REMARKS OF UNDER SECRETARY OF THE INTERIOR JOHN A. CARVER, JR.
BEFORE THE GOVERNOR'S CONFERENCE ON NATURAL BEAUTY AND
COMMUNITY APPEARANCE IN HONOLULU, HAWAII, FEBRUARY 3, 1966

Your program shows that at this point you were to hear one of the authentic voices of modern-day conservation.

Stewart L. Udall has administered the country's department of conservation under two Presidents. He has enunciated and elucidated the "new conservation" in his magnificent book *The Quest for Crisis.* He has sounded a clear-voiced call to national action on significant conservation fronts over the whole country for the last five years. He expected to be here.

He was the right man for your conference.

He has been a concerned activist in the subject matter of this conference. Natural Beauty and Community Appearance are vital things which matter to him, and planning and the esthetics of the environment of people
on the move are central to the action of his department under his guidance.

He would particularly appreciate participating in this conference. Hawaii, our island-paradise State, can offer both challenge and response on the scale which marked President Johnson's Conference on Natural Beauty last May. Indeed Governor Burns' leadership in conservation and the protection of Hawaii's incomparable natural beauty has been admired since his service as a territorial delegate before Hawaii's statehood.

My Secretary sends his regrets, and his explanation that Cabinet duties prevent his being here. As the bearer of this news, I am expected to speak also to his and your subject.

It would not be fair for me to read the Secretary's speech. He would not have read it, either, of course. Rather, he would have sensed the spirit and
mood of your meeting, captured its flavor, and lifted your hearts with his impromptu eloquence.

But each of us must be himself, and for better or worse I must talk about the subject as I see it—as a fascinating, compelling challenge to government, to business, and to individuals in the final third of the twentieth century.

President Johnson not long ago called for "the wisdom to use our wealth to enrich and elevate our national life, and to advance the quality of our American civilization." Responding to the power of an idea whose time had come, the whole country took up the challenge—the Congress in an outpouring of conservation legislation, the business community in exciting new responses to the need for a quality environment, communities and State governments, and the Federal Government, and individual citizens.
It was not entirely automatic. The President said "we are going to assemble the best thought and the broadest knowledge." He did. He said we were going to have a White House Conference on Natural Beauty. We did.

The President reminded the country that the solutions were not to be found in massive programs in Washington nor solely by reliance on the strained resources of local authority, and asked for "new concepts of cooperation, a creative federalism."

We have it.

So, as the second session of the 89th Congress really gets underway, we have accomplished prodigies on every front: A Water Quality Control Act and a Highway Beautification Act, for example, are landmarks, serving notice, in the President's words, "on the spoilers of our landscape that we will battle with all
we have to preserve the beauty of our land and the
beauty of our countryside."

The Executive Branch has picked up the chal-
lenge, as excitedly as any private citizen. The message
was clear--here was not a visionary idea without
practicality, but a solid challenge to our ability to
work the new concepts into existing programs, to be
a good neighbor in the communities where we do busi-
ness--not ourselves to be polluters or contributors to
ugliness.

In Interior, for example, we are vitally con-
cerned with minerals and mining methods, research on
strip mine rehabilitation, on acid mine drainage, on
metallurgy and on coal. These are all regular parts
of our program. They are now seen in the light of how
they can contribute to the national effort for a quality
environment.
Junked automobiles are an eyesore; they are also a valuable source of an important raw material used in steel making. Research toward getting the metal into that process, whence it was displaced by other Interior research on taconite, serves a double purpose.

An especially powerful force in this national effort has been the magnificent leadership of the First Lady, who has inspired community action throughout the country. The beautification of our Nation's Capital symbolizes the outpouring of citizen response at the community and State level. Community improvement projects have sprung up in large and small cities, in counties and in regional efforts.

A "Keep Omaha Beautiful Association," a "Beautiful Metropolitan Nashville Commission," a "City Beautification by Citizen Participation Committee"
in Hartford, and a "Beautification Association" in Fort Morgan, Colorado, are examples. Hawaii's scenic roads are, I hear, free from billboards as a result of the watchfulness and action of beauty-conscious organizations here.

Sympathetic reverberations have turned up in corporate board rooms, in small businesses, in large and small ways. The Wall Street Journal reports the surprise of a business at the good reaction it received to making its foundry look like a tastefully designed research institution.

Industry associations have constructively helped. The oil industry, the auto junkyard business, mining—all of these participated in the White House Conference, and many of them are in the State counterparts, like this one.

The historians are going to marvel at the
action of the last two years.

What of the next two, twenty, fifty years. We are gathered to talk about where we are going, not whence we've come.

The continuing challenge is leadership--people who can mobilize all the diverse forces, suppress the divisive jealousies, coordinate the various efforts, justify the needed budgets, attract the needed skills.

In Congress, Hawaii's Delegation is taking keen interest in conservation. Here in the State, Governor Burns' exemplary leadership is finding able response from Director Jim Ferry of your Department of Lands and Natural Resources. The excellent job he is doing is particularly notable in your promising State parks program, which includes the protection of important historic and archeologic sites. This is receiving significant help from the Bishop Museum and
from your many historical societies. The City and County of Honolulu likewise are responding, I understand, with their outstanding parks and recreation projects.

