomes an established educational institution.

In the second session of the 91st Congress more significant legislation was enacted than in any comparable period in the nation's history.

The toughest Clean Air Act in history became law, requiring manufacturers to clean up the inefficient, polluting internal combustion engine by 1975.

The Environmental Protection Act passed, requiring every federal agency to file careful studies and reports on the possible environmental impact of their programs.

Dramatic restrictions on the use of DDT and other persistent pesticides were enacted.

In a series of dramatic events, a proposed jetport for the Florida Everglades was halted and the Corps of Engineers was forced to insure that the unique National Park would have an adequate water supply necessary to prevent its destruction.

Perhaps the most significant event in Congress was the rejection of funding for two prototype supersonic transport planes. This marked the first major confrontation between those who believe that quality in American life is more important than development for the sake of development or exploitation for the sake of exploitation.

The House of Representatives' and Senate's refusal to spend federal money on a commercial project served notice that from that point on this country will make environmental testing part of the process of decision making.

Regardless of the merits of the SST, the Congressional decision was based on the environmental questions raised by concerned Americans who had made the environment an issue with political force. The SST vote will stand as a historic landmark that marks the first time in any country that a major ongoing technology, that held the promise of speed and dazzling progress, was voted down on environmental grounds.

Although the progress has been significant, there are voices of dissent that warn darkly that the environmentalists are destroying the American way of doing things and the nation's economy with their zeal because the pollution cleanup will be too costly.

While no one can deny that the cost of cleaning up the mess we have made of our world will be high, it is also true that we cannot afford to continue to pay what pollution is costing this nation in wasted resources and in pollution damages.

Air pollution alone costs an estimated \$13 billion to \$15 billion in economic damages annually. It is unbelievable that annual loss is tolerated when for \$7.5 billion, or about half the damage cost, some 80 percent of the problem could be eliminated.

The beginning has been made and before the environmental problems become anywhere close to being solved, a major financial and philosophical commitment will have to be made.

Last year, after Earth Day, the prestigious Christian Science Monitor made an observation that could well serve to be the motto of this Earth Week and every Earth Week to come on spaceship earth. The message was:

" . . . pollution is the biggest material challenge confronting mankind today. We are beginning to learn its massive dimensions, its costs, its urgency. On with the learning -- and the remedying!"

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SENATOR GAYLORD NELSON

(202) 225-5323

Remarks to Joint Session of Wisconsin Legislature
by Senator Gaylord Nelson
Tuesday, April 20, 1971

Mr. Speaker, Governor Lucey, Lieutenant Governor Schreiber, Senators, State Representatives, and friends. Thank you for the invitation to speak here today for Earth Week in Wisconsin. — *2nd Floor*

grip of our front area ft. c. - their interest in
The last occasion I was accorded the privilege of speaking from this podium, I had grave doubts that I would ever be invited back. However, it appears -- fortunately for me at least -- that the mellowing influence of time has changed all of that. In the decade that has passed since I was last here, it seems that almost the only things that remain unchanged are this assembly chamber itself and my personal grass roots representative from Polk County, the Honorable Harvey Dueholm.

of my memory as correct,
Of the one hundred thirty-three members of the legislature who were here when I was sworn in as a member twenty-two years ago, only 5 are still here. They are Senators Casimir Kendzierski, Allen J. Busby and Clifford W. Krueger and Assemblyman George Molinaro and, of course, the Speaker, Bob Huber, our still young, elder statesman and a *newly representing representative* *higher level of work in our finest tradition*

who were in to assist that business task of twisting my arm to persuade to run for in 1958 - the assumed hostility with great vigor - at each time all of 22 seconds to prevail.
My good neighbor, Warren Knowles, hailing from a little satellite community bordering Clear Lake, was then Majority Leader of the Senate and has since served three terms as Governor. My good friend, Mel Laird, who won all the many debates we had in the Senate, not on the merits of course, but because he had all the votes, is now Secretary of Defense - a fitting reward, I might add, for having opposed so many of my very good causes.

to
Pat Lucey, who was a member of the Assembly 22 years ago when I was here, left for a highly successful career in business and then, for inexplicable reasons, left the quiet comfort of the business world to seek high position in the turbulent environment of the political world. It was a puzzling decision made by an otherwise perfectly rational person.

