

BEAUTIFICATION SUMMARY

The Committee for a More Beautiful Capital

1965 - 1968

INTRODUCTION

The Beautification program began on a wintery afternoon in 1964 at the LBJ Ranch, when Secretary Udall was visiting the President after his recent election victory. Mrs. Lyndon B. Johnson conferred with the Secretary on the role she might play as First Lady to strengthen the cause of conservation -- a cause close to her heart.

From their visit evolved a plan of paying tribute to citizen accomplishments, and of forming a hometown action committee to give form to ideas, and to try its hand at the elusive art of making things happen. Hometown, for the next few years, was to be Washington, D. C.

In February 1965, this First Lady who loved beauty, and the Secretary who helped her organize, collected a group of philanthropists and designers, publishers and officials, civic leaders of many talents. They became a Committee for a More Beautiful Capital.

From their monthly meetings in the White House, their bus tours and award ceremonies, have flowed the plans, incentives, donations, and inspiration that have brought a new look to the city. They operated without by-laws or organization chart and became a rallying point for everything from new park furniture to better-designed federal buildings.

The Committee began by adopting hundreds of the small traffic circles and triangles -- legacy of L'Enfant - and has planted masses of flowers where masses would enjoy them. Fifteen hundred cherry trees have been planted to arch over a new scenic drive around Hains Point. Over one and a half million daffodils grace Rock Creek Park and Columbia Island in the early spring.

Public buildings, gas stations, parking lots, one super-market chain, and a few downtown businesses have been smartly landscaped. Downtown boasts two handsomely landscaped malls.

The weeds and cracked asphalt around fifty public schools have been turned into attractively landscaped grounds. Five schools will boast inventive new playgrounds. The new Buchanan

School Plaza, in a ghetto neighborhood, attracts visitors from across the country and around the world. Hundreds of children have received awards on the White House lawn for their landscaping efforts.

One group of needy teenagers has been given employment in landscaping school grounds and participated in cultural activities not available in their home environments. An older group of hard-core dropouts have formed a successful landscaping contract firm.

Plans for creating a swimming lake in the Anacostia River are underway; it will be equivalent in size to fifty swimming pools. A freeway that crosses the Mall is being placed in a tunnel and there will be a reflecting pool on its top. The first accomplishment of the long-range Pennsylvania Avenue Plan will be seen in the wide sidewalk and triple row of trees in front of a new building on the corner of 12th Street. Parks feature kiosks, portable chairs, and noontime concerts. Future Washington visitors will find a carousel on the Mall, and mini-trains for tours.

City agencies have begun to improve their design work and their maintenance capability. In recognition of the overwhelming demands upon public funds, over two million dollars in private money has been donated to accomplish these beautification projects.

Beautification is contagious. Each deed has opened the eyes of the community to fresh needs and fresh opportunities for improving the physical environment of the city. Committee members will be the first to assert that their accomplishments are only a small beginning of what ought to be done.

But they are a beginning. In these times of almost paralyzing urban problems, blight and congestion, the accomplishments of the Committee for a More Beautiful Capital will serve as models for many cities across the land.

They are chronicled as they happened in the pages that follow:

Mrs. James Rowe, Chairman of the National Capital Planning Commission, and friend of the First Lady, wrote her on December 8, 1964:

"There is so much you can do for my favorite city. . . My idea is that you extend your interest in the White House's beauty and history to the whole city. There are new and exciting public programs which would benefit tremendously by your interest. . . You might consider setting up a White House Committee on Washington's Appearance. . ."

1965

November 1964 - February 1965:

Mrs. Johnson's decision to form the Committee for a More Beautiful Capital.

After her husband was elected President of the United States in November 1964, Mrs. Lyndon B. Johnson started to think about her role as First Lady. She decided that in order to use her time most effectively she should concentrate her efforts in just a few major areas of interest. The areas she chose were: conservation and beautification, Head Start, and working on the Johnson Library.

Her interest in conservation and beautification stemmed from her childhood. In an interview for the New York Times Magazine of September 10, 1967 she said, "Why did I choose it? I think because what has given me the most joy, what surfaces when I think back over the last 50 years, are things like walking through the piney woods of East Texas listening to the wind sighing, or along the banks of Caddo Lake with the gnarled cypress trees heavy with moss, and well, the whole beautification picture of our diverse country . . . and the little towns with the squares that have the elm trees all around the courthouse, and the long shaded residential streets, and I want that to be just as good for our grandchildren's children as it was for me."

During a visit to the LBJ Ranch in January of 1965, Secretary of the Interior Stewart Udall urged Mrs. Johnson to formalize and consolidate her interest in beautification in a First Lady's Committee for a Beautiful Capital. A committee of that nature could maintain a close liaison with the White House and could undertake a series of action projects. By handling most of the work, the Committee would free Mrs. Johnson's time for her other activities.

Other people who contributed ideas were:

- 1) Mrs. James Rowe (Dec. 15, 1964) suggested a possible list of members.
- 2) Knox Banner (Feb. 2, 1965) suggested possible action projects, including the development of landscaping and activities on the Mall, landscaping National Park properties in the center of the city, the development

of demonstration blocks on Downtown F Street, the development of Lincoln Place, the acceleration of the open space treatment proposed in the Pennsylvania Avenue Plan, the development of a citywide system of information kiosks, and the construction of covered bus stops.

- 3) Katie Loucheim (Feb. 3, 1965) recommended the provision of tax incentives for beauty in buildings, the initiation of an educational program to make young people aware of the architectural and historical development of their city, the establishment of a set of standards to perpetuate the original L'Enfant plan in the metropolitan area, and the celebration of L'Enfant Day by the presentation of awards by Mrs. Johnson to various classes: commercial, institutional, private.
- 4) Mary Lasker (Feb. 3, 1965) suggested that the President appoint a National Landscape Committee to beautify Federal and State highways and thoroughways and major cities by planting indigenous flowering trees, shrubs, bulbs and mass plantings of wild flowers. States should have similar committees appointed by the Governor. She suggested means of financing the committee -- private contributions implemented by Federal, state, and local funds; a television show featuring a tour by Mrs. Johnson of Washington in the spring, eliciting a contribution from the national network carrying the show, etc. Mrs. Lasker also suggested the presentation of awards by Mrs. Johnson to the State Committees which have done outstanding work, and to possible members of the National Landscape Advisory Committee.
- 5) Rear Admiral Neill Phillips (Feb. 11, 1965) made many specific recommendations for the development of parks and playgrounds, the Capitol and Capitol Hill, tourism, cleanliness and community appearance, architecture and landmarks, trees, Potomac Gorge and the C & O Canal. He also suggested various administrative changes.
- 6) Rudolph Kauffmann II (March 5, 1965) suggested transferring the care of street trees to the National Park

Service and replacing the grass surrounding them with pre-cast, perforated, concrete slabs. He further suggested choosing two varieties of the Glenn Dale Azaleas as the National Capital plant.

Combining these ideas with her own, Mrs. Johnson set up a First Lady's Committee for a More Beautiful Capital, consisting of a broad range of public officials, philanthropists, businessmen, architects, and others interested in beautification. The original members were:

Mrs. Lyndon B. Johnson
 Secretary of the Interior Stewart L. Udall
 Walter N. Tobriner, District Commissioner
 Mrs. James Rowe, Chairman of the National Capital
 Planning Commission
 Charles Horsky, the White House advisor for National
 Capital Affairs
 William Walton, Chairman of the Fine Arts Commission
 Walter Washington, Executive Director of the National
 Capital Housing Authority
 Mrs. Albert Lasker, philanthropist from New York
 Walker Stone, editor in chief of the Scripps Howard
 Newspaper Alliance
 Bernard Boutin, Executive Vice President of the
 National Association of Homebuilders
 Adam Rumoshosky, Marketing Director of the American
 Petroleum Institute
 William Rogers, President of the Federal City Council
 Mrs. Katie Loucheim, Deputy Assistant Secretary of
 State for Community Advisory
 Services
 Mrs. Abram Chayes, a consultant at the National Institute
 of Mental Health
 Mrs. Milo Perkins, a Washington landscape architect
 Neill Phillips, President of the Committee of 100 for a
 Better Washington
 Nathaniel Owings, Chairman of the President's Temporary
 Commission on Pennsylvania Avenue
 Mrs. Kit Haynes, President of the National Capital Garden
 Club League
 Rudolph Kauffmann, Associate Editor of the Washington Star
 Victor Gruen, a Los Angeles landscape architect
 William Schmidt, acting commissioner of the General
 Services Administration's public building
 service

Mrs. Polly Shackleton, an active civic leader
 Mrs. Marjorie Merriweather Post, philanthropist
 Mrs. Phillip Graham, President of The Washington Post

Observers were:

Laurance Rockefeller, Chairman of the White House
 Conference on National Beauty, 1965
 Knox Banner, executive director of the National Capital
 Downtown Committee
 Elmer Staats, deputy director of the Federal Budget Bureau
 Dr. Nina Travvett, director of the Community Youth Councils
 T. Sutton Jett, Regional Director of the National Park Service

February 11, 1965:

Mrs. Johnson assembled her Committee for a More Beautiful Capital for the first time on February 11, 1965. She challenged her Committee to act, by quoting a British diplomat who said in 1913, "You have such a chance for building up a superb capital that it would be an act of ingratitude to Providence and to History, and to the men who planned the city if you did not use the advantages that you here enjoy. . . . Someday the people are going to see the true value on these things." She said that her Committee represented these people. The purpose of the Committee, she said, is "to see how we can implement what is already underway, supplement what should be underway, and be the catalyst for action." She emphasized that the Committee should "lift our planning and imagination off the drawing boards." Finally, she outlined a six point program:

1. Providing a "showcase of beauty on the Mall."
2. Supporting projects, such as the Pennsylvania Avenue Plan and the plan to preserve Lafayette Park, begun by President Kennedy.
3. Planting flowers and shrubs in the small triangles and squares carved out by thoroughfares.
4. Initiating neighborhood competitions on beautification.
5. Utilizing a volunteer committee of landscape architects to draw up plans for use by neighborhoods.
6. Starting the actual planting this spring.

Secretary Udall was designated the director of the Committee.

Commenting on the meeting, the Secretary of the Interior said that a great number of ideas were expressed. The only consensus was that the beautification must go beyond the surface to reach all the blight in the city.

February 5, 1965:

U.S. News and World Report featured an exclusive interview with the First Lady on "Ways to Beautify America." The article focused on her philosophy of beautification as well as on specific projects which she felt should be undertaken. She said that beautification has both tangible and intangible value. The tangible value is in increased tourism and decreased vandalism, while the intangible value is in human happiness and enjoyment of beauty. In expressing the latter, she reminisced about things which had been important to her:

"What surfaces with me? What do I remember? Little pictures like this, a beautiful oasis in my life. Three or four days in a summer that my husband and our two children spent with another couple and their four children on a sandy, rather quiet beach -- walking along with the sand coming up between your toes, watching the wind in the reeds along the sand dunes. Just sitting with the glorious rhythm of the waves coming in can be the ~~most~~ relaxing thing in the world, or watching the children build sand castles, and the excitement of finding rare sea shells -- or, once, a green glass ball from some fisherman's net an ocean away . . .

"And then there was a period during the war when I raised a quite remarkable garden -- about 30 by 30 -- in the back yard of my little house here in Washington. I had tomatoes, English peas, black-eyed peas, and so on.

"And then around the edges I always had easy growing flowers, like zinnias and peonies. There is something remarkably more beautiful about flowers that you yourself have planted, and divided, and cared for, than any other flowers. It reminds one that the creation of beauty is a happy experience. I loved that time.

"In summary, the things worth remembering in a lifetime are often with me -- associated with beauty."

She said that beautification is valuable to the community, too. "You see, ugliness is so grim. A little beauty, something that is lovely, I think, can help create harmony which will lessen tensions.

Some of our problems of crime and juvenile delinquency and mental health are fed by ugliness."

Beautification efforts, she said, do not have to be expensive, but can be carried out at all levels. Families can plant trees, shrubs, flowers, and grass in their own yards, and take care of them. These efforts are likely to be contagious and the community as a whole is likely to respond. Larger projects which could, and should, be tackled by the community are beautification of schools, automobile graveyards, parking lots, riverfronts, and city entrances. Billboards should be eliminated. Natural resources should be conserved. Communities should follow Mary Lasker's example in bringing masses of flowers to masses of people. She cited specific examples of projects undertaken by communities all over the country, and talked about some of her plans for Washington.

She said that she had received vast quantities of mail expressing a great interest in beautifying the landscape, and she said, "I think the time is ripe -- the time is now -- to take advantage of this yeasty, bubbling desire to beautify our cities and our countryside. I hope all Americans will join in this effort."

After the U.S. News and World Report article was published, a tremendous amount of mail on beautification began to come to Mrs. Johnson from all over the country. Secretary Udall asked one of his assistants, Mrs. Sharon Francis, to work with Mrs. Johnson on the mail and to help coordinate the Committee's activities with the Department of Interior and other federal agencies. Several months later, because of the growing amount of letters, Miss Cynthia Wilson joined Mrs. Francis in answering the voluminous mail.

March 9, 1965: Second Meeting

At the second meeting of the Committee, members reported on their activities and told of the support the Committee was receiving from the public. Walter Washington, speaking for a subcommittee on Neighborhoods and Special Projects, explained its proposed three part program, which would include clean-up

campaigns, paint-up-fix-up campaigns, and the planting of trees, flowers and shrubs in such a way that the schools would be involved.

After the meeting, the Committee took a bus tour through the city. The highlight of the tour was at a triangle between Maryland and Independence Avenues and 3rd Street, S.W., where Mrs. Johnson planted the first azalea of the beautification program. The buses also stopped in front of the Museum of History and Technology, where Dr. S. Dillon Ripley, Secretary of the Smithsonian Institution, explained plans for the plaza in back of the Natural History Building, and here Mrs. Johnson planted some pansies. Next, the Committee visited Greenleaf Gardens, a public housing development, where Mrs. Johnson also planted an azalea. At Greenleaf Gardens Mrs. Johnson said, "all of our efforts will fail unless people in these neighborhoods can see the challenge and do the work on their front yard and porches."

March 17, 1965:

Mrs. Johnson met with Secretary and Mrs. Udall, Mrs. Elizabeth Rowe, Chairman of the National Capital Planning Commission, Liz Carpenter, Mrs. Johnson's press secretary, Mr. Nash Castro of the National Park Service, and Sharon Francis in the Queen's Bedroom at the White House. They talked for two hours about beautification, and what it could mean for the United States in five or ten years. Mrs. Johnson had been receiving a large amount of mail from the American people indicating that they were ready for higher aesthetic standards, and she felt that she and her Committee could express these thoughts that were in the hearts of millions of Americans. Mrs. Johnson said that she hoped she could inspire and encourage citizens and communities--not in any way to do it for them--but to encourage them to shoulder the tasks themselves of beautifying their surroundings. Specifically, she said that good design is good advertising, and she felt that merchants would eventually get the idea that a tasteful facade would do more for their business than 3 blinking neon beacons. Finally, she said that beautification and clean up programs involving teenagers or unemployed people elsewhere in the country resulted not only in an improved physical environment but also in an increased sense of neighborliness and community pride among the participants. She hoped that these ideas could be incorporated into the Washington beautification program.

April 8, 1965: Third Meeting

At the beginning of the third meeting of the Committee for a More Beautiful Capital, Mrs. Johnson expressed her appreciation for the following gifts: \$100,000 from the Laurance S. Rockefeller Foundation which was to be used to develop the 36 acre Watts Branch, an unimproved wooded ravine area in the far northeast corner of the District of Columbia amid a low income residential area and to finance experimental work on cleaning the green oxides from Washington's 85 sculptured memorials; 9,300 azaleas donated by Mary Lasker to be used in the beautification of Pennsylvania Avenue; and approximately 4000 cherry trees from the Government of Japan.