And here in Hawaii what magnificence you have to work with—to protect and enhance and make more meaningful; to keep life in Hawaii synonymous with the good life.

Basically, Hawaii has a natural beauty unexcelled in any other State. Indeed, Mark Twain called Hawaii "the loveliest fleet of islands that lies anchored in any ocean." Your mountains, your rugged coasts, your glorious beaches, your lush vegetation, dramatically remind us that beauty is an essential and pervasive part of that good life.

Epitomizing in many ways the beauty and natural wonders of these islands are the spectacular
endowments of Kauai. And today one of the most active proposals of the Department is for a Kauai National Park. Secretary Udall, in commenting on the proposal recently, said:

"I consider this one of the most important and significant areas proposed for addition to the National Park System during the nearly five years that I have been Secretary of the Interior. It is one of the crown jewels of the Islands, and would be a superb addition to the National Park System."

As with any such project, when first presented to the public, there is need to develop understanding of what is involved. A brochure describing this exciting proposal is being given wide distribution. We in the Department look forward to meeting and working closely with the many interested individuals and groups.
in order to give full consideration to specific interests or problems involved in this unique National Park opportunity.

National park establishment at Kauai exemplifies what can be done further to protect Hawaii's scenic heritage and make it meaningful and enjoyable to all Americans. It would augment park resources here which already include some of the world's most dramatic scenery. Hawaii Volcanoes and Haleakala National Parks, which attract nearly three quarters of a million visitors a year, not only present and interpret awesome volcanic features but also preserve such unique and fragile elements of Hawaiian beauty as the silverswords.

The beauty of history is preserved in City of Refuge National Historical Park. Wildlife is also an element of natural beauty. Hawaiian wildlife has
suffered greatly in the past, with 16 of the remarkable native birds now extinct and many more in jeopardy. Cooperative efforts led by Hawaii are making progress toward saving Hawaii's state bird, the Nene (nay-nay) goose. The U. S. Fish and Wildlife Service is engaged in studies to help other endangered wild species here, among them the Kauai 00 (oh-oh), last of four species of the famed bird whose feathers once made Hawaiian royal robes. We must remember the lesson of the 00, namely that we can no longer consume beauty but must protect and cherish it in order to enjoy it always.

Too often in the past, we in America have allowed our wealth of resources to lull us into a com- placent attitude toward beauty, and we have allowed precious resources--seashores, forests, wild lands, green open spaces of all kinds--to deteriorate and be destroyed. Secretary Udall in "The Quiet Crisis" called it the Myth of Superabundance. It dulls us to the threat of unbridled urbanization, and to the erosion
and uglification of our land.

Blessed as you are with scenic beauty, conferences like this evidence your alertness to the need for protecting that beauty.

We know the problems which beset us. But we see no diminution or tempering of the national interest in a quality environment.

We cannot be oblivious to the fact that our quest for quality may be regarded as a competitor for needed dollars to meet our international problems, in Viet Nam and elsewhere.

If this were the case, patriotism would demand that we defer; our survival comes first.

But our country is able as no other country is to protect and enhance our environment while meeting these other commitments. We believe with the British statesman that a country worth fighting for is worth building, and worth maintaining as a decent
place to live. Here in Hawaii, happily, maintaining a beautiful environment means maintaining a vital segment of your economy.

We perhaps have not learned as much as we might about how much can be done with cooperating and understanding without costly programs. Mrs. Johnson has shown the way, encouraging the planting of flowers, the gifts of trees, the community pride which outpaces the costliest clean-up equipment in keeping a neighborhood or a street or a city lovely.

The Land and Water Conservation fund has given needed stability to recreation planning—stability which brings efficiency and economy.

Users are cheerfully paying for services once impersonally assigned to general taxpayers, with a better feeling all around.

This is not to say that new programs will not
be necessary, some costly. The whole field of water and air pollution will require capital commitments of a major order, governmentally and privately, and for a long time to overcome the accumulated deficit.

The encouraging thing is that as the pressures mount upon a country and its budget, the people rise to the challenge. State-by-state, and community-by-community, jealousies give way to State-wide regional or basin approaches.

A dramatic example is your State-wide zoning to protect the landscape and its open spaces. No other State has yet taken this great stride in ensuring the environment. You are years ahead of your time in this action.

Congress last session created a new federal department, one of great interest to all urban States. The Department of Housing and Urban Development is
going to play a vital role in the subject of natural beauty, particularly in our cities. We look forward to a close working relationship. So, I am sure, does Hawaii, with at least three quarters of the State's population urban.

What is at stake in all of this is our environment--air, water, land, structures, natural and artificial features. There is no definable proprietorship for our environment--we're all in it together. In Hawaii, beauty and the benefit it does and can bring to Hawaiian residents and your growing millions of visitors, is incalculable.

Having a decent environment calls for improved planning, but the task is subject to no great master plan. It is subject to a great national attitude.

That attitude is positive, and seems destined to remain so. The people have joined up for the duration.
We in government--at whatever level--should recall the story of the French Revolutionary mob, storming through the streets, and the man who said "I must go join them; I am their leader."

The greatest of natural resources is the will and willingness of the people to achieve a goal. Hawaiians and all Americans want clean air, clean water, decent surroundings, a quality environment.

Governor Burns, on behalf of President Johnson and Secretary Udall, I congratulate you for helping the people of your State and of the country in this quest.