

September 4, 5, 1964  
New York City

To Publications Committee  
From Dave Brower

The September 12 meeting and the 1965 outlook

The Executive Committee wishes to consider the first draft of the club's 1965 budget at its Los Angeles meeting on October 17. It is likely that once again the publications program will account for a substantial part of the club's effectiveness and gross revenue as well as the club's operational problems and risks.

Once again the staff will try to come up with a projection of what is likely to happen to the backlist and to such new projects as it seems feasible or desirable to take on. We will anticipate approval by the committee as we have before and expect that if the committee does not approve a project, or it misses the schedule for some other reason, there will be a substitute.

In addition to those projects already approved but delayed for various reasons and in addition as well to various reprints of existing titles that will depend upon their financial feasibility, we have a whole series of prospects for books and films that have not been recapitulated lately. I list them below alphabetically by principal author and we will be drawing upon this list in drafting the 1965 outlook.

ADAMS-MORSE Seventeen-Mile Drive

A project Ansel Adams has mentioned briefly and has discussed as a possibility with Samuel B. Morse, who could probably give it major assistance.

ADAMS-NEWHALL Always the Far Horizon

A prospective major exhibit from which a book would be drawn. The completion of Volume 2 of the Adams biography and what I believe is an Adams-Newhall project on the Santa Cruz campus of the University of California would probably need to intervene.

ALDERSON, George Wildness is for People

A planned dissertation at Eugene. We have seen the draft and there may be a book in it. Illustrated profusely



## BOHN, DAVID Wild Coast: Pacific of the Northwest

For some time I have had in the file a request for a grant that would enable David Bohn to spend a year (at extremely modest cost) interpreting the Oregon and Washington coast photographically. He has sent samples of his work. We have letters of recommendation from Karl Onthank and Jules Eichorn. I think his work would be good. We don't know yet what the text would be. I hope to put his proposal before the committee soon.

## BROWER The Last Days of Glen Canyon

a 16mm film. Footage has been built up in the course of several trips, before and after the dam began to destroy the canyon. We now have a ~~xi~~ fairly impressive record of what the canyon was-- something we wish we had of Hetch Hetchy. It can provide a moving background for a script using, or patterned after, Eliot Porter's "The Living Canyon" introduction to the Glen Canyon book. Richard Norgaard is helping put the film in a rough sequence. Its immediate purpose will be to help stave off the Grand Canyon dams. Nothing is likely to be ready for committee approval until next spring.

## Pursuit in the Alps

The Mountain Troops in World War II. I'd like to keep this unpublished MS listed here. It was accepted for publishing by A. S. Barnes shortly after the war, but they got cold feet, what with the rash of war stories. It could be of interest to the club because a great deal of the Army's mountain-training program came from the club and because it was compiled, edited, and much of it written by me. I'd want to rework it a little.

## BUNNELLE, Hasse. How to Cook a Knapsack

Up-to-date guidance on a subject that Going Light has tried to treat only broadly. Booklet.

## EISELEY-PORTER The Immense Autumn

This is still very much a project we should keep our interest in. Seeming competition with the University of California Extension



is now over, or if not, surely should be. In the process of trying to get this going I was able to help arrange for the University's

being given a \$150,000 yacht. The Darwin Foundation has approved cooperation with the club on this, and I am reasonably sure that funds for the Eiseley-Porter study and photographic trip to the Galapagos can be made available entirely apart from any considerations about publication. In short, if we evince interest in what such a study might produce, a grant would probably be forthcoming and Loren Eiseley and Eliot Porter would go, either in late February of 1965 or a year later. Because of our aegis, we would have first refusal on what they produced. I am confident that what men of their caliber would produce could be one of our major books and I feel we are fortunate to be in a position to have a role in it.

EMERSON, Richard M. Everest

Starting with Norman Dyrenfurth at the American Alpine Club annual banquet last year, I have been talking up an exhibit format Everest book relying chiefly upon the American expedition. In the days following the banquet I went over the idea in some detail with Dick Emerson, now in Anthropology at the University of Washington, who was a social-psychologist on the expedition (see his article in our 1963 annual, his fourth piece in annuals). I believe he would like to serve as the book's editor. We visualize a three-part book:

- I. Approach. The best photographs we can find of the approach, illustrating the story of the American expedition approach.
- II. Contest. Man against rock and ice, again the best photographs of the American expedition, illustrating the American story.
- III. Perspective. The finest American Himalayan photographs, all life zones, juxtaposed with the finest excerpts of prose about what mountains mean, whatever the origin of the author.

In short, this would be the American mountaineering book, featuring Everest, but acknowledging dependence upon others for the finest expression of the idea and upon other summits for the finest images.