Knox Banner showed slides on the F Street Demonstration Blocks between 12th and 14th Streets in downtown Washington, indicating that improvements would include new pavement, trees, planting, lights, and benches and kiosks. Polly Shackleton, reading Mrs. Louchheim's report on the Committee on Education and Awards, recommended that a beautification award be given in three categories. The selection would be made by five members appointed by Mrs. Johnson.

April 28, 1965: Women Doer's Luncheon

Mrs. Johnson hostessed a White House women doer's luncheon on the subject of neighborhood beautification. Mrs. James Bush-Brown, founder and president of the Neighborhood Garden Association of Philadelphia, spoke on "Garden Blocks for American Cities." Eighteen women, outstanding in many fields, including beautification, were invited.

April 30, 1965: Arbor Day Planting in Pershing Square with Commissioner Walter Tobriner

May 7, 1965: Salute to Spring Plantings

Mrs. Johnson attended New York City's "Salute to Spring Plantings," which was dedicated to her. The ceremony was held on the steps of the New York Public Library (5th Avenue and

42nd Street.) Beforehand, Mrs. Johnson made a short tour of the City's plantings with Mayor Wagner.

In her remarks at the dedication, Mrs. Johnson praised Mayor Wagner and the City of New York "for setting the example which many cities are now following." She called on them to put forth even more effort, and said, "For the beautification program, although it delights in appearances, will succeed only if the roots assure not only annual but perennial growth. This is why I believe deeply in this program. And if you agree with me, I ask not the usual showing of hands but a more determined digging of green thumbs."

May 11-12, 1965: Landscapes and Landmarks

Mrs. Johnson, accompanied by Secretary and Mrs. Udall, Mr. and Mrs. Laurance Rockefeller, Mrs. Hubert Humphrey, Cabinet wives, and beautification experts, made a two-day "Landscapes and Landmarks" trip into Virginia pointing up the value of scenic roads, historic landmarks, and economy vacations for the American family.

On Tuesday, May 11, Mrs. Johnson, with Governor and Mrs. Harrison, dedicated a wayside shelter at Dumfries, Virginia, along Interstate Highway 95. In her remarks at the ceremony, she spoke of Virginia as "a state blessed by nature and sustained by far-sighted beauty-loving citizens. . . No one can drive this scenic highway," she said, "without feeling a deep sense of gratitude for such a lush, green land, and a rush of pride in man's increasing determination to keep it within eyesight of the motorist." The wayside shelter she predicted, would be a boon for travelers.

The party drove along Interstate Route 95 and Highway 1 to Charlottesville, where they viewed a colorful landscaped entrance to the city, and then to Monticello. They toured the mansion and had lunch on the Terrace Promenade. Following lunch, Mrs. Johnson and her party went on a brief tour of the University of Virginia Botanical Gardens, and then, via plane and bus, traveled to the Martha Washington Inn in Abingdon, Virginia. That evening, they attended a performance of Julius Caesar at Barter Theater in Abingdon. Before the performance Mrs. Johnson presented the Barter Theater Award to Roger Stevens, a theatrical producer and a special assistant to President Johnson for cultural

affairs.

On Wednesday, May 12, Mrs. Johnson and her party traveled along the Blue Ridge Parkway to Peaks of Otter where they visited the Southern Highland Handicraft Guild exhibit. At the exhibit artisans exhibited dulcimer playing, chair-making, weaving, vegetable dying, rug-making, wood carving, basket making, spinning and doll-making. An Allegheny Trout luncheon was served at Lodge Lakeside before the flight back to Washington.

May 19, 1965: Local Store Certificates

In a small ceremony in the Diplomatic Reception Room of the White House, Mrs. Johnson presented a certificate to two local businesses:

- 1) To S. Klein Department Stores, Inc., "for planning, landscaping and planting the grounds of Jefferson Junior High School and Greenleaf Community Center."
- 2) To the Hechinger Company "for furnishing plants and shrubs for the grounds of the Richardson Elementary School and East Capitol Community Center."

May 19, 1965: Meeting and Cruise

The meeting of the Committee for a More Beautiful Capitol was held aboard the U.S.S. Sequoia on the Potomac River. Immediately before boarding the U.S.S. Sequoia at the Navy Yard, Kenward K. Harris, Chairman of the Citizens' Council for a Clean Potomac, presented Mrs. Johnson with a litter bag. This bag was to be used on "Potomac Pick-Up Day" on May 23, a day proclaimed by the District Commissioners and sponsored by the Citizens' Council for a Clean Potomac as a city wide effort to clean up the banks of the Potomac River.

During the four hour boat cruise, Mr. Frederick A. Gutheim, a native Washingtonian and the author of the Potomac, Architect Francis Lethbridge, Chairman of the Landmarks Committee, and Secretary Udall treated Mrs. Johnson and her Committee members to a geography and history lesson on the Potomac and its water-

front along with an analysis of some of the problems connected with the river.

Mrs. Johnson announced the creation of a supplemental committee, a Society for a More Beautiful National Capital, Inc. It would consist of a president, Mrs. Lasker, and six trustees, Conrad Wirth, Mrs. Abe Fortas, Will P. Rogers, Ralph Becker, and Polly Shackleton. It would serve as a clearing house for gifts for projects which might be more widespread than the Park Service could undertake. Mrs. Johnson also announced that arrangements had been consummated by which 50,000 azalea cuttings had been propagated into plants for further beautification.

Secretary Udall announced that the National Association of Home Builders had put out a brochure describing all the many projects and ideas that could grow out of the Committee's work. The brochure included detailed plans for setting up a First Lady's Committee for every mayor in the United States. The brochure was to be sent to every major city with plans, committee structures, etc.

At the end of the tour, Mrs. Johnson greeted students at Jefferson Junior High School and complimented them on planting the azaleas, rhododendron, white birch and flowering crabapple trees, which had been donated by the S. Klein Department stores.

May 24, 1965: White House Conference

Mrs. Johnson opened a two-day White House Conference on Natural Beauty, which had been called by the President to examine problems of blight affecting cities, countrysides, and highways. Approximately 116 panelists who had proven their ability and experience in business, industry, labor, public service and citizen action, were invited to participate. They were divided into 15 panels, focussing on such topics as junkyards and education.

In her remarks at the Conference Mrs. Johnson spoke of ugliness as "an eroding force on the people of our land." She said that the Conference was a step towards the solution of the

problem. "Our immediate problem," she said, is "How can one best fight ugliness in a nation such as ours -- where there is great freedom of action or inaction for every individual, and every interest -- where there is virtually no artistic control -- and where all action must originate with the single citizen, or a group of citizens?"

May 25, 1965: Conference Reception

Mrs. Johnson held a reception for the Conference delegates in the East Room of the White House. President Johnson spoke to the delegates about the value of natural beauty and about the actions he was taking to promote a new conservation, which he defined as, "to restore as well as to protect -- to bring beauty to the cities as well as to keep it in the countryside -- to handle the waste products of technology as well as the waste of natural resources."

"For natural beauty is not a luxury for the satisfied," he said. "It is not a pleasant frill or a superficial enjoyment. Natural beauty, as you and I conceive of it, is the world that we live in. It is the environment in which we were born, and grow to maturity and live our lives.

"It is more than a rich source of pleasure and recreation. It shapes our value. It molds our attitudes. It feeds our spirit, and it helps to make us the kind of men and women that we finally become. And the kind of men that we finally become in turn makes this great nation."

Because beauty is so important, he said, it "cannot be a remote and just an occasional pleasure. We must bring it into the daily lives of all our people. Children, in the midst of cities, must know it as they grow. Adults, in the midst of work must find it near their sight. All of us, in the midst of increasing leisure, must draw sustaining strength from its presence."

He praised the efforts of the Conference delegates, and challenged them to carry the ideas emanating from the Conference back to their home communities. He said that he was going to include some of their recommendations in his next State of

the Union message and his next legislative package and was going to send their recommendations to the appropriate levels of government and to citizens' groups.

Further, he talked about actions he had already taken before the Conference convened. He had asked each of his Cabinet members to give high priority to programs advancing natural beauty and to submit a progress report at the end of the month. He was also planning to send to the Congress four new bills on highway beautification. Two of the bills would require "the use of some of our highway funds for landscaping, beautification scenic roads and recreation along our roads system." The other two were to "eliminate outdoor advertising signs and junkyards from the sight of the interstate and primary highway system -- except in those areas of commercial and industrial use."

He closed his address with a plea for action, particularly by the women.

June 24, 1965: National Arboretum Meeting

A meeting of Mrs. Johnson's Committee for a More Beautiful Capital was held at the National Arboretum, where an "Indoor Garden" developed by Dr. Henry M. Cathey of the Agricultural Research Service at Beltsville was presented to Mrs. Johnson.

Mrs. Lasker announced five gifts which had been received by the Society for a More Beautiful National Capitol: \$10,000 from Mrs. Vincent Astor; \$10,000 from David Finkelstein for the Martin Foundation; \$5,000 from Mrs. Post for the school program; \$2.00 from a G.I. in Korea, an admirer of Mrs. Johnson; and \$3.00 from an admirer of Lynda Johnson. Sutton Jett announced that Mrs. Lasker had donated 200,000 daffodil bulbs to supplement plantings on the Rock Creek and Potomac Parkway. Bill Walton presented problems of New York Avenue and suggested possible solutions for them.

Mrs. Louchheim, reporting for the Subcommittee on Education and Awards, recommended that Mrs. Johnson present, in 1966 and each year thereafter, a city-wide award in each of three categories: public, neighborhood and commercial,

Mrs. Johnson appointed a special Awards Jury consisting of Mrs. Robert McNamara, wife of the Secretary of Defense, Dr. James Nabrit, President of Howard University, John Hechinger, President of Hechinger's, Nicholas Satterlee, 1965 president of American Institute of Architects, Washington, D.C., chapter, and Mrs. Ezekial Stoddard, President of Family and Child Services of Washington, D.C., and a long-time volunteer with the Health and Welfare Council, Neighborhood Services Project.

August 3, 1965: Postmaster Ceremony

At a White House ceremony, postmasters from 16 communities in 14 states received Citations of Merit from the First Lady, for outstanding landscaping around their premises. This is the first government department that organized a competition for better looking buildings.

September 16, 1965: Check-giving Ceremony

Lynda Bird Johnson presented a check to the Committee for a More Beautiful Capital at an assembly at the John F. Cook School and the Slater-Langston School (both elementary) located at 30 P Street, N.W., Washington, D.C. The money was to be used for the beautification of these two schools.

September 7, 1965: National Council of State Garden Clubs and American Forestry Association

Mrs. Johnson addressed the National Council of State Garden Clubs and the American Forestry Association jointly in Jackson Hole, Wyoming.

She traced her interest in beautification from earliest childhood. "The days I remember from growing up were in the countryside of my own part of the world . . . what nurtured me was walking through the piney woods in my own deep East Texas --

listening to the wind in the pine trees . . . and feeling the crush of pine needles underfoot, or paddling a bateau on a quiet lake that twisted between ancient moss draped cypress trees . . .

"Then, in Central Texas, where I went to the University of Texas and later returned to marry, I fell in love with the country of clear green pools in the rocky limestone ledges of the creeks and springs and crooked old live oaks in a pasture of bluebonnets -- perfect spots for exploring or a family picnic . . .

"Later, as work claimed more of my life and adventure less, gardening in my own backyard brought me much joy. To make a quadrangle with the old apple tree already growing there, I planted a weeping cherry, a pink dogwood, and a crab apple, and laughingly told my husband that my epitaph would be, 'She planted three trees!'"

She said that an interest in beautification in the United States was growing, and she spoke of projects initiated by General Electric, Walter Reuther, and the National Association of Homebuilders. "And with our new interest," she said, "we have come to learn it is far easier to cut down a tree than to grow one. It is far easier to pollute a river than to restore it. It is far easier to devastate a flowering countryside than to make it bloom again."

She stressed the idea that conservation of national parks and forests and beautification of nice neighborhoods is not enough. "Beauty cannot be set aside for vacations or special occasions. It cannot be the occasional privilege of those who come long distances to visit nature. It cannot be reserved, 'For nice neighborhoods ONLY.'"

Beautification efforts are greatly needed in blighted neighborhoods, she said. "I am quite sure that ugliness -- the grey, dreary unchanging world of crowded, deprived neighborhoods -- has contributed to riots, to mental health, to crime." She praised the efforts of Mrs. Vincent Astor and Mrs. James Bush-Brown to enliven slum areas.

Finally, she stressed the importance of national action and

legislation in the beautification field, and talked about the difficulties of promoting beauty.

"Perhaps the chief difficulty in promoting beauty on a national scale comes from the very fact that it is such an intangible quality.

"You cannot measure it with a slide rule. It does not fit into the gross national product or tally up as personal income. Yet we know that the loss of beauty diminishes our lives, and its presence enriches us -- as individuals and as a nation.

"For the purpose of this great land is not simply to pile up wealth and power. It is -- in the words of our oldest declaration -- to assist in the pursuit of happiness. It is to improve the quality of life for each person -- and, thus, the quality of the men and women which the nation produces. History will judge us not by our abundance or by our mighty arms or our vast influence -- but by our people. Their values, their wisdom, their skill, and their happiness.

"In this scale of ultimate judgment, beauty will weigh heavily -- and I see in your faces the determination and strength that we will preserve and enhance it."

September 21, 1965: American Institute of Park Executives

Mrs. Johnson addressed the American Institute of Park Executives in Milwaukee, Wisconsin, and received an honorary membership from them. In her remarks, she spoke about the increased interest in the United States that was being shown in the field of beautification and conservation. She challenged her audience to develop in their parks an intensified educational program for the young.

She also dedicated a new county courthouse in Peoria, Illinois. The courthouse faces a downtown plaza which had been redeveloped and landscaped. Mrs. Johnson planted a cherry tree at this spot.

September 24, 1965: Committee Meeting

A meeting of the Committee for a More Beautiful Capital was held at the White House. Walter Washington, reporting for the Neighborhood and Special Projects Committee, said that the Committee had completed the beautification of three schools as pilot demonstrations: Kelly Miller Junior High School, Thomas Jefferson Junior High School, and Richardson Elementary School. All three schools reported that no windows had been broken in the beautified areas over the summer and that the grass, trees, and gardens had been well taken care of. He concluded that beauty can be maintained wherever the children and parents in the neighborhood are involved.

Mrs. Lasker, President of the Society For A More Beautiful National Capital, Inc., announced that the Society had published a brochure, entitled For A More Beautiful Capital, suggesting ways in which public-spirited individuals and organizations could help with the Capital's beautification plans.

Nat Owings reported on the Mall Plan.

Mrs. Johnson announced the names of three new members of the Committee: Mr. Stephen Currier, a long time urban conservationist; Mr. Robert Weaver of Housing and Home Finance Agency; and Mr. Laurance Rockefeller.

October 1, 1965: Associated Press Managing Editors

Mrs. Johnson addressed the Associated Press Managing Editors in Buffalo, New York. She appealed to the editors as "the ones who can awaken, lead, and speak," and as "the yeast of your communities" to help her in her crusade for beautification. She asked them to write beautification stories, and gave them five guidelines for making them interesting:

- 1) Put able, knowledgeable reporters on the beautification beat who will report beautification plans perceptively.

- 2) At newspaper seminars and state association meetings look into the wide range of stories that affect the growth and reshaping of cities and establish contact for writers with the experts.
- 3) Use pictures to help the reader visualize what is taking place.
- 4) Feature articles about what other cities are doing about their problems.
- 5) Look out the window of their own offices, and see the plight of the center city.