When it was my privilege to serve as Governor, the problems of the states were manageable, at least within the context of the ordinary political dialogue of those days. Now, by comparison in any event, the task is infinitely more difficult.

If Pat had sought my advice before announcing his decision to run for Governor, I would have counseled him against it. It would have been my advice that he take this fine opportunity to even the score with Dave Carley for running against him in the 1966 primary. He could have done so by the simple expedient of renouncing his own interest and endorsing Carley for Governor. He would then have achieved the pinnacle of success -- by appearing to be an unselfish statesman while at the same time shouldering Carley with the job.

Of course, if Carley had sought my advice, I would gladly have given him the benefit of the same wisdom that I would have given Pat, if he had sought it. ~~Fortunately, I suppose, for the benefit of the state and the people, Carley did not seek my advice.~~

Before proceeding to discuss the order of the day, I wish to say that I am proud to have had the privilege of serving for ten years in this legislature. Wisconsin has a national reputation for good government and an established tradition of bi-partisan cooperation to advance the welfare of the people of our state.

I proposed Earth Week because it seemed appropriate to have an annual environmental observance for the representatives of this and every state to meet to review environmental progress and to set goals and plans for the future.

From the response, it is clear that Earth Week has been established nationwide, with broad support and participation from Alaska and Hawaii to Maine.

It hasn't always been this way. For years, conservationists have been fighting their battles without getting serious attention either from the press, the politicians, the public, or the polluters themselves.

Meanwhile, everybody--institutions and individuals alike--continued to dismiss Pollution as the price of Progress.

And with massive advertising budgets, industry sold the American public on the idea that free enterprise can do our social planning for us, set our national priorities, shape our social system, even establish our individual aspirations.

Pesticide manufacturers convinced the farmers that the panacea for their needs was to dump ever increasing quantities of pesticides on their crops, even though the result has been tougher pests and more pollution.

Automobile manufacturers sold an increasingly affluent American public on instant obsolescence and the idea of two cars for every garage.

Then government was persuaded to step in with a huge program to lay an apparently endless carpet of concrete which still hasn't been able to accommodate the rising glut of cars, and which has resulted in the destruction of mass transportation within our cities and between them.

For the consumer society that has been created, our technology and immense resources cranked out an endless stream of gadgets, with the question always being, Will It Sell, never Is It Safe, Is It Needed, or Will It Pollute.

Polluters managed to frighten off any serious effort at control by calling the smoke coming out of the factories "the smell of prosperity", and threatening to close down if anybody complained.

The result of this headlong pursuit of Gross National Product as our Holy Grail has been environmental destruction we couldn't even have conceived of thirty or forty years ago.

We've seen the Great Lakes being methodically degraded, one after the other, in one of the most shocking environmental tragedies in history.

Lake Erie, for many purposes a dying lake... Lake Michigan, under serious assault; Green Bay, its southern end rapidly being converted into another Lake Erie... Lake Superior, the largest and deepest, and as yet, the cleanest, of them all, now threatened.

Then thousands of inland lakes clogged and stinking with algae... and rivers packed with so many wastes they've sometimes become firetraps.

Now the ocean itself is showing the scars... with a twenty square mile dead sea off New York City and raw sewage being swept up the Florida coast in the Atlantic off Miami Beach.

Huge oil spills in the Gulf and in Santa Barbara... poisoned air over our great metropolitan areas... devastating pollution of many of the major watersheds in the land...

DDT in mothers' milk... poison gas in Utah sheep and in the Atlantic Ocean...