Now that the formal publishing requirement is behind the expedition, Dyrenfurth has renewed his interest in our proposal. Incidentally, Emerson and Eiseley discussed this in New York last December, and both warmed to it. Wherever I have mentioned the idea, I'd found enthusiasm.



The conservation message is not immediately apparent. I'd like to have someone theorize a bit on the survival value to man of his Urge for the Summit, but no matter. The Sierra Club is still a mountaineering organization, too.

**FARQUHAR, Francis P.** Place Names of the High Sierra

I keep listing it, and hoping. Erwin Gudde was willing to take it on 13 or 14 years ago, but Francis wanted to--and I hope still does.

**FRYXELL, Fritioff.** Thomas Moran and America's Parklands.

I have been negligent in inquiring after Dr. Fryxell's health. The last I heard from him, he was not optimistic, and did not therefore wish to draw upon the royalty advance agreed to by the Committee.

**GARNETT, William.** Perspective for the Land

A snap title for a project Ansel Adams and David McAlpin have both thought we should try to do something with, exploiting Garnett's extraordinary air photographs, black and white or color. He did "Los Angeles" and "Flight of Pelicans" in THIS IS THE American Earth. Whose text we don't know. It would have to be strong to match the photographs. Exhibit format.

**GRAVES-DEAN** Allagash

Aubrey Graves, of the Washington Post, has just come off our Allagash trip and William Zimmerman, Jr., our Washington representative, thinks Graves might wish to do a book for us on the subject--one in which the club is interested but not well enough informed on. Ansel Adams and David Hales have both thought that Nick Dean might be the photographer for this one. I have not yet met him but have some correspondence to go over.

**HEALD, Weldon F.** Wild Cascades

The color is ready to run but the manuscript isn't. It is next on my list after the Grand Canyon--Gentle Wilderness struggle is over. We must publish in spring. This spring. John Gregg, as a free-lance



editor helping now with Gentle Wilderness, moves onto Wild Cascades next.

#### JEFFERS, Robinson Not Man Apart

The best photographs of the Carmel-Big Sur-Lucia country we can get, reproduced in exhibit format, reinforced with the best excerpts we can make of Robinson Jeffers' poetry. This has been discussed from time to time before the committee. There was a small-bore dry run of it in the Annual several years ago that I put together quickly with Hyde photographs. We have advanced now to a point where an expression of committee approval is needed--or an increase in the executive director's research-and-development authorization (\$2,000). Most of that has been invested in drafting the book. What we have has pleased Professor James Hart and Frederick Ives Carpenter at the University of California. I myself want to see the photographs still stronger and the Jeffers excerpts more clearly relevant, presented in a sequence of more power. We <sup>were</sup> ~~xxx~~ temporarily off course, and instead of having a book that placed the coast where it belongs in the American scene ~~xxx~~ of things, with Jeffers ~~xxx~~ reinforcing that position, we had a book seeking to place Jeffers where he belongs among the poets, beautified with photographs of the coast, but many of them too weak or too arty, with amplifying statements about Jeffers that really aren't our business. We're back on course now, and I should like provisional approval, subject to final approval of textual content by Wally Stegner and of illustrative content by Ansel Adams, so that the money charged to my fund can be charged instead ~~xxx~~ to book production.

#### JONES, Holway R; Greater Sequoia

Now that Volume 1 of Holly's three-volume legislative history of the club is about ready for composition, we need to work Volume 2 into our thinking. Probably for spring or fall, 1966.

#### KILGORE-NASH Annual Bulletin, conforming format

We are now completing 7 years of monthly bulletins in the 8.5x11 format chosen so that we could do a better job in the Bulletin with



photographs--upon which the club has always relied heavily in its conservation work. This was a logical step, I think, following the earlier logical step when we changed the old bimonthly to a monthly so that we could be in more frequent communication with all the members and when we changed from antique stock to coated stock so that we could use some of our photographs every month, not just once a year. I suggested the two latter changes in the thirties and the change of format in 1957. By and large I think they have worked. Under Bruce Kilgore and Sid Hollister's care, the monthly has used its frequency, stock, and format well.

Now is the time, I feel, to have the annual conform:

- 1) This change will improve the dynamics of the photographs.
- 2) It will allow more leeway for attractive, functional design.
- 3) It will bind uniformly with the other monthly issues, each borrowing advantages from the other.
- 4) We will be able to take maximum advantage of a nearly \$100,000 investment in color separations made for our books, thus getting more miles per dollar of our color investment.
- 5) We will add to the attractiveness of subscriptions to the SCB
- 6) Similarly, of advertising there (ads of our own choosing)
- 7) Copies of the annual can be hardbound for bookstore sale, even as American Heritage (same format) is.
- 8) One set of periodic title-page, contents, and index will serve all.
- 9) The present separateness of content, wherein the monthly has been the newsier, more advocative, and the annual of more lasting, monographic material, can be retained to the extent desired--yet without our being Procrustean about it.