In conclusion, she stated, "All over America, our great newspapers have a rare opportunity not just for normal civic leadership but for creative leadership in building an environment that enriches the lives of all the people of the community." She challenged them to greater action.

October 7, 1965: Special Award for Mrs. Johnson

Mrs. Johnson received a special award at the 12th annual meeting of Keep America Beautiful, Inc., in New York City. The award was presented to Mrs. Johnson by Reuben L. Perin, KAB president, at the organization's annual awards luncheon at the Waldorf-Astoria Hotel, "in recognition of her leadership in the overall beautification movement and her initiative in sponsoring a more beautiful National Capital."

At Mrs. Johnson's request, the award, instead of a traditional plaque, was in the form of 1,000 special kits of litter prevention and beautification materials which she sent with an accompanying letter to all governors and nearly 1,000 mayors in cities with a population over 30,000. The kits contained guidelines to organizing a community for anti-litter drives and beautification projects.

November 18, 1965

Mrs. Johnson, Japanese Ambassador Ryuji Takeuchi and other officials participated in a ceremony on the Washington Monument grounds. They planted the first of 3800 Japanese cherry trees being donated by Prime Minister Eisaku Sato on behalf of the Japanese people to the American people. A group of 700 was presented at this time, and the remainder are to be delivered and planted as they become available.

November 24, 1965: Television Program

"A Visit to Washington with Mrs. Lyndon B. Johnson, On Behalf of a More Beautiful Capital" -- a program broadcast on the ABC Television Network, Thursday, November 25, 1965 (Thanksgiving Day) 10:00 - 11:00 EST. The program was filmed over a six week period.

Mrs. Johnson undertook this hour-long television appearance to show the grandeurs, the pressures, the troubles, and opportunities of America's Capital City. She began the program by taking her audience on a brief tour of the beautiful monuments which are so much a part of our heritage, and said that they symbolize the nation's ideals.

But Washington is much more than a city of grand monuments, she said. It is the home of an evergrowing number of people. Because of the growing population, a number of serious environmental problems, such as the pollution of the Potomac, the accumulation of junk piles, and the disintegration of neighborhoods into slums, have arisen.

Yet, we should not be overwhelmed by these problems. Progress has been, and is continuing to be, made in the fight against a deteriorating environment. Examples of successful projects she cited are the redevelopment of Southwest Washington, the rehabilitation of Georgetown, and restoration of the old Chesapeake and Ohio Canal.

She said that Washington is fortunate to have so much open space, and that efforts are now being made to beautify these areas so that the city will be a more pleasant place in which to live. Projects she cited were the planting of trees and flowers in the many small parks dotting the city and along Pennsylvania Avenue and the Mall. Yet, there is much that the individual citizen can and should do in the effort to bring beauty into the city. She stated, "If everyone who is watching this program would plant a tree or some flowers and take a creative interest in what the plans are for the future of their home town, its public buildings, schools, parks, streets, and housing, wouldn't we have a more beautiful country?"

In conclusion, she summarized her reasons for feeling that

it is important to bring beauty back into the city. "There are people who say that considering the catalogue of ills which beset us in this age, the problem of urban and country decay and ugliness is not so important. I cannot accept that. When I look upon this beautiful scene I am refreshed. Trees and green grass give me a peace of spirit and of mind that little else can. This challenge of ugliness in our land is no small problem. It requires action on all government levels. But it also requires the will, the cooperation, the energy of you, the individual citizen. For it is the history of this land that whatever has been done was the citizen's doing." She ended with the challenge, "Other generations have left us these monuments, this beauty which we admire. What will we leave to those who come after us?"

December 6, 1965: Terrill Auditorium Ceremony

In a ceremony in Terrill Auditorium, Mrs. Johnson dedicated the landscaping of Walker-Jones, Simmons and Perry Elementary Schools and Terrill Junior High School to the school children of the District of Columbia with their growing love of beauty.

These four schools were chosen because principals and PTA groups were enthusiastic about the possibilities of landscaping, and a program of beautification education in the classroom assured the interest and participation of the pupils. Art and science teachers wove beautification into the curriculum, and attractive displays were featured in the classrooms and corridors.

The schools are located in an urban renewal area and it was hoped that their beautification would provide a stimulus for the entire neighborhood. This was a major project of the Committee for a More Beautiful Capital.

1966

January 11, 1966:

At the annual awards dinner of the National Wildlife Federation Mrs. Johnson was presented a Distinguished Service Award for her conservation efforts in preserving natural beauty and for her service as chairman of the First Lady's Committee for a More Beautiful Capital. She was also given a \$1,000 cash award which she designated to be used to landscape the new automobile entrance of the National Zoological Park on Connecticut Avenue.

January 16, 1966:

Mrs. Albert D. Lasker reported that the Society for a More Beautiful National Capital, Inc. had received a gift of \$140,000 from several longtime friends of President and Mrs. Lyndon B. Johnson in admiration of the President and Mrs. Johnson's efforts to restore and increase natural beauty throughout the nation. It was to be used to plant hundreds of new flowering cherry trees in the Hains Point peninsula thus transforming this major tourist attraction into a drive of floral splendor.

January 19, 1966:

A meeting of the First Lady's Committee for a More Beautiful Capital was held at the White House.

Mrs. Johnson commented on the increasing volume of letters she had been receiving as a result of the beautification program. She said, "If they mirror the country's thinking (and I believe they do), we have moved to a new frontier of believers in beautification." She said that at first the mail had come primarily from garden clubs and conservation groups, but now the letters were coming from national organizations, such as the roadbuilders, neon sign companies, large research firms, and private companies because of the increasing interest in beautification, she announced that a Speaker's Bureau, under the direction of Mrs. Henry Fowler, was to be organized "to take on the chore of making speeches around the country."

Reports were given by General Charles Duke on what was being done to improve highway approaches to the District; Ian McHarg, Consultant to the Nation Capital Planning Committee, on a new comprehensive landscaping plan for the District; Sutton Jett, on planting plans for the spring; Walter Washington on school and public housing landscaping; and Mary Lasker on donations to the beautification program. A general discussion followed.

February 23, 1966:

Mrs. Johnson addressed the American Road Builders Association in Denver, Colorado. She urged them to take into consideration while building roads the interests of the nearby citizenry and to use landscaping techniques that would blend roads into their setting. She urged them to use not only "the standard criteria of routing roads, such as careful consideration of the taxpayer's dollar and safety," but also to "weigh in the social and aesthetic values of the routing."

February 28, 1966:

A meeting of the First Lady's Committee for a More Beautiful Capital was held in the White House Theater. It began with a showing of the film entitled "No Time for Ugliness", prepared by Victor Gruen and Associates for the American Institute of Architects. The film focused on the development of a downtown mall in Fresno, California. Knox Banner gave a report, illustrated by slides, on plans for the F Street Demonstration project. This was followed by a presentation (illustrated by slides) by Mr. Adam J. Rumoshosky, Director, American Petroleum Institute, on the progress made in beautifying service stations.

These presentations were followed by a series of brief reports. Mr. Laurence Rockefeller discussed the recent activities of conservation groups throughout the country. Mrs. Alfred S. Coiner, President of the National Capital Garden Club League, gave a resume of what Garden Clubs in the area have been doing. Mrs. Katie Louchheim talked about the progress of the beautification awards program. Mrs. Albert D. Lasker discussed gifts received by the Society for a More Beautiful National Capital, Inc. Nash Castro estimated that \$974,000 was to be spent on the beautification of highway approaches to Washington by the District of Columbia, Park Service and the Highway Commissioner of Maryland. Secretary Udall announced that President Johnson had sent to Congress legislation to establish a National Visitors Center in Washington.

March 27, 1966:

The Washington Post devoted the Potomac section of its Sunday edition to "Beautification 1966," a collection of articles and advertisements on the subject of beautification in Washington, D. C. Particular emphasis was placed on the activities of Mrs. Johnson and her Committee for a More Beautiful Capital.

Highlights of "Beautification 1966" included;

1) The First Lady's Report in which Mrs. Johnson talked about the activities and accomplishments of her Committee for a More Beautiful Capital, as well as the interest of people across the country in improving the environment;

2) Wolf Von Edkardt's article on Mrs. Johnson's achievements in burying this country's "anti-public beauty attitude" and the importance of beautification in improving urban problems;

3) A report on beautification projects in the public schools and the resulting decrease in vandalism;

4) A "Beauty Shopping List";

5) Suggestions of things each individual can do along the line of beautification;

6) A story by William Raspberry on the success of a neighborhood cleanup campaign in the Second Precinct in D. C.

7) A summary of a meeting of the First Lady's Committee, and several other articles.

April 1-April 4, 1966:

Mrs. Johnson, accompanied by Secretary and Mrs. Steward L. Udall, visited Texas with stops which underlined the Great Society's interests in beautification and conservation. A two-day visit to the Big Bend National Park in southwest Texas highlighted the trip.

Mrs. Johnson and her party visited HemisFair headquarters, a restored German-English school of 1858 in San Antonio, to see plans for the opening in 1968. She then dedicated the new aesthetic lighting of the San Antonio River, made a nighttime tour of the river by barge, and attended a gala Mexican supper at La Paloma del Rio.

The party left San Antonio for Big Bend National Park, which is located on the international boundary line of the U. S. and Mexico and is bordered on the south by the Rio Grande River. The Park features spectacular contrasts of vast desert lands, deep canyons, and timeless mountains, as well as more than 200 species of birds, more than 1,000 different plants, and many species of animals, including antelope, deer, coyotes, cougars, mountain lions, and others. Since it is so isolated the park averages only about 200,000 tourists per year.

The highlight of her visit to Big Bend was a day-long float trip down the Rio Grande River by rubber raft through Mariscal Canyon. Mrs. Johnson and Secretary Udall dedicated the new restoration of Fort Davis by the National Park Service. Army troopers of the fort had guarded westward travelers, wagon trains, and stage coaches from attack by hostile Commanche and Apache Indians during the opening of the southwestern frontier, 1854-1891.

Mrs. Johnson witnessed a tree planting ceremony by her daughter Lynda in the Johnson City Courthouse square. Lynda contributed plant materials to Johnson City from money she received from the National Geographic Society for writing an article for its magazine about her western archeological trip. She planted the trees in the memory of her paternal grandparents.

April 3, 1966:

Mrs. Johnson went on an unannounced sightseeing tour with a group of Government and District officials through the Second Precinct, where she looked at some of the poverty that exists in Washington and elsewhere. Her group also drove past Cardozo and Dunbar High Schools, John F. Kennedy Playground, and Pennsylvania Avenue, S. E.

April 13, 1966:

The April meeting of the Committee for a More Beautiful Capital featured two reports. Sargent Shriver talked about four OEO programs in the field of conservation and city beautification:

1) The Neighborhood Youth Corps, initiating such projects as clean-up drives;

2) Job Corps Conservation Centers involving 10,000 boys;

3) Green Thumb, a program started on an experimental basis in California, Minnesota, Arkansas, and New Jersey, in which retired farmers with low incomes are hired to work in the rural parts of these states on highway cleanup and planting;

4) Programs in which the elderly work on Beautification programs in the city. He felt that more emphasis should be placed on block beautification.

Sutton Jett, Chairman of the Spring Planting Committee, talked about planting which had been accomplished by the Committee. Among the projects he mentioned, were: the planting of 350 cherry trees on the Washington Monument grounds; the planting of an equal amount on Hains Point; the completion of 55 small parks since the Beautification program was initiated; and the planting of 100,000 daffodils along the Rock Creek and Potomac Parkway last fall.

Mrs. Johnson announced that Stephen Ailes, who had just replaced Bill Rogers as President of the Federal City Council, was also replacing him on the Committee.

Immediately after the meeting Mrs. Johnson and 200 other people who had participated in the Capital beautification program attended a luncheon, given by Mrs. Albert D. Lasker in the Benjamin Franklin Room in the Department of State Building, honoring Mrs. Johnson and her work in behalf of beautification. Following lunch everyone boarded buses for a two and one half hour tour of the city. Mrs. Orville Freeman, Mrs. Henry Fowler, Mrs. Katie Louchheim and others served as narrators on the tour. The objective of the tour was to review beautification accomplishments in the city. Mrs. Johnson made a commemorative planting of a cherry tree at Hains Point, the first stop. The cherry tree was one of over 1,300 being planted on the peninsula out of an anonymous gift of \$140,000 received by the Society for a More Beautiful National Capital in honor of the President and Mrs. Johnson late in 1965. Other points of interest on the tour were Gravelly Point, the bridge approaches to the city, Jefferson School, the Southwest Redevelopment Area, Arthur G. Capper Public Housing Development, Pennsylvania Avenue S.E., Buchanan School and Kentucky Court Public Housing Development, Lincoln Park, and other parks and triangles. At the end of the tour, the group joined the First Lady for tea at the White House.

April 19, 1966:

Mrs. Johnson posed in the Diplomatic Reception Room of the White House with the winners of the Wider View Awards presented at the Democratic Women's Conference for achievement in various fields (Project Head Start, Beautification, and Political Activity) of endeavor. The National Award Winners in Beautification were Mrs. Eunice Burns of Ann Arbor, Michigan, Mrs. Robert W. Shafer of Memphis, Tennessee, and Mrs. A. L. Tschida of Enderlin, North Dakota.

April 21, 1966:

Mrs. Johnson received 200 delegates to the 36th National 4-H Conference, conducted by the Department of Agriculture, at the White House. At the reception, the First Lady was presented with a report of 4-H Club activities contributing to natural beauty around the country.

May 2, 1966:

Mrs. Johnson participated in a tree-planting ceremony on the grounds of the Department of Agriculture. She planted one of six Bradford pear trees facing the Mall. Department of Agriculture scientists developed the Bradford pear tree in a search for a "perfect" shade tree.

May 18, 1966:

A meeting of the First Lady's Committee for a More Beautiful Capital was held at the White House.

Immediately preceding the meeting Mrs. Johnson dedicated the Watts Branch Park in Northeast Washington. The ceremony took place at Hayes Street, N. E. (off 44th Street), along the banks of the stream after which the park was named. The stream valley park project was made possible through the generosity of Mr. Laurance S. Rockefeller, who made a gift of \$111,000 for that purpose last year. Of the project, Mrs. Johnson said: "Watts Branch was for many years a favorite dumping place, and therefore, an eyesore to the people of the area who were apt to see everything from discarded refrigerators to automobile skeletons when they passed by. Mr. Rockefeller's generosity and foresight has transformed it into a place of beauty with lovely benches, playground equipment, streams and bridges for the thousands of residents in this area."

Discussion at the meeting focused on the problem of litter, particularly the high cost of littering. Mrs. Johnson said, "The Michigan Highway Department estimates that it costs 34 cents to pick up every piece of trash and in some other States, that cost runs as high as 62 cents. If that is repeated often enough, gosh, I don't know about statistics; I guess you can do anything with them, but the Michigan Highway Department did come up with that and that ought to be enough to make everybody get themselves a little trash bag to put in their car." The Honorable Alan Boyd, the Under Secretary of Commerce for

Transportation, added, "The total cost of highway litter removal amounts to about \$1.10 per highway vehicle, annually and a little less than \$1.00 for each licensed driver in the United States. This may not seem like very much in terms of the lowest common denominator, but the total cost we are talking about amounts to \$100 million a year." He said that this \$100 million could finance such projects as 1000 safety rest areas or 4000 scenic overlooks.

William Walton, Chairman of the Commission of Fine Arts, briefed the Committee on the improvements on New York Avenue.

May 18, 1966:

A symbolic presentation of a gift of 2,500 geranium plants was made at the White House to Mrs. Johnson for the beautification program. The donor was the Florists Transworld Delivery Association, a non-profit service organization of nearly 11,000 retail florists in the United States.