Congestion and blight in every major city... billboards and litter from urban slums to the deepest wilderness...

Carbon monoxide counts from auto exhaust on State Street in Madison soaring to levels comparable to those in Chicago and Philadelphia.

In one way or the other, the environmental crisis exploded everywhere, from Alaska and California to Wisconsin to Maine.

Then, as the sound, sight, smell, and touch of the environmental assault began to impinge on the life of every individual, public concern quietly began to develop across the country.

Finally, on Earth Day last April, that concern flowered in a vast, peaceful demonstration involving tens of millions of people from grade school students to elderly citizens.

For the first time, the issue of environmental quality became a part of the national political dialogue, forcing every public leader in government, schools, churches, business, labor, to take notice.

Successes began to flow from the power of this new, broad-based movement...

Congress passed the Clean Air Act setting a deadline for ending automobile pollution and directing new standards on air pollution sources.

The National Environmental Policy Act was passed, requiring an environmental investigation of all Federal projects.

The Environmental Education Act was passed, authorizing new aid and a higher priority for this vital subject.

The first Federal legislation to deal with the environmental dangers of pesticides was enacted.

The Federal subsidy to the SST was rejected, marking an entirely new view of our civilization's idea of progress.

The Corps of Engineers was forced by Congress to stop choking off water to Everglades National Park.

Environmental law firms sprang up across the country, taking the "public interest" as their client. Successful suits delayed the Trans-Alaska Pipeline, forced a review of Federal pesticide policy, and founded broad new concepts of environmental right and responsibility.

In short, environmental action on a broad scale had finally become possible, as people all across the spectrum of American life demanded that the right to a decent environment be adopted as a fundamental aim of this society, just like a decent education, health care, housing, jobs, justice.

In fact, it all happened so fast that many in this country were caught unprepared, still believing the whole issue was a fad, a passing fancy.

Now that it has become apparent the environment is one of the toughest issues the country faces, some of the promises of the recent past have suddenly ~~been made~~. *Come under Challenge.*

While many industrial leaders in this country have moved vigorously to shoulder responsibility for reducing pollution, others have started attacking those who seek a better environment, calling them "doomsday prophets", "eco-freaks", or part of some kind of subversive movement.

Recently, the publisher of LOOK magazine, Thomas R. Shepard, Jr., blasted away at what he described as "the Disaster Lobby" in a Wisconsin speech.

Presumably out in front as a speaker for some of his advertisers, the publisher attacked everybody from opponents of indiscriminate pesticide use to the advocates of automobile seat belt installation and truth-in-packaging.

Mr. Shepard levelled the favorite charge in the current smear campaign: "You're attacking the free enterprise system."

What that allegation really means is, "Give us the profit and you take the pollution."

Then in a speech a few weeks ago, General Motors Chairman John M. Roche launched a wild, swinging attack on corporate critics including environmentalists, making the incredible charge that these critics are assaulting America's reputation, creating an unfairly negative image of American corporations, and threatening the entire system of private business.

These are strong words coming from the head of the company which, with the other U.S. automakers, was charged by the government with engaging for 15 years in a conspiracy not to compete in the development of pollution control devices for the automobile -- *and a conspiracy which was entered against them in Federal court.*

The automakers finally negotiated an agreement with the government to refrain from such collusion in the future -- meanwhile, suits filed on the same basis by a total of 28 states are still pending.

If the automakers had been working all that time -- from 1953 to 1968 -- to develop pollution controls, we'd have a clean internal combustion engine by now.

This has not been the kind of corporate responsibility we should expect from the nation's biggest company.

In the most dramatic example of all of the new special interest assault, when it became apparent in December that the SST could go down to final defeat, the plane's supporters pulled together a massive coalition backed by hundreds of thousands of dollars.

In the effort to intimidate Congress and the American consumer into another unquestioning acceptance of a new technology with global environmental dangers, conservationists were labelled "extremists" and their concerns dismissed as "anti-progress".