Ansel Adams made the proposal initially, hoping that we could come up with a more exciting Bulletin more likely to reach out beyond the ranks of the saved. We have people inside to save too, and more excitement might help. I had hoped we might initiate the change in 1963 but we weren't quite ready. Now, as I was saying, is the good time. The index through 1963 is being completed and can wind up the old, now nonconforming format, which will still have a place on honor in libraries. Our run is now substantial--more than 20,000--and we have the means, the name, the urge, and the need to get it out much farther if enough of our good work is to be done in time.



## KING-ADAMS      Mountaineering in the Sierra Nevada

We have permission from Norton to reprint Francis Farquhar's edition. The present paperback edition is wrong--lacking not only Francis Farquhar's editing and foreword, but also Mount Shasta! We can do either or both--a handsome format with fine illustrations in large size, or a paperback miniature.

## LIEN, Carsty      Battle for Olympus

Mr. Lien, then a geographer at the University of Washington, once proposed that we make him a grant to enable him to complete research and the writing up of the Forest Service-Park Service battle that was finally won with the creation of Olympic National Park. We never really had time to look into this and it might not now be easy to pry Mr. Lien loose from other work to get this done. He was quite close to Irving Clark, Sr., a key man in the battle, and is still close to his papers. With the Cascade battle coming up, it may be quite important to have this peripheral weapon available--to make transparent the kind of footdragging and monkeywrenching a hostile agency could resort to, so that at least new methods would have to be worked out.

## LITTON, Martin      Grand Canyon film

We have the footage. Now for the film to help in the battle.

## McLAUGHLIN-LEYDET      One Fire of Genius, in 2 volumes

Frederick Law Olmsted, père et fils, are two names to be grateful for wherever we see cities and regions planned well. Central Park, Yosemite, the campuses of Stanford and California, Piedmont Avenue, East Bay Regional Parks, the Boston Common, the California State Park original master plan, the Kings Canyon master plan--this is just a fragment of our heritage because the two Olmsteds knew the importance of making the kind of plans that could excite admiration and support. For some time I have thought that it would be especially helpful to the club's image (forgive the word) to be associated with the low isoprims of wilderness, with planning for saving the places in or near cities where an appreciation for wildness could be inculcated and wilderness be the safer for it. This was reflected in the early



and successful efforts, still being carried out, to bring planners into our wilderness conferences. No two men bridge the two interests--local wilderness and remote wilderness--better than the Olmsteds, or so it seems to me.

Carl Russell's appreciation of the two was published recently in the annual under the title, "One Fire of Genius." Reading that, reading what there is on the two in the Dictionary of American Biography (I don't own it; I borrowed George Marshall's when he was on Beekman Place), and reading père's statement, so long lost, of 1864 about what ought to happen in national parks, I became an advocate of our publishing on the subject. I was going to put together a two-volume bit myself. Then I found I was always too busy with something else. When I saw how well we were doing with François Leydet on editing Tomorrow's Wilderness and writing of Last Redwoods and Grand Canyon, I thought that this was the man to take the project on. He liked the prospect--plus some day translating the Thoreau of our "In Wildness . . ." into his native language, to be printed some day along with an overrun of those plates for a French edition.

U. S. Regent Donald McLaughlin was at a breakfast the other day to which Mr. and Mrs. Mel Scott invited us and just happened to mention his son Charles' interest in Olmsted père--and that Charles McLaughlin was about to visit Berkeley. We arranged a meeting. The result is that he is sending out some of the material he has already done to see if it can be adapted to a superbly illustrated, exhibit-format, two-volume piece, father and son, respectively. If the potential is there, or if <sup>it</sup> ~~he~~ can be built there, I should like to see Leydet move into this one next, help edit McLaughlin's volume on Olmsted, Sr., and be steered by McLaughlin into doing his own volume on Olmsted, Jr.

I think such a series could be a major club contribution to the evoking of interest in bold planning that we are simply not going to save enough without.

#### MENKEN, WILLIAM Children's Wilderness

Through a Mr. Collier (son of the onetime Indian Commissioner) at San Francisco State College, I went there twice to see an exhibit of Menken's photographs and text of a family trip into the country back of Tuolumne Meadows that had much of the lift--sometimes more--



of Barbara Morgan's "Summer Children." This would not be a children's book, although children would enjoy it. Menken lives in or near Concord and would need a little help and encouragement to put it together.