May 19, 1966:

Mrs. Johnson received a special citation from the American Institute of Architects "in recognition of her determination to restore beauty where it has been forgotten; to preserve beauty where it exists and to protect our natural resources. Her sensitivity, vision and leadership have touched the hearts and conscience of the American people, who have rallied behind her in this great cause." The citation was presented by Mr. Morris Ketchum, Jr., President of the AIA, at the White House.

May 23, 1966:

Mrs. Johnson participated in the dedication of Riis Plaza, an imaginative children's playground in a public housing development on the Lower East Side of New York City. The playground was made possible by a gift of Mrs. Vincent Astor.

In her remarks at the dedication, Mrs. Johnson said, "We read a great deal these days about what is WRONG with the city -- the mushrooming growth that devours and pushes all of the joys of living out of its path.

Yet we are witness today to the fact that this does not have to be -- that ways can be found for a city to bring alive its parks and open spaces -- and put recreation and entertainment within the reach of everyone."

June 2, 1966:

Mrs. Katie Louchheim, a member of the Committee for a More Beautiful Capital, represented Mrs. Johnson at the "Pentagon beautification ceremony." At the ceremony the Secretary of the Army, three generals and an Assistant Secretary of Defense planted gladiolus bulbs as the initiation of a plan to beautify the Pentagon.

June 10, 1966:

Mrs. Johnson received the Society Hill Week Medal and dedicated an 18th century garden at Independence National Historical Park in Philadelphia. The Medal was awarded to Mrs. Johnson for her leadership of the Nation's beautification program, particularly as it related to Philadelphia.

June 15, 1966:

Mrs. Johnson took a one day "history and beautification" tour of Nebraska's two major cities at the invitation of Governor Frank Morrison.

She began her day in Nebraska at Offutt Air Force Base. In a ceremony, she was welcomed to the state by Governor Morrison, and to the base by the Base Commander, Colonel William Reynolds. She commended Offutt Air Force Base for its outstanding efforts to beautify all areas of the installation, and planted a tree from the White House grounds on the lawn in front of the Strategic Air Command Headquarters in recognition of the base's beautification program.

Accompanied by the Governor, the First Lady also attended a meeting of city employees and city associations in the Assembly Hall in downtown Omaha. She was presented a report of "Project Alert", a program initiated by Mayor A. V. Sorenson in which all

city employees were asked to report to City Hall any improvements which needed to be made in Omaha -- whether it was a hole in the street, a fallen tree limb or a bush which needed tending. She then visited Boys Town and was made an honorary citizen.

Mrs. Johnson's day was highlighted by a speech to a luncheon meeting of the Governor's Conference on Natural Beauty -- sponsored by the Governor's Council to Keep Nebraska Beautiful -- at the Cornhusker Hotel in Lincoln. The meeting was part of a day-long session of the Governor's Conference attended by some 400 delegates from all over the state.

After the luncheon in Lincoln, the First Lady led the Nebraskaland Days parade through downtown Lincoln with Governor and Mrs. Morrison. From the parade reviewing stand, Mrs. Johnson presented the Buffalo Bill award -- given to recognize an actor who had made an outstanding contribution to family entertainment in the Buffalo Bill tradition.

June 27, 1966:

Mrs. Johnson officially opened the first National Youth Conference on Natural Beauty and Conservation on the South Lawn of the White House. Attending the three-day Conference were 500 delegates, members of ten top youth organizations and representatives of twenty million young people from all 50 states. At the Conference the delegates defined their role in natural beauty and planned an action program for follow-up in their home communities.

In her address Mrs. Johnson spoke of beautification, natural beauty, and conservation, the topics of discussion, as "the life pattern of your generation, and of those to follow." She talked about various beautification projects carried out by youths all over the country and asked the delegates not to unduly restrict their projects. "So I urge you, dream the impossible dream! You will not have reached maturity until you have tackled a hopeless, idealistic cause. You may be surprised to find it was not so hopeless after all." She also encouraged them in the selection of careers to "consider making America's beauty a full-time vocation," and asked them not to neglect the less time-consuming service such as preventing littering wherever possible. She advised them, "Use your heads. Follow your hearts. And, above all, respect your own ideas. Do not be afraid to trust yourselves. Do not dismiss your own thoughts just because they are yours. Emerson said: 'In every work of genius we recognize our own rejected thoughts; they come back to us with a certain alienated majesty. Give your thoughts the red carpet treatment while they are still your own. Who knows where they may lead you?'"

Following the opening ceremonies and the reception the delegates toured the White House.

June 28, 1966:

Meeting of the First Lady's Committee for a More Beautiful Capital.

A short meeting of the Committee was held in the State Dining Room of the White House. Nat Owings reported on an agreement approved at the National Capital Planning Commission. Included in the agreement were plans for a skating rink at the Washington Monument, an outdoor park across the Mall, and a National Sculpture Garden near the National Gallery of Art.

Immediately following the meeting, the first Awards Ceremony was held in the Jacqueline Kennedy Garden. Mrs. Johnson presented five plaques and 41 honorary certificates for beautification projects in neighborhood and commercial areas within the District of Columbia, undertaken between May 1, 1965 and May 1, 1966. The Awards Jury gave particular attention to the programs of school children, not only their beautification efforts, but also their classroom involvement. Designs for the bronze plaque and for the honor certificates were made and contributed to the Awards Program by graphic designer Ivan Chermayeff of New York.

The following projects received bronze plaques:

Walker Jones School, 1st and K Streets, N. W., for landscaping of school grounds with full involvement of faculty and students in maintenance of planting;

Francis Scott Key School, Dana Place and Hurst Terrace, N. W., for clean-up, conservation and planting of the neglected part of school grounds planned and executed by the sixth grade;

Jefferson Junior High School, 7th and H Streets, S. W., for landscaping and planting of school grounds with full involvement of the student body;

Second Precinct Police Station, New York Avenue and Sixth Street, N. W., for the transformation of a barren police station site into a landscaped garden with the full involvement of precinct police, garden club members, neighborhood residents and children, and contributing nurserymen;

The Texaco Service Station on 1101 South Capitol Street, S. W., for the beautification of a new service station through use of potted and planted shrubs and spreads of ivy and pachy-sandra.

July 12, 1966:

Look published an article, entitled "Mrs. LBJ Country" in which the First Lady described in her words the natural beauty of Texas. It was illustrated with beautiful color pictures of Texas wildflowers, the LBJ ranch, and the President's Boyhood Home.

Mrs. Johnson said that urban problems should be solved now. To her, "This challenge of ugliness in our land is no small problem. It requires action on all government levels. But it also requires the will, the cooperation and the energy of every individual citizen." She eloquently described the beauty of the changing seasons, and said "When I share the wish of the poet to wander 'lonely as a cloud' I love to walk and walk and then to sink deep into the fresh coolness of some spot where heaven joins the earth. But no one can indulge herself in the abundant loveliness of a flowering meadow without longing to carry home a bouquet.

Our cities now are finding new ways to have that bouquet, with pocket-size neighborhood parks, with block programs for window boxes, with civic committees imaginative enough to reclaim the lost waterfront, to lay out a carpet of greenery at its entrance. So many

challenges in our country are beyond the control of one searching citizen, too vast for most of us to seize and mold to our will. But your front yard, your neighborhood, your town square are at your fingertips. Every citizen, young and old, can find new joy within his reach."

July 13, 1966:

The National Park Service announced the donation of 100,000 daffodil bulbs by Mrs. Albert D. Lasker. The bulbs were to be planted in drifts of 5,000 along the Rock Creek and Potomac Parkway, principally from P Street south toward the John F. Kennedy Center for the Performing Arts.

September 1, 1966:

Mrs. Johnson called on residents and businessmen of the District of Columbia to help save Washington's street trees, and she announced that 100 vacant street tree spaces along Connecticut Avenue were being filled with new trees out of a beautification gift of \$10,000. The donors were Mrs. Marjorie Merriweather Post and the Society for a More Beautiful National Capital, Inc., each of whom donated \$5,000. Mrs. Johnson offered suggestions for the preservation of the trees, and said that Washington has 9,000 vacant street tree spaces.

September 2, 1966:

In a letter to the First Lady's Committee for a More Beautiful Capital, Regional Director T. Sutton Jett of the National Park Service disclosed the Park Service's plans for fall and spring planting in the Washington area. Included in the plans were the planting of 25,503 mums in Washington parks in the fall of 1966 and the beginning of extensive bulb planting for the spring of 1967. Grape myrtle trees--70 white and 70 pink--along with 23 Sassafras and 29 Black Locust trees were to be planted along the center strip of Dalecarlia Parkway. 346,570 tulip bulbs, 103,390 daffodil bulbs, 40,520 other bulbs, and 52,824 spring flowering plants were to be planted along the Rock Creek Parkway. MacArthur Boulevard was to be planted with azaleas, groundcover and bulbs if the project was funded. Mr. Jett announced that the National Park Service was developing planting plans for 32 park sites throughout the city, as well as landscaping and planting studies covering Scott, Logan, Grant, Sherman and Sheridan Circles. The planting of cherry trees along Hains Point was to be continued. Pines, weeping willows and Black Locusts as well as oaks and bald cypresses were also to be planted there.

September 12, 1966:

Some eight hundred citizen and business leaders of Urban America, Inc., a national public service organization concerned with the quality of the urban environment, were the guests of Mrs. Johnson at a reception at the White House. The reception took place mid-way in the three-day conference, "Our People and Their Cities," being held by Urban America on the anniversary of the White House Conference on Natural Beauty. The Conference in 1965 gave primary emphasis to questions of natural environment (controlling water pollution, regulating billboards, auto junkyards and roadside litter), while this Conference was devoted to the problems of urban beauty and the responses that citizen and business community leaders can make to these problems.

At the reception Mrs. Johnson expressed her enthusiasm at the focus of the Conference and said, "Our challenge is not how to build--for no nation in history has had greater technical resources at its command; nor is it entirely money--for the richest nation on earth has money to spend, and is spending it; but the challenge to America's cities is how to govern their growth boom with beauty and with compassion for every life and its fulfillment."

September 16, 1966:

Mrs. Johnson spoke at the White House presentation of "Wildflowers of the United States", written by Dr. Rickett and sponsored by the New York Botanical Garden under the direction of Mrs. Rockefeller.

September 20-23, 1966:

Mrs. Lyndon B. Johnson took a three day trip to the West to visit points of beauty and conservation in California, Arizona, and New Mexico. Accompanying her on this mission to boost the nation's scenic highways, parks, dams, and Indian crafts were Secretary of the Interior and Mrs. Stewart Udall.

In California Mrs. Johnson accepted the invitation of Governor and Mrs. Edmund G. (Pat) Brown and State Senator Fred Farr, to dedicate the first official state scenic highway along the beautiful Big Sur Coast Highway near Carmel. In her remarks she said, "I dedicate California's first scenic highway today--as the maintenance of a trust--a trust for ourselves--and a trust for the generations to follow." Following the dedication Mrs. Johnson drove portions of the State Highway No. 1 which stretches along the Pacific Ocean to the Hearst San Simeon Historical Monument. At the Hearst Castle

Governor and Mrs. Brown gave a reception in honor of the First Lady for a small group of distinguished Californians with particular emphasis on leaders in beautification and conservation.

During her Western trip, the First Lady dedicated two national projects: The Point Reyes National Seashore near San Francisco and the Glen Canyon Dam near Page, Arizona. Governors Sam Goddard of Arizona and Calvin L. Rampton of Utah attended the Glen Canyon Dam ceremony on September 22, because the dam waters touch their two states.

Mrs. Johnson visited the American Institute of Indian Arts and Crafts in Santa Fe, New Mexico and the San Ildefonso Indian Pueblo.

September 29, 1966:

A pledge for a gift of \$75,000 to Washington's beautification program was made by Mrs. Rose Saul Zalles, the granddaughter of John Saul, who helped plan the park system of Washington. The gift was earmarked for the initiation of development of the park site between West Ellipse Road, 17th Street, Constitution Avenue and E Street, which constitutes a part of the President's Park.

October 5, 1966:

Mrs. Lyndon B. Johnson and Postmaster General Lawrence F. O'Brien participated in a ceremony at the White House to introduce the Beautification of America commemorative postage stamp. The five cent stamp depicted the Jefferson Memorial at cherry blossom time. The inscription was "Plant for a more beautiful America." The designer of the stamp was Miss Gyo Fujikawa, of New York City. One hundred twenty million Beautification of America stamps were printed.

In her remarks at the ceremony Mrs. Johnson expressed the desire that the message on the stamp would be taken to heart by fellow countrymen. "Our cities," she continued, "don't have to be ghettos of concrete and frustration; our roadsides don't have to be barren or lined with neon." She said that the grace of the stamp had inspired her and she hoped that it would also inspire the millions who viewed it.

The President joined Mrs. Johnson in expressing his approval of the beautification stamp and the hope that Washington would become ever more beautiful and would be a model and an inspiration to every other community in this land. He reminded the guests that, "We cannot wipe out overnight slums that took us 100 years to deteriorate. But, he continued, ~~"I think anyone can plant a tree."~~ Everyone can put a flower box in his window." Beautification efforts should be made, he said, because "Beauty is not a very easy thing to measure. It does not show in our profit and loss statements. But it is one of the most precious possessions that Americans have."

Immediately following the ceremony there was a meeting of the First Lady's Committee for a More Beautiful Capital in the Yellow Oval Room of the White House. Mr. Charles Haar, the Assistant Secretary of HUD, reported on the beautification grants of the Urban Beautification and Space Program. Polly Shackleton talked about Project Pride, a comprehensive program organized with the support of the Society for a More Beautiful National Capital and the cooperation of public and private agencies. Its formation was a response to requests from residents of the Shaw renewal area. Its objective was to marshal and coordinate all available resources and public services during the summer months in order to assist neighborhood groups in all phases of beautification. It was also set up to show the public that beautification is a basic concept with many facets, including eradication of rats and vermin, litter and trash removal. According to Mrs. Shackleton, Project Pride in the Shaw area had completed rat baiting in 86 blocks, started an extensive neighborhood education program on rodent and vermin control, removed 163 truckloads of trash (coordinating scheduled pick-ups with baiting under the rat extermination program), cooperated with the 2nd Precinct Police in the removal of 600 abandoned cars, and furnished supervision and equipment for daily and special weekly neighborhood clean-ups.

Stephen Currier ended the meeting with his report on the Urban American Conference, which was thought of as a Vox Populi response to the White House Conference on Natural Beauty.

October 11, 1966:

The National Association of Travel Organizations presented a gift of 20 crape myrtle trees to Mrs. Johnson for Washington's beautification program. The presentation was made in the Jacqueline Kennedy Garden at the White House by Bill T. Hardman, President of the organization, and members of its Executive Committee. The trees

were to be planted by the National Park Service in the center strip of Dalecarlia Parkway in Northwest Washington, along with 172 other pink and white crape myrtle trees.

October 11, 1966:

Mr. and Mrs. Walter Louchheim gave a reception for Mrs. Johnson, Mrs. Vincent Astor, Alan Betts, head of the Astor Foundation, and members of the Committee for a More Beautiful Capital.

Mrs. Astor announced that her foundation was donating \$300,000 to build a modernistic outdoor community center on a one-acre lot east of the Buchanan School, at 13th and D Streets, S.E. The project model had been unveiled in May, when the First Lady flew to New York to attend the opening of Riis Plaza.

Mrs. Astor also unveiled a model of a new plan for five acres of land around the Arthur Capper housing development at 5th and K Streets, S.E. The project would transform the area into a multipurpose community center with shops, a swimming pool, a playing field, children's playgrounds and an all-purpose amphitheater. The estimated cost was \$2 million.