When the President sent his modest, but sound environmental package to Congress, 200 U.S. industrialists, including some of the nation's largest polluters, went to the White House two days later to express their deep concern.

And in recent Congressional testimony, the National Association of Manufacturers threw their weight against standards that would require sound, effective pollution controls everywhere in the nation.

The crucial fact that the anti-conservation lobby insists on ignoring--and wants the rest of the country to ignore too--is that the cost to this country of the current pollution is massively greater than the cost of actually cleaning it up.

Every one of us has actually been paying a huge annual tax in the form of costs for pollution damages, and the dirtier the environment gets, the larger the bill becomes.

Under the false economy of the pollution status quo, dirty air does \$13 to \$15 billion in property damage in the United States annually. Yet for \$7.5 billion, or about half the damage cost, some 80 percent of the problem could be eliminated.

Or if air pollution levels in major urban areas were reduced by 50 percent, the nation would save more than \$2 billion in health bills alone, according to a recent study.

Water pollution does an estimated \$12 billion in property damage each year, plus the immeasurable loss of a Lake Erie; or of a beautiful, productive wetland; or of an estuarine area, or of life and productivity in the ocean itself.

Solid waste... the mounting litter and garbage of our consumer society... levies additional billion dollar damage costs.

Strip mining is destroying the economic future of entire regions in the name of the easiest, cheapest way out of meeting our resource demands.

And while indiscriminate pesticide use continues to pose ever greater worldwide environmental hazards, farmers using other pest control alternatives are saving money while producing better quality crops.

All told, no one has ever successfully tried to estimate the total environmental damage bill we pay each year in ruined health and property, spoiled recreation, devastated resources, and diminished quality of life for all.

To sum up, this first Earth Week we find the environmental movement at a vital crossroads.

Either it will founder on industry scare tactics designed to defend what many have considered their right to pollute.

Or it will reject the present attack and marshal the massive cooperative effort necessary to confront the fundamental problems posed by the environmental crisis.

~~Either we will let the old arguments and myths prevail, the old refrains by those who would preserve the frontier day attitudes that have polluted our air and water and scarred our land from coast to coast.~~

~~Or we will recognize and establish pollution control and in the near future the recycling of all wastes as good business for shareholders and the public alike.~~

~~To achieve a decent environment, the new standards must be tougher than ever before...for everybody.~~

~~From now on, the environmental commitment of politicians and industry will be measured not by their Promises but by their Performance.~~

~~Never again will there be another major campaign like the one in 1968 where all the Presidential candidates ignored the environmental issue. The environmentally concerned American public is approaching the point where it will defeat the candidate who impedes environmental progress and will boycott any foot-dragging industrialist.~~

~~Our new goal is not No Technology, but New Technology designed to find ways of making all "wastes" valuable resources out of place that are circulated back into the economy instead of landing in the river or the sea.~~

~~Our goal is New Jobs and New Industry in environmental technology; in designing and building mass transportation; in restoring our urban areas and building new towns.~~

~~Our goal is a new measure of American progress, whose index is Gross National Quality, not just Gross National Product.~~

~~The cost of achieving a clean environment will be substantial... the cost of not acting will be greater than we have ever imagined.~~

~~In conclusion, I would like to quote an article from the Des Moines, Iowa, Register on Earth Day last year: "...Granted that ideas and institutions long established are not easily changed; yet today is the first day of the rest of our life on this planet. We will begin anew."~~

~~This is as appropriate today as it was last April 22nd. We have only just begun. We have the means, ~~however~~ if we have the will.~~

~~And let me add that with the excellent and far-reaching package he has presented here today, Governor Lucey has taken a giant step forward in the effort to restore and protect the Wisconsin environment. These proposals reflect the Governor's initiative, creativity, and determination to meet the environmental challenge of today and tomorrow. I know you share his interest and commitment,~~