NEWHALL, Nancy. The Enduring Moment.

Volume 2 in the story of The Beard, and I hope to see the MS soon.

If we do, this could be a fall, 1965, book, exhibit format of course.

ORTENBURGER, Leigh. Guide to the Teton Range

There are major additions, heavy on history, to our earlier book and therefore I have not quite considered this just a reprint. We didn't price the first book high enough to come out, and prospects seem a little gloomy on this one--so much history that the climbers, who may not care much about it, may also not care to pay the price the combined history and route descriptions would require. Leigh is also a bit hard to work with. We may have to let this go elsewhere.

PARTRIDGE, Rondal. How Much Was Progress? A California Century

Ron and his wife, Elizabeth (trained as an attorney) unearthed an old go-west-for-gold-and-health guide to California (the title escapes me but I have a copy in the office) and hit upon the idea of juxtaposing Ron's contemporary photographs with what the man was describing then. I haven't seen enough of the counterpoint to know whether it will work, but some people who have seen more think there is promise. This would be small format, and would not lack humor.

PENNINGTON, Phil. Glen Canyon Story (35mm slides into 16mm movie)

Pennington's Glen Canyon slide story, with musical <sup>background</sup> ~~narration~~ and narration taped and keyed to an automatic projector, has been going the rounds in California and has proved to be an extremely powerful document. It can be a very potent tool in the Grand Canyon battle, and can be made into a 16mm film quickly (although various delays have lost us almost a year) and at low budget. We have tightened the program into a 28-minute piece, and I am putting finishing touches on the script, smoothing it a little, but not daring to change much <sup>a work</sup> ~~something~~ that has <sup>had</sup> more people in tears or silent anger than I've seen lately.



PORTER, Eliot. Summer Island

Eliot Porter's story, in words and in black and white and color photographs, of Great Spruce Head Island, Penobscot Bay, Maine. The first rough of Eliot's text (on which he initially had help from Nancy Newhall long ago) has been around the office since my wife Anne and I read it in Santa Fe in February. It will make a very beautiful book. Anne and I made some suggestions, David Hales made others, George Marshall has read the draft and has seen the photographs. I have given the photographs four showings in New York as well. Severest critic of the draft is Eliot himself. He is finishing it now and expects some editing from me, which I should gladly provide. I have been on the island for nearly ten days, have much of the feel of it, have seen some of the things Eliot has added in color (to what George thought not strong enough to follow "In Wildness . . ."), have made a near-final selection of the black and white, many of which Stieglitz honored by hanging in An American Place, and I am hoping to see if we can somehow get E. B. White to do a foreword. Eliot would like it to be exhibit format, and although I had thought of a smaller one, still the economics of the matter, developed rather fully in my opus on "Forever Wild," sent you separately, have moved <sup>us</sup> back to the exhibit format I originally thought was right.

I like Eliot's text very much--not so much the sentences themselves, because they often need oiling badly, but for the freshness of his thinking. He finishes some things started at Walden. It might not hurt, but I haven't talked about it with him, to excerpt Maine Woods for immediate counterpoint, and let his part run, like "The Living Canyon," as an introductory statement. This could be a spring book, 1965.

PORTER-WHITE Forever Wild: The Adirondack Country

To the many pages already sent you, I can only report in addition that Inverarity, Harold Hochschild, et al. are delighted with my proposed title and with the long letter in general, and HH is willing to put up half the cost as a production loan, interest-free, repayable from sales ("profits," as he puts it). I shall see if I can get further help from David McAlpin, who knows HH, Eliot, Bruce Inverarity, has an Adirondack camp, a strong interest in photography, and money.



STEBBINS, Robert C. No Room for Wilderness 16mm film

Professor Stebbins' work on this was delayed by his trip to the Galapagos Islands, but he is now hoping to complete it. An early version was shown to the annual dinner in May, 1963. We have received some cooperative financial support from the Conservation Foundation.