October 17-November 2, 1966:

During her 18 day trip with the President to the Philippines, Australia, New Zealand, Thailand, Malaysia and Korea, Mrs. Johnson gathered ideas for her beautification program. She accompanied the President on the majority of the events on his schedule and sandwiched in talks with outstanding women doers, tree planting ceremonies, and visits to examples of innovations of architectural design, and examples of city planning and historic preservation.

In Hawaii, Mrs. Johnson planted a frangipani tree, one of a grove of trees given in her honor by the Outdoor Circle, one of the leading beautification groups in the world, at the East - West Center, a school started through legislation introduced in Congress by her husband. Mrs. John Burns, wife of the Governor, reported to Mrs. Johnson on outstanding activities of beautification on the island.

In New Zealand she visited the Botanical Gardens of Wellington, particularly outstanding for the interesting pattern of planting of the rose gardens. She also saw some of the wildflowers of that country and rode a cable car providing an exquisite panoramic view of Wellington.

In New Zealand, a park was donated by a generous citizen in gratitude for the country which has helped him grow from a ten-year-old penniless boy to a wealthy citizen. The park combined the patterns of planting and was accessible to the public because of the "lift."

In Australia, Mrs. Johnson toured Canberra, a totally planned city designed in 1913. She visited the National Capital Development Commission Kiosk at Regatta Point for a tree-planting and inspection tour of the Kiosk, including models of the city present and future. She also made a brief lake-side tour of the man-made lake and viewed buildings and landscape complexes. She said, "Canberra is one of the most interesting examples of city planning--it has the amenities of open space and green among the main buildings of the city mixed with the variety of the setting that water brings. The Government deliberately plans this by giving new householders a number of new plants and shrubs with the intention of making their capital city a garden city. It is thinking ahead because the government buys the plants in large supply at an inexpensive cost and the householder is the laborer. In this way, every person makes his own residence a bit of a park. It is daring and a forward idea that has paid off in the looks of the city, and it proves to the rest of the world that it can be done--and successfully."

In Canberra, they kept saying, "Now all we need is one jewel of a building." I only really knew what they meant when I saw Kuala Lumpur. There, while it is an old city, three buildings give the Capital style and status. Someone had the foresight and taste to put imaginative architects at work to create the Parliament building, the Mosque and the Museum. One reason these buildings were outstanding--and particularly the Mosque--was because they combined the contemporary architecture with the old. They retain the lacey effect of all mosques and use water in such a way that you are never out of the sound of it.

During her stay in Manila she took a harbor trip by boat and spent a day in the countryside seeing ~~orchards~~, bananas and rice plantations as well as early Philippine diggings.

Even the new Barrios showed a yearning for beauty with small gardens and plantings, and in the heart of Manila were beautifully laid-out parks.

"In Thailand, they had a delightful way of using shrubbery to create the figures of dinosaurs and native dancers to add enchantment to a zoo.

The lesson of Korea was this: If a nation only thirteen years removed from a war that leveled half of its capital city into rubble has the will to spend its muscle and money for streets and boulevards, then it behooves all cities to think in these terms" she commented.

"I went to see what much of the world is doing in beautification. The problem of town planning is as old as the industrial revolution but it has become more acute as the population explodes."

"I returned very impressed. I saw things to admire and thrill to and I plan to discuss them with the Committee for a More Beautiful Capital. I saw the same feeling for beauty in the heart of the housewife in the Klongs with orchids growing underneath her house on stilts as I see in the geraniums growing in the windows in bungalows in my own country."

If we are going to rebuild our cities in the next ten years as all of the experts say, then there is much we can learn by the spirit and example of Asia," Mrs. Johnson said.

October 30, 1966:

The Sunday Star published a supplement entitled, "Washington Today. . . . Tomorrow." It contained a wide span of articles on changes in the environment (i. e. beautification projects, transportation plans, the construction of plazas, new towns, apartments, etc.) in the metropolitan area.

Several articles were devoted specifically to the activities of Mrs. Johnson and her Committee for a More Beautiful Capital. Highlights included:

1) "First Lady Tells How You Can Help" Mrs. Johnson offered tips to home owners, block clubs, businessmen, and civic clubs on projects, both large and small, which they could carry out to increase the beauty of the nation's capital. She said, "When we talk about beautification, we are talking about people's basic attitude toward their environment and about positive steps they can take to make their environment a better one. After eighteen months of progress, I am more sure than ever that Washington can become the beautiful city of our aspirations, and that the people of Washington are finding in this program an avenue of constructive and lasting citizenship."

2) "A Lady's Campaign Paying Off" discussed some of the beautification projects undertaken by the First Lady. They included the formation of her Committee, school beautification projects, a television program, and other techniques to bring environmental problems to the public attention. She was quoted as saying, "the success of any beautification depends not upon the donor, but upon the residents. . . how strongly they want it, how they get behind it."

3) "Beautification--a Good Investment" talked about Mary Lasker and the Society for a More Beautiful National Capital, Inc., donations received by the Society and how they were spent, and Committee members.

4) "Beauty Blooms At White House" talked about Mrs. Johnson's efforts to enhance the beauty of the White House grounds.

November 16, 1966:

Mrs. Albert D. Lasker, chairman of the Society for a More Beautiful Capital, Inc., hosted some 25 representatives from the Maryland and Virginia Departments of Highways, the D. C. Highways and Traffic Department, the National Park Service and related organizations at a luncheon at the International Club. The highway men reviewed their plans to beautify roadsides and entrances to the city.

November 17, 1966:

In a ceremony at the Charles Young Elementary School, Benning Road and 24th Street, N.E., His Excellency Carl W. A. Schurmann, Ambassador of the Netherlands, presented to Mrs. Johnson a gift of 10,000 Dutch tulip and 5,000 daffodil bulbs as a tribute to her efforts to beautify the Nation's Capital. Ambassador Schurmann made the presentation in behalf of the Netherlands Flower Bulbs Institute. Children from the Netherlands Embassy, attired in colorful native costume, took part in the ceremony, along with 4,000 students from neighboring schools including Spingarn High School, Browne Junior High School, and Phelps Vocational School. Some of the bulbs went to the Langston Public Housing Project, and the rest were divided among the four schools.

November 30, 1966:

A luncheon meeting of the First Lady's Committee for a More Beautiful Capital was held in the second floor family dining room of the White House. Secretary Udall presented a two year summary of the activities of the Committee.

According to him, one of the most important achievements of the Committee was changing the minds of people. He said, "You have taught us, Mrs. Johnson, by the very composition of this Committee, that beautification is not a single thing--not just cherry trees, or daffodils, or more trash cans, or great architecture--but it is a way of bringing loveliness to the entire urban fabric. Its by-products, if the letters that flow across my desk and I know flow across yours, mean anything, are joy and cheer, a very human sense that beauty makes every life more worth living."

Laurance Rockefeller said that he was carrying the beauty message to a group of leaders in the Association of Edison Illuminated Companies, of which he is the President and a Board Member.

Henry Diamond reported on the Highway Beautification Act. Mrs. Katherine Graham, the President of The Washington Post, talked about plans to landscape and improve the playgrounds of Syplax and Bowen Schools in Southwest Washington. The money for these projects came from the Washington Post Company (\$25,000), matching funds from District Beautification funds, and a gift from the Meyer Foundation. Mr. Rudolph Kauffman, announced the the Evening Star Newspaper Company had made a modest contribution ("seed money") to the Society for a More Beautiful National Capital. The money was to be used in the beautification of public housing area near the Star in Southeast Washington.

December 1, 1966:

Mrs. Johnson received the Gold Medal Award from the Institute of Social Sciences in New York City. In her remarks, she said "I am pleased and honored to accept the Gold Medal Award. It is an award that I will treasure, and it will always remind me of the millions of Americans across this land who have shown they care about the kind of country we are building."

She spoke of the new emphasis of improving the quality of the environment in the United States, and said, "I believe they do want a better environment for themselves and their children. I believe they do want good housing, clean air and water, and green spaces to relieve the oppressiveness of concrete and asphalt. Your awards, as well as the shining satellites above, dramatize that the essential ingredient of any achievement is not only money and laws. It is also the determination of man to say: WE CAN."

1966

Mrs. Johnson wrote the foreword to With Heritage So Rich, a book prepared by the Special Committee on Historic Preservation under the auspices of the United States Conference of Mayors with a grant from the Ford Foundation, published by Random House of New York in 1966. She wrote,

"For two years I have had the privilege of living in one of the great historic homes of the United States. Daily the lives of the President and of my whole family have been affected by tangible mementos of earlier Chief Executives and their families. The experience has driven home to me the truth that the buildings which express our national heritage are not simply interesting. They give a sense of continuity and of heightened reality to our thinking about the whole meaning of the American past. . .

We must preserve and we must preserve wisely. As the report emphasizes in its best sense preservation does not mean merely the setting aside of thousands of buildings as museum pieces. It means retaining the culturally valuable structures as useful objects: A home in which human beings live, a building in the service of some commercial or community purpose. Such preservation insures structural integrity, relates the preserved object to the life of the people around it, and not least, it makes preservation a source of positive financial gain rather than another expense.

In the beautification work in which many of us are now engaged, we try to carry on our activities within the sturdy American tradition which seeks the beautiful which is also useful. George Washington and Thomas Jefferson may have disagreed politically. They emphatically agreed, however, that a garden was one of the most "rational" of pursuits because, while throwing a glow of color and charm on everything around it, it also provided food for the body and a place of repose and reflection for the mind. May this tradition of usefulness guide all our beautification work including that specific important form of beautification, the retention and rehabilitation of our buildings of special historic significance."

1967

January 12, 1967:

A meeting of Mrs. Johnson's Committee for a More Beautiful Capital was held at the White House. Mrs. Johnson introduced Mr. Leonard Doggett, who had replaced Bill Martin as President of the Board of Trade and was replacing him on the committee.

Lawrence Halprin, landscape architect from San Francisco, presented an illustrated report made at the behest of Stephen Currier. Halprin had studied the city since September with Mrs. Johnson, Walter Washington, Secretary Udall, Polly Shackleton and other Committee members with a view to finding areas of maximum need and impact for the Committee's future efforts. "Washington is richly endowed with open spaces, compared to other cities, but the city needs to develop its space consciously for their best use," he said. A high percentage of the areas he studied were already in public ownership by the District of Columbia or the National Park Service, but were derelict or not developed to their full potential.

His suggestions to bring new life as well as beauty to the city included: the development of interior block spaces and commercial corners and triangles into recreation areas and interior parklets; the creation of vest-pocket parks; the development of a campus-like setting in the Dunbar-Shaw School complex; the rehabilitation of the Old Car Barn on East Capitol Street to provide community facilities for all ages; the creation of a dynamic city park on Kingman Island in the Anacostia River near D. C. Stadium which could include recreation facilities for all ages; and many other ideas.

"Our search has been for a vocabulary of beauty which will grow out of the deep-rooted needs and desires of the inhabitants of Washington; a functional beauty which will enhance their lives by solving their living problems as well as appealing to the eye," Halprin said. His study was focused on the Capitol East area as a typical neighborhood with prototype problems, but the techniques to solve these problems could be applied to many neighborhoods in Washington as well as in other cities.

Victor Gruen noted that the budget for these improvements was small compared to what would be saved by not having to renew neighborhoods five or ten years from now.

A spirited discussion of Mr. Halprin's ideas followed. A sub-committee consisting of Polly Shackleton, Bill Slayton, Bud Doggett, Charles Horsky, and Walter Tobriner, was formed to study the implementation of Halprin's ideas.

January 21, 1967:

The National Park Service notified Mrs. Johnson that seven park sites in the District of Columbia were scheduled for improvement or development before June 30 as part of the beautification program. The parks were: Longfellow Park, at Connecticut Avenue and M Street, N.W.; Sheridan Circle, at Massachusetts Avenue and 23rd Street, N.W.; two undeveloped parklets on Hobart Place, N.W.; three park sites at Massachusetts and South Carolina Avenues and 15th Street, S.E. The cost of these projects amounted to \$145,000. Some of the plant materials for the projects were donated by the Society for a More Beautiful National Capital, Inc.

January 26, 1967:

Mrs. Johnson held a tea in the Red Room for the 40 members of the Executive Committee of the Conference of Mayors to encourage environmental improvements in their cities. Mayors Cavanaugh of Detroit, Cervantes of St. Louis, Schrenk of Portland, Lee of New Haven, and Lindsay of New York spoke about their programs. The President joined the group and spoke briefly.

February 16, 1967:

The February meeting of the First Lady's Committee for a More Beautiful Capital featured two speakers: Mr. William Walton, Chairman of the Fine Arts Commission and Mr. William A. Schmidt, the General Services Administration's Commissioner of Public Buildings. Mr. Walton reported on two studies sponsored by the Commission of Fine Arts. The first, The Appearance of Parking - Washington, D. C., showed before and after pictures of public parking facilities and demonstrated that improvements do not have to be expensive, and a wide variety of screening techniques are possible. The second, Report to the U.S. Commission of Fine Arts on the Environmental Design of Streets in Washington, D. C., presented, with diagrams, possibilities for the design of avenue-street intersections, traffic circles, and street furniture, including signs, lighting, trash receptacles, etc. It featured an increased, meaningful use of color.

Mr. Schmidt talked about projects which had been completed by the General Services Administration and said that maintenance had been improved and that considerable landscape renovation, relandscaping design, instrumental planning, street planning, and sidewalk replacement had been accomplished. Mrs. Johnson introduced two new members of the Committee: Mrs. Clyde Romey, the new President of the National Capital Area Federation of Garden Clubs, and Mr. Stephen Pollack, the new White House Advisor for National Capital Affairs. Mr. Charles Horsky became an observer after being a member.

Immediately following the meeting the Committee members joined Mrs. Johnson and thirty organization leaders, representing over three million citizens interested in conservation and natural beauty, at a reception honoring the 12 members of the Citizens' Advisory Committee on Recreation and Natural Beauty. The reception was highlighted by a ceremony in the East Room during which The Honorable Alan Boyd, Secretary of Transportation, announced a new awards program being started by his Department to recognize the interest and participation of governments, authorities, organizations, businesses, and industries in the national program of Highway Beautification. Mrs. Johnson presented eight Citations of Merit for existing highways which demonstrated this concern for highway beauty. Highway officials from the following states: Wisconsin, Pennsylvania, New Jersey, Texas, Michigan, Massachusetts, California, and the City of New York, received citations.

February 16, 1967:

In a ceremony at the White House, Mr. Gerald Frazier, an officer of Standard Household Products, Inc. of Holyoke, Massachusetts, presented Mrs. Johnson with a wheelbarrow full of seeds. The remainder of the company's gift of twenty million flower seeds was to arrive in Washington in time for spring planting by schoolchildren.

March 8, 1967:

In a ceremony at Hains Point, Ambassador Hugo B. Margain of Mexico presented to Mrs. Johnson the first of sixteen sets of Mexican playground equipment, which were given to the citizens of Washington, D. C. in commemoration of President and Mrs. Johnson's visit to Mexico in 1966. A plaque acknowledging the gift was placed at that location, and a small reception at the White House followed.

The gift was inspired by the First Lady of Mexico, with Mrs. Johnson's beautification program for Washington in mind. The

imaginative and colorful equipment included a guitar-shaped apparatus, a barge representative of Mexico's Xochimilco Gardens, a climbing device representing an Indian, and other climbing devices shaped like animals. Sets of the equipment were placed at Hains Point, Junior Village, and in parks, schools and public playgrounds throughout the District of Columbia. Each set contains sixteen pieces.