#### VARIOUS

The paperback CONSERVATION LIBRARY series we have talked about, and which members have responded to (a compilation of their remarks will follow) still lies dormant because other things take our time. What I would much like to see, as an antidote to the well-subsidized literature the exploiters put in our schools, is a 5-unit, boxed paperback conservation kit hauled bodily to schoolrooms as gifts, failing all else, of parents who have children in schools and carry a Sierra Club card. I would go 5x7, and would include a reduced-format In Wilderness and Glen Canyon, capitalizing on the existing color separations (\$40,000 worth), reduced photographically almost as much as in our color Wilderness Notes, as well as an American Earth, laid out in fit the smaller format. Other possibilities have been described before. All would be aimed at developing a new, or a revitalized, sense of the importance of preserving certain things. We can assume that the kids have already learned from Smokey that forest fires burn things and that the very best trees are those that were cut to serve man, over whose stumps Bambi gambols playfully in the Weyerhaeuser ads. And that the best moose ranges are those in which the oil drillers play to keep the wilderness green, the best beaches those they drill offshore of. Something like a five-book, boxed quality set, listing at \$12.95, always with a member's discount, and a better break still for the member who gives, deductibly, to libraries.

There would be a possibility, if we follow it up, of adding to this series our own illustrated editions of CBS Reports (TV) on conservation subjects, as well as the forthcoming pieces in the NET series on environment--and maybe George Treichel's (Channel 9) too. We can make anthologies, paperback, from the SCB and from our Wilderness Conference series while we are at it. I would hesitate to jump far in the risky commercial paperback jungle until I know more.



# SOME SORT OF CONCLUSION.

Where we are going may be summed up in a contrived table about our various series:

Series title	Done	Working	Coming
EXHIBIT FORMAT	American Earth Words of the Earth These We Inherit In Wildness Glen Canyon Last Redwoods Eloquent Light	Grand Canyon Gentle Wilderness	Far Horizon Immense Autumn Everett Thomas Moran Perspective Not Man Apart Olmsted (2) Enduring Moment Summer Island Forever Wild
CONFERENCE	Meaning of Wildrns Wildrns Heritage Tomorrow's Wildrns	Wildlands in Civ.	1965 Conference
GUIDES	Sierra Tetons Glacier NP Yosemite Mammoth Owens Valley Illus. Yosemite	Sierra (rev)	Tetons (rev)
SCENIC RESOURCES		Yosemite and SC	Greater Sequoia Dinosaur Olympic
SPECIAL PLACES	Point Reyes Olympic Peninsula		Allagash Pacific Northwest Wild Cascades 17-mile Drive
FILMS	This Is Dinosaur Two Yosemite Wilderness Alps Island in Time Nature Next Door	Glen Canyon story Last Days of GC Grand Canyon No Room for Wildrns	
OTHER	Galen Clark		Place Names Pursuit Olympus- Childrens Wildrns etc.
PAPERBACKS		Conforming annual	Clarence King

The list is long, challenging or frightening depending upon one's state of mind and vigor, upon one's conclusions or suspicions about how a club with limited resources can best apply those resources to make some dent in an overwhelming job.



*an outdoor convenience or*

Today I see the Sierra Club not ~~as~~ <sup>as</sup> an organization that raises funds to buy land to administer or give for public purposes, but *informed outdoorsmen who are* as a catalyst, a needle, stimulating the proper government agencies to get done what private philanthropy can hardly touch. 10c a citizen per year is far more than the aggregate budgets of all our conservation organizations--whose duty it is to see that the government spends ten times that much per year to get enough saved in time and to keep it saved. With dingy offices in New York and Washington we must fight toe to toe with people who name skyscrapers after their product or their lobby.

Publications have given us a tool no one else quite has the likes of. They give us a by-its-own-bootstraps conservation-education program. They take a lot of energy and they are worth far more than they have taken.

I think that some people, in appraising my own part in this, find it a bit troubling. What are we getting started that is at the moment so dependent upon one man's fantasy that we'll be in trouble if anything happens to him?

We are getting a great deal started, I hope. If I hit a solid cloud the club may feel a brief inconvenience, but only if it has ignored Ansel's advice and my own that the club insure itself, with some reputable carrier, against that inconvenience.

There is other insurance too. Building a staff, and helping me find the money to do so (or helping me help you), that has other people aboard with similar drive, so that one won't be missed. Isn't it the best insurance of a continuing, vital program going to come from insisting that there be on the staff, however nubbly they may be, an optimum number of people who can be counted on not to do just the average job that won't be missed, but instead to do the unusual job that will alternately perplex and please, bother and bolster, irritate and inspire, and other alliterative couplets to suit? The question is a leading one. The answer, of course, is yes. Yes is safe, because everyone wants the optimum.

I content, in a nubbly way, that the kinds of books listed are the kinds of books the Sierra Club should be publishing to further its own good (public-service) ends, and that what we do is our policy.

13 is the page to end on.

New York, September 7 (Labor Day) --DRB

*—and I haven't mentioned the book Stewart Udell wants on Indians, Senator Muskie wants on Maine, and Bill Lash on San Francisco!*

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