Thanking the Ambassador for the gift, Mrs. Johnson spoke of her reaction to the equipment when she first saw it. She said, "I was struck by their ingenious shapes and inviting decor eleven months ago in Chapultepec Park in Mexico City. There they were teeming with children, and indeed, what child -- anywhere in the world -- wouldn't want to run and laugh and climb at the sight of something so gay." She said that the equipment would meet a real need of energetic children in the city. She talked about play as "one of the universal languages that brings a smile to the face of mankind everywhere. In its largest sense, it underlies the imaginative, questing spirit that leads man on to new inventions."

March 17, 1967:

The First Lady's Committee for a More Beautiful Capital heard reports on a variety of beautification projects for Washington (which would add to the ever growing dimension of beauty in the city) at their meeting at the White House. Through diagrams and pictures, Mrs. James H. Rowe, Chairman of the National Capital Planning Commission, gave a glimpse of the new Comprehensive Plan for the Nation's Capital. Dr. S. Dillon Ripley, Secretary of the Smithsonian, reported on plans for "sound and light" programs, folk music, folk dancing, and a carousel on the Mall, and a store front museum. Mr. Tom Appleby, Executive Director of D. C. Redevelopment Land Agency and architect Paul Rudolph described a model of Northwest renewal area #1 and said that 250 of the 1100 houses in the blighted Northwest area had been preserved and rehabilitated. Mrs. Polly Shackleton reported on neighborhood participation in developing the Halprin plan for Capitol East. She said that she and Sharon Francis had met with the people in that area and that the response of the residents was positive and enthusiastic.

March 18, 1967:

A grove of 54 white flowering dogwood trees was planted by the wives of the Nation's governors of states and territories at Gravelly Point, north of National Airport, as part of a tour and luncheon in their honor given by Mrs. Lyndon B. Johnson. The planting was to be

known as the "Governors' Grove." The trees were donated by the De Kalk Nurseries of Norristown, Pennsylvania.

Following the planting ceremony, the First Lady accompanied the governors' wives on a bus tour of Washington beautification projects. Sites visited included Hains Point, the Southwest Freeway, Pennsylvania Avenue, S.E., Twining Square, and Pennsylvania Avenue, N.W. A description of projects was given during the tour by Mrs. Orville Freeman and Mrs. Henry Fowler. After the tour the ladies met in the Jefferson Room at the State Department for lunch. Models of various projects contemplated for Washington were viewed by those participating in the day's events. These exhibits included the proposed Ponte Vecchio Bridge, the proposed National Square, aquarium, and other projects. After the luncheon, the ladies viewed a film entitled, "Pancho," which is a story about the Head Start Program.

That evening a black tie dinner for the Governors was given by President and Mrs. Johnson at the White House.

April, 1967:

An article entitled "New Grandeur for Flowering Washington," appeared in the National Geographic magazine. It was written by Joseph Judge, a National Geographic Senior Staff member, and illustrated by James P. Blair, a National Geographic photographer.

The article focused on plans to beautify and to increase the grandeur of the Nation's Capital. It talked about Nat Owings' plan for Pennsylvania Avenue, the National Park Service's renovation of the Mall, the efforts of Downtown Progress to revitalize the old business district, and various other plans and projects, such as Project Pride and the beautification of public housing projects, in Southwest and other areas of the city.

One section of the article was devoted to a discussion of the First Lady's Committee for a More Beautiful Capital and its efforts to make "spring work overtime." The author said that his first reaction to the idea of beautifying Washington was, "More beautiful? Should Venus de Milo be 20 feet tall?" "I should also like to record," he continued, "that I was wrong. We had all thought too much about Chevy Chase yards and Georgetown gardens and not enough about other parts of the city. We had forgotten those tattered and bare little parks where no one goes and those desolate places beyond the marble buildings."

Miss Kathryn Simons, the National Park Service landscape architect who had designed many of the projects for the First Lady's committee. She took the author to see Watts Branch Park and other projects in Washington. Of their drive through Southeast, he wrote, "We spent a long afternoon drifting up and down those old blocks, all wearing the same weary face. Even the shadows seemed a tired gray. Yet here and there a sudden show of early flowers, an oasis of benches and trees, a bright puzzle of play equipment snapped out of the drab background. One of the program's slogans -- 'Masses of flowers for passing masses of people' -- seemed to me more appropriate for Fifth Avenue's Easter Parade, but here in east Washington I learned something about the punch of a single blossom."

The author also wrote about going on a "broken-window" type of tour -- the type of tour Mrs. Johnson often went on to determine what the beautification needs of the city were -- with Mrs. Virginia Harris, an assistant of Mayor Washington. On this tour he got a look at Buchanan School and South Capitol Street's "broad swath between slum and redevelopment areas." Finally, he described an example of a project resulting from a "broken-window tour" -- a cleanup party ending in a hot-dog roast and a neighborhood dance at Stanton Dwellings, a public housing project on Alabama Avenue.

April 27, 1967:

Mrs. Lyndon B. Johnson hosted a beautification tour and luncheon for some 200 guests concerned with beautification in the Nation's Capital. Five gaily decorated busses took the guests to view projects that had been, or were being accomplished as well as some which had been proposed. Some of the projects highlighted were New York Avenue, Union Station, Minnesota Avenue and Twining Square, Watts Branch, the Triangle at Maryland and Independence, the Walker Jones School Complex, Pennsylvania Avenue, S.E., Buchanan School, the D. C. Transit Car Barn, Anacostia Park, inner blocks, Eastern Market, Capper Houses, and Columbia Island.

Narrators on the buses were Secretary Udall, Mrs. Orville Freeman, Mrs. Katie Louchheim, Mrs. Sharon Francis, and Mr. Nash Castro. Each bus was decorated to carry out a different theme -- mountain parkways, window boxes, spring blossoms, summer gardens, and autumn fields.

After the tour, guests returned to the White House for a luncheon in the East Room. Models of the Mall Plan, the Aquarium, Buchanan School playground, and Capper Plaza were displayed in the State Dining Room.

After the luncheon, Laurance Rockefeller talked about the role of businessmen in beautification. He said, "It is eminently vital for all of us to help in any way we can to encourage the partnership for beauty, and concern for our national and man made environment through a partnership not only of all levels of government but between government and business on the one hand, and the citizen group on the other." He spoke specifically about actions taken by two groups of businessmen. Members of the utilities industry he said, were trying to make meaningful suggestions to President Johnson's Citizens Advisory Committee on Recreational and Natural Beauty, to accelerate the trend of the varying distribution lines, and to take action about the air pollution problem through the use of atomic power plants.

Walter Washington talked about beautification as providing "opportunities to do many, many things, and alternatives in the sense that we provide something for children and people other than rock throwing and damage" In talking about the effectiveness of the Committee, he said, "I think that the significant thing to me is the fact that many regarded our earlier efforts as somewhat cosmetic. Some of us thought we were paying a lot of attention to the downtown. I think the obvious thing that developed was it just was not so. We blended many people and many interests." He said, "I think the help of our nation; the help of every city in the nation, depends on people having an opportunity and an alternative. I think if we turn our backs and show no concern, we can very well expect to get what we will get, and that is a response and a reaction that is completely uncontrolled, and where concern is there, and where opportunities and alternatives exist, wholesomely, constructively, I think we get quite another response. We get a response that is truly American and this, in a sort of a summary fashion, is what has kept me busy for two years, and I hope it will keep me busy for many more years, under the leadership of this tremendous woman, actually whose heart just flows in every aspect of it and whose concern for the American people is so great that it sets a spark and those of you that had an opportunity to see just the beginnings today, I hope you will take this message with you. If she spots you, you are really hooked because it is just that kind of dedication and some of us know it and it is the kind of thing that makes you want to work time after time, and day and night, because you know she asks you to do nothing that she would not do, and you know that the concern which she demonstrates daily, is there.

May 3, 1967:

In a ceremony in the White House East Garden, Mrs. Johnson inaugurated a new poster featuring Lassie, the famous collie, who had been enlisted by Keep America Beautiful, Inc. as the Nation's mascot in the war against litter. The poster reminds citizens to help keep our parks and forests clean. Lassie thus became the symbol of the campaign to prevent litter, as Smokey the Bear was of the fight to prevent forest fires. Fifty thousand copies of the new poster were to be displayed on bulletin boards in National Parks, National Forests, and other outdoor recreation areas during the summer.

May 25, 1967:

Mrs. Lyndon B. Johnson dedicated a major beautification project in Southwest -- the Syphax School playground. A \$25,000 gift from The Washington Post Company, along with a matching grant from the Department of Housing and Urban Development and District school funds, made possible the transformation of a barren, broken-down schoolyard into an inviting recreational area ringed by tall locust trees, flowering shrubs, and containing a sodded playing field and new recreational equipment for all ages. Mrs. Philip L. Graham, president of the Post and a member of the Committee for a More Beautiful Capital, spoke at the ceremony with Mrs. Johnson. The playground is open after school and during the summer so that neighborhood children can enjoy it more fully.

In her remarks at the dedication of the playground, Mrs. Johnson said that the playground was "almost like magic." "Of course," she said, "these things don't just happen. They are here because lots of people care about the children of this neighborhood." She told the children, "It will take help on your part to keep the magic alive. How? By keeping it so clean you're proud to call it your school." Above all, she challenged the children to enjoy the playground.

June 6, 1967:

A meeting of the First Lady's Committee for a More Beautiful Capital was held at the White House. Mrs. Johnson announced that through the efforts of the D. C. Recreation Department and the Department of the Interior four big new swimming pools and fifteen smaller pools will be started. She also told Committee members of two gifts made to the Society for a More Beautiful National Capital. Mrs. Douglas Dillon, after the bus tour in April, gave \$20,000 to be

used in the beautification of Kingman School, where an eroded bank in front of the school will be turned into a terrace of steps and places for the children to climb. Things to climb on and gardens will be added.

Laurance Rockefeller pledged \$50,000 for Project Trailblazers. Under the leadership of Polly Shackleton, 100 low income teenagers living in areas east of Anacostia River, would work on beautification and neighborhood projects, such as improving the grounds of the Frederick-Douglas Home and other public recreation areas or the New Smithsonian Neighborhood Museum, or nature trails. They would also participate in recreation and educational activities.

Adam Rumoshosky reported on the plans of oil companies and their dealers to spend about \$1 1/2 million this year to remodel, landscape, and make their service stations in the District generally more attractive. Their beautification program was to be divided into four segments: the cleanup of existing stations; the use of flowers in beds, planters and hanging baskets; landscaping stations and sod, shrubs, screening and trees; and, remodeling and rehabilitation of some older stations. He said that gasoline marketers have found that the attractive service stations attract more people, and are thus more profitable. The companies participating in this plan were: the American Oil Company, Cities Service, Gulf, Humble, Shell, Sinclair, and Sun Oil Company. As an example of the type of action taken, Sinclair planned to spend about \$75,000 over the next five years for the planting and maintenance of shrubs and flowers at their stations in Washington and to redesign its station at 30th and M Streets in Georgetown.

Secretary Udall commented on his concept of the role of the Committee. He said, "What we are really doing here is showing other people -- whether they be government or private -- what can be done . . . I think the most important long range thing that we can do is institutionalizing this in our society as a whole; I think the program that we are all concerned about -- the design of the country; its beauty; the right arrangement of what man does and what nature has already done, and would like to do if you give it a chance -- this has to permeate Government; it has to ultimately permeate the business community; it has to become part of our way of life."

Following the meeting the second Annual Awards ceremony was held in the East Garden. Mrs. Johnson presented five plaques and 42 certificates for projects ranging from service stations to school yards, which were entered in the Annual Awards Contest

sponsored by the First Lady's Committee for a More Beautiful Capital. Projects undertaken in public, neighborhood, and commercial areas within the District of Columbia during the past year were eligible for the awards. Plaque winners were: the Giant Food Store at 3640 14th Street, N.W., for creating a park like atmosphere through the use of landscaping; Guardian Federal Savings and Loan Association, for planting a 2300 square foot garden and the 2235 square foot parking lot surrounding the grounds with white birch trees, Japanese holly, southern magnolia, English yew and flowering shrubs; The Community Beautification Committee in Far East Washington for initiating alley cleanup, paint-up, fix-up, gardening, lawn care, garbage and refuse control, rodent and pest control and street cleaning, coordinating with public officials to eliminate Kenilworth Dump and to beautify schools, the police and fire departments, libraries and businesses to make public space available for recreation; Hardy Elementary School, Foxhall Road and Volta Place, N.W. because each class from the kindergarten to the sixth grade participated in the year-long beautification program, climaxed by a tree planting ceremony on Arbor Day; and Simmons Elementary School, First and Pierce Streets, N.W., where workshops were conducted to teach children indoor and outdoor planting and maintenance procedures.

June 6, 1967:

In a ceremony in the East Garden, Mrs. Johnson presented the Federal Aviation Agency's first Airport Beautification Award to the City of Phoenix, Arizona. The award to Phoenix Sky Harbor Municipal Airport is the first in the agency's new program to honor both public agencies and private organizations which have increased airport beauty. The overall program is aimed at encouraging both long-range beautification plans and immediate action projects that will provide prompt visible improvements. Mayor Milton Graham of Phoenix accepted the award.

June 9-June 12, 1967:

Mrs. Johnson, accompanied by Secretary of the Interior and Mrs. Stewart L. Udall, took a four-day trip to see "New England, Now and Then." She began the trip with a visit to the John Adams home in Quincy, Massachusetts, where members of the Adams family showed her this home of two Presidents, John Adams, the second President of the United States, and John Quincy Adams, the sixth, and honored her with a small family luncheon. Later that day she flew to Stowe, Vermont, where three New England governors and their wives --

Governor and Mrs. Philip Hoff of Vermont, Governor and Mrs. John King of New Hampshire, and Governor and Mrs. Kenneth Curtis of Maine -- honored her with an exhibition of New England crafts and a dinner in welcoming her to northern New England at the Mt. Mansfield recreation area.

On the morning of June 10 the First Lady flew to Portsmouth, New Hampshire to see Strawberry Banke, an historical preservation project, which, upon its completion, will be an authentic restoration of an early American seaport town in the 17th, 18th and 19th centuries. She, along with Governor and Mrs. John King, made a brief tour of the project and participated in ceremonies opening the "Dunaway General Store" and inaugurating postal service from a postal sub-station located in the store. In dedicating the store Mrs. Johnson recalled some of her experiences in her father's general store, "T.J. Taylor, Dealer in Everything" and said, "So, I feel quite at home here in the Dunaway General Store and am delighted that a general store is included in this restoration of Strawberry Banke." She said that Strawberry Banke is a "wonderful vignette of life," and she complimented the group of determined citizens in their efforts to "preserve our links with the past."

Following her visit to Portsmouth, Mrs. Johnson motored to the Two Lights State Park, near Cape Elizabeth, Maine, where Governor and Mrs. Kenneth Curtis held a clambake in her honor. Later that afternoon, she paid a tribute to the Nation's first conservationist by dedicating the George Perkins Marsh Conservation Lake in Hartland, Vermont. She then went to Woodstock, Vermont, where she spent that evening and the following day with the Laurance Rockefellers.

Mrs. Johnson presented the National Historic Landmark plaque for the home of Calvin Coolidge, in nearby Plymouth, Vermont. She said, "Sometimes, we are too quick to rip out the scenes of our fabric of history -- make way for the new -- and in so doing, we can lose the sense of what we are or what we want to be. We forget, sometimes, that we are in partnership with those who have gone before us and those who will live after us." She praised Mr. John Coolidge, the son of the late President, and the State of Vermont for preserving the home as a museum and thus sustaining a link with the past.

Mrs. Johnson and Governor and Mrs. Hoff participated in a ceremony saluting George Perkins Marsh at the Rockefeller home, which was also the boyhood home of Marsh, and saluting the joint support for the 36-mile long Ottauquechee River. She said, "We are gathered here today to pay tribute to a man and an idea. The man is

George Perkins Marsh, for whom this house was home for so many years. The idea is conservation and its precept that man lives most comfortably and performs most nobly when he is functioning in harmony with nature." She challenged the citizens of Vermont to implement Marsh's principles of conservation in the Ottauquechee Valley, and said, "Those of you in this valley have an unparalleled opportunity for a comprehensive, broad-based recreation and conservation effort. The resources of your state and federal governments, as well as private enterprise, are available under various programs. But, the initiative remains yours, and yours alone . . . If you can clean up the 36 miles of streams of this Ottauquechee Valley, a showplace of scenic beauty, a sparkling example of unpolluted water -- you will have set an important example for the nation."

On June 12, Mrs. Johnson drove to Middlebury to attend the 167th commencement exercises, during which she was given an honorary degree and made an address. Following the graduation, the First Lady attended a luncheon given by College President and Mrs. James I. Armstrong, at the Chateau on the campus.

Immediately following, she returned to Washington.

July 13, 1967:

Mrs. Johnson, accompanied by Supreme Court Justice Abe Fortas, paid a surprise visit to the model town of Reston, Virginia. Robert E. Simon, the developer of Reston, and James B. Selonick, executive vice-president of Reston, greeted them and took them on a walkie-talkie tour of the town. She rode part way and walked most of the way along the walks unbroken by streets and was joined by quite a crowd of children and grown-ups along the way.

She also visited a Head Start program there.

July 20, 1967:

Mrs. Johnson held a Reception for the President's Advisory Council on Historic Preservation, a 17 member panel whose 10 citizen members had been recently named by President Johnson. The Council which was holding its first meeting in Washington was established by the National Historic Preservation Act, for the purpose of making recommendations to the President and Congress on matters pertaining to historic preservation.

August 17, 1967:

Mrs. Johnson visited children in Project Trailblazers who were busy cleaning and planting an area around the Anacostia Museum, their major project for the summer. The museum was due to open within a few weeks.

September 10, 1967:

An article entitled, "A Talk with the First Lady" written by Henry Brandon, a Washington correspondent and an associate editor of The Sunday Times of London, appeared in The New York Times Magazine. In this article, an interview, Mrs. Johnson talked about her childhood, her life in politics, her husband, and her activities as First Lady.

One section of the article focused on her interest in beautification, and she told the reporter how she became interested in it:

"After Lyndon was elected in '64, and when we got back and settled here early in January of '65, I began to think of what I could do to be of help to him and his aims. What had the greatest appeal to me (and I think in order to work on something it has to be something that you love and know a little bit about) was the whole field of conservation and beautification . . .

"Why did I choose it? I think because what has given me the most joy, what surfaces when I think back over the last 50 years, are things like walking through the piney woods of East Texas listening to the wind sighing, or along the banks of Caddo Lake with the gnarled cypress trees heavy with moss, and, well, the whole beautiful picture of our diverse country . . . and the little towns with the squares that have the elm trees all around the courthouse, and the long shaded residential streets, and I want that to be just as good for our grandchildren's children as it was for me."

She also talked about the ramifications of the beautification program:

". . . it began, of course, as everything should begin, right at home. I mean, for me it began with setting up the Committee for a More Beautiful Capital, which operates here in Washington. But as the months went by, I found that it has so many ramifications -- right down to the level of getting people not to chuck that bottle or that piece of paper out the car window as they drive along . . ." She also talked about the trend toward applying "some sort of esthetic barometer" to highways.

Her idea of beautification stemmed from interests of the public. She said, "Of course, Mr. Brandon, I sort of stepped on to a moving train in all this."

September 13, 1967:

Mrs. Johnson received 120 officials of the General Federation of Women's Clubs at a tea. At the reception, she received a citation praising her for "setting an example to the people of the Nation in the conservation of national resources, and the beautification of its homes," from Mrs. E. D. Pearce, president of G.F.W.C.

September 15, 1967:

The First Lady held a White House reception and premiere showing of "We're On Our Way," a movie that was produced to support the movement launched by eleven youth organizations, representing 20 million young people, in the National Youth Conference on Natural Beauty and Conservation. The film features young people in all parts of the country swinging into action on numerous projects for community improvement, and is designed for use by youth groups to make their hometowns and neighborhoods aware of their activities and to gain the needed support of adult and community leaders. Attending the reception and showing were one hundred and fifty guests, including leaders of the major youth organizations, youth members, government officials, industry sponsors of the conference, and private citizens working in conservation and community improvement.

September 20-23, 1967:

The First Lady, accompanied by Mrs. Hubert Humphrey, Secretary of Agriculture and Mrs. Orville Freeman, Secretary of Housing and Urban Development Weaver, and Mr. and Mrs. Roger Stevens, Chairman of the National Council on the Arts, covered 3560 miles to see examples of what is happening in town and country revitalization in the midwest. By plane, car, bus and tow boat, the "Crossroads, U.S.A." trip took the party to seven states.

Highlights of the trip included:

Wednesday, September 20: a tour of the Brookside Manor Senior Citizens Home and of the downtown urban renewal area in Montivideo, Minnesota; a scenic bus trip to the home of the Vice President in Waverly, Minnesota where the party inspected an artmobile and a

bookmobile used in the rural area; dedication of a newly completed fountain, which is a focal point in a two-block area of the Mall, designed by Lawrence Halprin, in downtown Minneapolis; a dinner hosted by the officers of the Guthrie Theatre Foundation at the Walker Art Center; and a performance of "The House of Atreus" at the Tyrone Guthrie Theatre.

September 21: a two hour ride on a towboat down the Mississippi River from Quincy, Illinois to Hannibal, Missouri; a tour of the museum and the Mark Twain home in Hannibal, Missouri; a bus tour in Columbus, Indiana, to see examples of new architecture by some of the country's leading architects and to a ceremony at the Lincoln School; a "Salute to Architects" dinner followed by an outdoor performance of "Falstaff" by the American National Opera Company -- both in Columbus.

September 22: dedication of the Sylvania Recreation Area on the shores of Clark Lake in Ottawa National Forest; a visit to the "Big Little Hill Farm," a Grade A dairy farm, of Mr. and Mrs. Joseph Johnson and their five children; tea at the home of the late Frank Lloyd Wright, world renowned architect, where they were the guests of Mrs. Wright, in Spring Green, Wisconsin; dinner with the Uplands Arts Council at the Spring Green restaurant; a production of "Hodag" at the Wisconsin Ida Theater of the University of Wisconsin.

September 23: Mrs. Johnson and Secretary Freeman addressed an audience of some 10,000 young people in the World Youth Day of the World Food Exposition.

The party returned to Washington at noon.

October 8, 1967:

Mrs. Johnson received an honorary degree from Williams College, Williamstown, Massachusetts, and spoke at their annual fall convocation. She was cited by President Sawyer for her "quiet leadership and powerful moral support" for programs ranging from Project Headstart to her beautification program and efforts to protect natural resources.

In her remarks, Mrs. Johnson said that now was the time to take action on "one of the most fateful questions of the time: whether the physical setting of American life will be pleasant or squalid."

"The question in America now," she said, "is, whether the skill and talent and know-how is rising to fulfill the desire. We have learned that we cannot protect and enhance the beauty of this Nation solely through

federal action, or just through citizens groups, or simply through academic institutions. All of these are necessary, plus a strong national will. Today, the crying need is for a partnership of thinking, planning, and action on the part of all groups.

"Enhancement of our natural beauty requires and deserves more than a sentimental urge, important though it is. It calls for hard analysis, imaginative planning, political action -- hard day-to-day efforts to translate our dreams into realities."

She applauded the Williams Center for Environmental Studies and Planning for providing a place for this necessary meeting of minds of the various groups, but she warned that there was a 'need for constantly relating theory to practice concept to application. There is no time for annotated studies to gather dust on the library shelves. The other day I read that while 11,000 city planning positions must be filled in the next five years, planning schools are producing only 450 graduates a year."

In conclusion, she challenged all the students to take action in their home communities to improve the environment.

Following the Convocation, Mrs. Johnson and Professor James MacGregor Burns took a walking tour of the nearby countryside to see the fall foliage.

On October 9, Mrs. Johnson drove to New Haven and en route viewed fall foliage and stopped at the Shaker Village near Hancock, Massachusetts. This old religious community is being restored by a private foundation, and Mrs. Johnson visited the famous round barn and other buildings.

Mrs. Johnson addressed the Yale Political Union at Yale University in New Haven, Connecticut on beautification. She was welcomed by President Kingman Brewster, Jr. and John J. O'Leary, 1969, head of the Political Union. In his remarks, Brewster said, "I greet you with a deep appreciation of the burdens you bear as First Lady and the spirit with which you enthusiastically accept those burdens." O'Leary presented Mrs. Johnson with a copy of Reuben Holden's "A Pictorial History of Yale," and a toy bulldog for her grandson, Lyn.

In her remarks, Mrs. Johnson discussed her concept of beautification. "It is not the exclusive concern of old ladies in tennis shoes or puttering gentlemen in tweeds with a rose-cutting in their hands," she said. It embraces rebuilding the core of our cities, creating pleasant and functional new towns, bringing order to our highways and

transit systems, providing parks and open spaces in our cities, and controlling air and water pollution. "To me, in sum., 'beautification' means our total concern for the physical and human quality of the world we pass on to our children."

She went on to talk about the career and civic responsibility of every man in the room in this field, and she discussed specific approaches -- i. e. her Committee for a More Beautiful Capital, the Mall in Minneapolis, the Big Sur Highway -- to the effort to improve the environment. She quoted Paul Sears, a Yale man, who said, "Why dream of escape to another planet, when our own would respond generously to kinder treatment?"

"The challenge to America," she said, "is how to grow -- with beauty and compassion for every life and its fulfillment." She called for "a rather dramatic commitment from every citizen -- particularly the well-educated and politically aware."

In conclusion, she said, "We face an urgent and arresting question, a question which goes right to the heart of our aims as a Nation:

"Can a great democratic society generate the energy to plan and build projects of order and beauty? Or does democracy, after all, mean the lowest common denominator?

Most of the great cities in history; most of the great works of beauty, were the creations of autocratic societies. The Caesars built Rome. Paris was shaped by the kings of France and the Empire. Vienna is the handiwork of the Hapsburgs -- and Florence of the Medici.

"Our wealth surpasses theirs -- combined. Will our taste and intelligence be as great?

"The answer we give will reveal our quality as a civilization. That answer will unfold, I think, in the next two decades -- which are yours."

October 18, 1967:

A meeting of Mrs. Johnson's Committee for a More Beautiful Capital was held at the White House.

One of the major items on the agenda was Columbia Island. Landscape architect, Ed Stone, Jr., said that Columbia Island consists of 140 acres in the Potomac, bounded by the channel which skirts

approaches to the 14th Street Bridge, all the way up to the approaches to the Theodore Roosevelt Bridge. Eight hundred thousand daffodil bulbs, from an anonymous donor, are to be planted, naturalized and not bedded, there. Mayor Washington asked if some children could be involved in some way. Nash Castro reported that an additional 200,000 bulbs were to be planted to extend the plantings of the Rock Creek Parkway into West Potomac Park. Adam Rumoshosky said that the American Petroleum Institute would contribute \$1000 toward the purchase of bulbs for the school planting program.

Secretary Udall spoke about the recommendations of the Potomac River Task Force, which was formed by the American Institute of Architects. The Task Force recommended that the river be designated as the Potomac River National Landscape, a classification which could apply to any major river in any region. It would include three divisions: the river, or the water itself, including the channel of the Potomac and all of its tributaries, extending to the smallest streams of continuous flow; the riverside, which is the land adjacent to the river; and, the setting, which is that land within view of the river or within five miles of the river. The most important conclusion reached by the Task Force about the problem of the development of Metropolitan Washington was that poor zoning regulations on the edge of the city have brought about unfortunate patterns of urban expansion. Consequently the Task Force suggested that a non-profit corporation, headed by a Presidential appointee, and possibly incorporated into a river basin organization, should buy and sell large tracts of land. Thus the corporation could have a measure of control over the outward expansion of the city and hopefully, could avoid the pitfalls generated by the lack of control over the present zoning regulations.

Mr. Rockefeller asked if a subcommittee could be set up to explore the interrelationship of beautification, employment and recreation. He suggested that that committee might meet with the President's Council on Youth Opportunity.

October 27, 1967:

Mrs. Johnson escorted Mrs. Gustavo Diaz Ordaz, the First Lady of Mexico, and a small group of the wives of diplomats connected with relations between the United States and Mexico on a sightseeing tour by bus through the city to the Hains Point playground. At the playground small children from the Fairfax Presbyterian Church day care center were playing on colorful imaginative equipment which had been presented by the Mexican government to Mrs. Johnson and had been dedicated earlier in the year. The two First Ladies happily pushed swings and caught children sliding down poles. Tour guide, in

Spanish with English translation, was Nash Castro of the National Park Service, who pointed out historic landmarks and parks flowering with golden chrysanthemums along the way.

December 18, 1967:

A pre-Christmas meeting of the First Lady's Committee for a More Beautiful Capital was held in the East Room of the White House. Mrs. Johnson announced that T. Sutton Jett was retiring as Regional Director of the National Capital Region in the Park Service and from the Committee at the end of the year. Nash Castro, his successor in the Park Service, was replacing him on the Committee. She also announced that pledges and gifts in excess of \$322,000 had been received. Nash Castro elaborated on the projects which were to be financed by these gifts. He said that a towering jet of water, equivalent in height to about a 15-story building, was to be built in the Potomac, about 800 feet off the tip of Hains Point. The jet was lighted. It is to be built from a gift of \$160,000 from an anonymous donor. Mrs. Enid Haupt, Publisher of Seventeen Magazine, donated \$60,000 for the construction of two fountains near the Ellipse. The fountains were to frame the White House from the south and the Jefferson Memorial from the north. One hundred-fifty thousand dollars, underwritten by a gift from an anonymous donor and by the Society for a More Beautiful National Capital, Inc., was to be spent on landscaping Columbia Island with flowering dogwood and other trees. Finally, \$40,000, representing a gift made by the Inaugural Committee, was to be spent on landscaping the area around the circle on the west end of Memorial Bridge.

In addition, Liz Carpenter announced that Laurance Rockefeller had pledged a gift of up to \$25,000 to the Society for a More Beautiful National Capital, Inc. The money was to be used for a beautification and employment project that was being developed by Mayor Washington and officials of the District as a further outgrowth of Project Trailblazers. In his report to the Committee, Walter Washington said that this pilot project was to employ 30 junior high students and 15 high school students from February until summer on schoolground and other needy landscape projects in disadvantaged neighborhoods. Each group of 15 students, with an adult leader per club, would have field trips, lectures, movies, athletics, camping, and a beautification project all tied together. There was an attempt to create a work component which would not only permit the students to earn money, but to earn it in a way that they would enjoy, with some outlet for adventure.

Nathaniel Owings, chairman of the Temporary Commission on Pennsylvania Avenue, showed the Committee revised models of

Pennsylvania Avenue and the Mall. He presented plans for the Ellipse, the Hirshhorn Gallery and Sculpture Garden, the National Square including the Superblock, and the Woodrow Wilson Square. He also showed the first draft layout of the proposed Wilson Memorial for Higher Education, although this had not been authorized by Congress. Finally, he announced that the Presidential Building, at 12th Street and Pennsylvania Avenue, was to be completely landscaped through the cooperation of the District, the National Park Service and the owner. This was to be the first building to conform to the requirements of the Pennsylvania Avenue Plan, which calls for a fifty-foot setback and an overhead arcade.

As the final item of business, Mrs. Libby Rowe talked about the direction signs which were to be erected at either end of the Theodore Roosevelt Bridge. She said that they were of interstate freeway scale, oversized for the city, and would compete with the view toward the Lincoln Memorial. Lowell Bridwell announced that the signs would not go up.

Following the meeting, refreshments were served and the Committee viewed the Christmas decorations in the White House.

1967:

An article entitled "LADY BIRD . . . plans for America's future," written by H. Shirley Long, appeared in a British publication. It described Mrs. Johnson's interest in beautification, some of the problems of ugliness in Washington, and some of her efforts to combat it. Of Mrs. Johnson's beautification campaign, the author wrote, "This is no political facade. Nor is it a glorified American clubwoman's project for the year. This crusade comes from the heart of the First Lady. She is leading it with skill, energy, charm and great good humour. It is the most exciting and heart-warming story in America today. This is the America we do not hear enough about."

1968

January 17, 1968:

A meeting of the First Lady's Committee for a More Beautiful Capital was held at the White House to discuss projects underway and to consider new activities which might be undertaken in 1968.

Just before the meeting Mrs. Johnson accompanied two members of her Committee, Mrs. Vincent Astor and Laurance Rockefeller, on a trip to Buchanan School to see the partially completed plaza. She told the other Committee members about her visit.

Secretary Udall said that to carry out Larry Halprin's plans for a park on an island in the Anacostia River, the freeway in that area would have to be rerouted. He said that the rerouting would have to be an "all-hands effort" with the Department of Transportation, HUD, the Park Service, the city and anyone else involved in the project. He also announced that the Ford Theater was scheduled to reopen during the winter of 1968, and that Knox Banner of Downtown Progress and the Park Service had been working to make "Lincoln Place," the block containing the Theater and Peterson House, an example of attractive urban design.

Knox Banner announced that the proposal to convert Union Station into a Visitors Center only lacked action by the Senate, but it probably would receive prompt attention.

Mrs. Rowe initiated a discussion on street trees in Washington. She said that in the last year, 6200 trees were planted along the streets of Washington, and that there were 6700 vacant tree boxes throughout the city. According to her report, the District Highway Department had commissioned, with the aid of money from the Bureau of Public Roads, the Bartlett tree specialists to study what trees should be planted in the future, what was wrong with the trees already standing, and what adverse conditions a tree is faced with in a big city. She suggested that every neighborhood in the city should have an Arbor Day sometime in the spring. On that day the whole community, particularly the schools, could focus on trees. Mrs. Louchheim suggested that a subcommittee of people interested in raising funds for trees be formed. Nash Castro said that the Park Service would not remove a tree anywhere in the park system without replacing it.

The Committee also previewed photographs taken by Project Trailblazers of their activities during the summer. The photographs were to be placed on display at the Anacostia Neighborhood Museum.

February 20, 1968:

Mrs. Johnson presented awards to the 30 top winners of the 1967 National Clean Up Contest. The contest was sponsored by the National Clean Up-Paint Up-Fix Up Bureau, and the winners were selected from 214 cities and towns in 41 states and Puerto Rico. Among the awards the First Lady presented at the Statler Hilton Hotel was the "National Award of Excellence" -- the grand prize -- for the best civic improvement and beautification program of 1967. Each project submitted was judged on the degree of achievement and the scope of citizen participation.

In her remarks at the Awards Ceremony Mrs. Johnson said, "The problems of our environment are great, but they are the kind of problems that the individual and the civic group can help to solve -- whether they live in Mountain View, Missouri or Chicago, Illinois. As you have probably discovered, beautification in a city is so often only the beginning. You may start with a general cleanup campaign, then move on to planting trees along Main Street, and ultimately find yourself tackling the harder problems of air pollution and sign control, new outlets for health and recreation in the city's core . . . And that is -- after all -- what "beautification" means. It is our total concern for the physical and human quality of the world we pass on to our children."

March 1, 1968:

A meeting of the First Lady's Committee for a More Beautiful Capital was held at the White House. Mrs. Johnson introduced two new members of the Committee: John Hechinger, Chairman of the City Council, and Tom Fletcher, Deputy Assistant to the Mayor, who was to serve as an observer.

Secretary Udall announced that Vermont was moving in the direction of prohibiting all billboards in the State, and that it was the business interests which were leading the way.

Lowell Bridwell, Administrator of the Federal Highway Administration, reported on the status of the Highway Beautification

Program. According to his report, the program incorporated three aspects of beautification: scenic enhancement, the control of outdoor advertising, and screening and removal of junk yards. Approximately 6000 total projects had been completed or were still underway. The District, one of the most active participants in this program, had actually undertaken \$1 1/2 million worth of scenic enhancement activities. Additionally under the program 5000 projects of purchasing scenic items was underway. Also the development of roadside rest areas and scenic overlooks had proved to be popular. The most difficult part of the program to carry out was outdoor advertising control. At the time of Mr. Bridwell's report, 14 state agreements and negotiations were underway. The strategy had been to try to sign agreements with at least one state in each region so that an attempt could be made to use that as a model for the region.

Members of the design team, Robert Plavnick, planner, Seymour Auerbach, architect, and C. Thomas Cooper, architect, presented a report on the development of a Visitors Center at Union Station. It has been projected that by 1970 there will be 24 million tourists in Washington, and by 1980 that number will be increased to 35 million. The designers visualized Union Station as a main gateway to the city rather than just a Visitors Center. Consequently, it was designed to provide not only 20,000 parking spaces for tourists, but also to provide a variety of other transportation facilities, such as possibly a heliostop. Facilities under consideration were a multi-lingual tourist information service, cafeterias and restaurants, a reception room for Congressmen to receive small groups from their homestates, a students' reception room, a USO, facilities for people who want to take a nap, an infirmary, and administrative facilities.

Also present during the presentation of this report were Mr. Stewart Saunders, President of the Penn Central Railroad, Mr. Gregory Devine, President of the Baltimore and Ohio, and Mr. M. C. Mulligan, President of the Washington Terminal Company. Their companies are actively involved in turning the plan for Union Station into practical reality.

John Hechinger, reporting for the Award Program Committee, said that the emphasis of the Committee in 1968 would be on promoting the idea that "no project is too small."

Mayor Walter Washington said that the city had just activated its Committee on Beautification to start a clean-up committee and to open up the schools and playgrounds on a full year-around basis.

March 26, 1968:

Mrs. Johnson addressed the B'nai B'rith Luncheon at the Shoreham Hotel. She thanked the members for a cash award which she said would be directed to the Anacostia Neighborhood Museum, in southeast Washington. She praised the organization for their concern for human problems.

March 29, 1968:

Mrs. Johnson presided at a ceremony in the East Room of the White House at which President Johnson appointed Vice-President Humphrey Chairman of the President's Council of Recreation and Natural Beauty. In her remarks she said, "You know, we have learned to 'think big' in the last six years . . . But -- quite apart from the big endeavors -- the really gratifying thing about the whole business of improving the environment is that it encompasses tasks for everyone -- from children in an anti-litter campaign to adults working on zoning legislation or building community centers in the ghetto. All it takes is some imagination and guidance."

President Johnson also spoke briefly, as did Vice-President Humphrey and Laurance Rockefeller. The President joked about the beautification program as "flower power" and said, "Flower power, architectural power, urban planning power -- all these powers are shaping a better country."

Following the ceremony there was a reception in the State Dinning Room for all the members of the President's Council on Recreation and Natural Beauty.

March 30, 1968:

Mrs. Johnson, Nash Castro, and a group of photographers took an unannounced drive and walk through some of the parks of Washington. It was a beautiful day when the early spring flowers were at their best. The group stopped at such parks as Hains Point, Columbia Island Rawlings Park, and Pennsylvania Avenue, S.E. and talked with families picnicking on the grass. One family looked up in surprise and said, "Why Mrs. Johnson, we were just talking about you!"

April 5-9, 1968:

Mrs. Johnson and Secretary Udall, accompanied by some 40 distinguished European editors took a five-day "Discover America" trip through the state of Texas. Highlights of the trip included the opening of HemisFair, visiting La Bahia Mission, Dedicating Padre Island National Seashore, the LBJ Ranch, Fredericksburg, San Antonio, and Gonzales. Other activities of the trip ranged from a black-tie opera and supper buffet to a beachcombing party on the Texas Gulf.

Mrs. Johnson spoke at the opening of HemisFair on April 6. She said that it was "like a small town: intimate, lively and exciting; clearly a place for people." However, she continued, "The theme of HemisFair -- 'The Confluence of Civilizations in the Americas' -- reminds us that we are living in a great age of variety and excitement. What we have become, we owe to dozens of different peoples, many different cultures." She stressed the importance of men of different backgrounds living together in harmony, and said that a celebration, such as HemisFair, could be "a great instrument of understanding." "At first, I saw here the friendliness and intimacy of a small town," she said. "But this is far more than a small town. Here, on the banks of the San Antonio River, the separate streams of mankind flow into a city: a city of hope; a city of progress; a city of cooperation. The rivers of men are many. They are converging today with startling and confusing speed. At this spectacular moment in history, we dedicate this place to the confluence of civilizations. As we open HemisFair, let us pledge ourselves, our wealth and our talent to making that great confluence creative -- and peaceful."

Referring to the death of civil rights leader, Martin Luther King, two days before, Mrs. Johnson said, "The President asked me to bring you his greetings this morning. He would like to be standing here today -- but the search for healing in our own America and for peace in the world are his first business. No one is seeking that peace and that calm for a troubled nation more than he is.

I have talked to the President and he has asked me to keep the commitments I have made which were undertaken -- to, perhaps in some small way, to contribute to better understanding between peoples. That is what this ceremony is all about.

With the calm and prayerful work of all of us, we will mend our wounds and move ahead. So let us not set the fires of hatred but quench them."

She also spoke at the opening of the United States' pavilion and the Women's pavilion. At both she talked about the legacy of the past, the problems of the future, and the hopes for a greater understanding between different peoples.

On Monday, April 8, Mrs. Johnson spoke at the dedication of Padre Island National Seashore. She spoke about the various elements involved in setting aside a bit of nature for public enjoyment: the dreamers, the believers, the legislators, and the keepers. She challenged everyone to preserve America's natural resources. "It has been said that wilderness is the miracle that man can tear apart but cannot reassemble. So I hope very much that these white sands, this dazzling dome of sky will be here, in all their freshness to be savored year after year. For here, facing the sea, touching the spiral of a perfect shell, it is hard to believe the crowding and tensions of an urbanized society. Every man has a thirst to leave his footprints on an untrammelled sand. I hope it will always be so, and we will always provide it. America does not have the works of ancient civilizations to show the world, but we do have priceless scenery, which this decade has renewed dedication to value and preserve and use."

On April 9, Mrs. Johnson took part in the ceremonies conferring Registered National Historic Landmark status upon the mission and presidio of La Bahia in Goliad, Texas. She praised Mrs. O'Conner, who financed the restoration, and all the architects, historians, and craftsmen who participated in the restoration of La Bahia, and said, "One individual who cares, one community proud of its heritage, can assure that these sites are not wiped off the map -- but become highlights on the map -- the destination of travelers for generations to come -- the mark of character and destination for a town."

Along the way, the group saw the colorful wildflowers which were at their peak and created a carpet of blue, red, yellow and orange.

The trip formally ended in a courthouse square in Gonzales, Texas. In bidding farewell to the foreign journalists, Mrs. Johnson said, "I want to say something which I believe has been

churning in all of us these past five days as we traveled throughout Texas.

Our visitors have come at a time of anguish and turmoil in our country. They saw our frictions laid bare. But I believe they have also seen that the crashing headlines which shook us -- as much as they did the world -- are not all the story of this country. They do not blot out the progress that has been made across this great democracy.

Behind the smoke of our troubled cities, there is a great wide land of strength and confidence and warmth.

Our tears for our country's troubles are deep, but deeper still is our confidence in the future and our ability to meet and master man's basic problem: how to live in peace.

Those new trails of making our country better, healing its wounds, righting its wrongs, giving its children a better chance for education, making its town more liveable -- all these trails we seek out every day, and we shall continue to seek them out. And we shall clear them.

One of our foreign traveling companions said to me -- and it pleased me very much -- 'What America has to give to the world is open spaces -- and open hearts.'

When he said it, I felt that he had really discovered America."

One of the journalists, Mr. Hector Legge of Ireland, spoke on behalf of the European editors.

"Our mission here is, when we go back to Europe, that we should write articles to induce people from our countries to come out here on holidays and, let it be said, bring plenty of money with them, because you have a problem. You have a balance-of-payments deficit and we are trying to help you in putting that right.

It is a great pleasure for us, in any way we can, to help the great United States of America. Not only do I look upon it as a pleasure, but I look upon it as a duty. I think all countries owe a great duty to the American Nation and the American people. They tax themselves. They endure. They suffer in the cause of freedom, be it Vietnam or wherever else it may be. They are there to stop the onslaught of Communism -- that evil thing that is trying to destroy the souls of men all over the world.

"We have been traveling around and have gotten to know your country. We do not like leaving it. We have been very highly honored, highly privileged to have with us on this tour one I would describe as one of the most wonderful women in the world -- Mrs. Lyndon Johnson.

"We traveled around on the ranch and we have seen her in action, as it were. We were impressed by the dynamic purpose of her. On the farm we found that, even I, coming from an agricultural island, felt that there was not alone a farmer's wife, but not even a farmer in Ireland who could teach Mrs. Johnson anything.

So, on behalf of our European delegation, I would ask them to please stand up and applaud to show our appreciation of all Mrs. Johnson has done for us.

Thank you."

Following the ceremony in the Courthouse Square, the party drove to Palmetto State Park for a covered dish luncheon provided by local farm women. After the luncheon, the foreign delegations presented Mrs. Johnson with gifts from their countries. The group then returned to San Antonio and flew back to Washington. The foreign journalists continued on to San Francisco.

April 17, 1968:

Mrs. Johnson took a group of some 200 persons interested in beautification, including the members of her Committee for a More Beautiful Capital, on a one-hour bus tour to see projects sponsored by the Committee.

The tour focused on two projects: Buchanan School, where a community recreation center, financed by a gift of \$390,000 from the Vincent Astor Foundation, was nearly completed; and Capper Houses, where plans had been made, although financing had not yet been received, to revitalize a five-acre field in the midst of the public housing project by creating a multi-purpose plaza and recreation area.

The tour also passed some of the plantings made possible through private donations. Principal sites along the route included: Pershing Square where nearly 28,000 tulips and 2300

daffodils were in bloom; Pennsylvania Avenue, N.W., where 30,000 azaleas donated by Mrs. Mary Lasker were planted in 1965; and Columbia Island, where 800,000 daffodils were planted in the fall of 1967 in 30 beds covering a total of ten acres.

Following the tour, the guests had lunch at the White House. In her remarks at the luncheon, Mrs. Johnson thanked Mrs. Lasker and all the people in the room for their help in making Washington a more beautiful city. She said, "Not only is your handiwork enjoyed by the 3 million people who live and work in this city, but also by some 17 million visitors who come here. I know our efforts here have inspired other cities across the country."

Mrs. Johnson spoke of the Buchanan School projects as "a vital and significant answer in a neighborhood that has had more problems than solutions." She said that Buchanan and completed playgrounds such as Syphax, the Anacostia Neighborhood Museum, and the vest pocket parks made by children in Project Trailblazer indicated "a pattern of quality that we want to see everywhere."

She talked about a recent walk she had taken through some of the parks in Washington where beautification projects had been completed, and she said she was very pleased to see the "human happiness" which was generated by the lovely surroundings. She said, "My criteria of a project is that it receive the fullest human use -- that it be well cared for -- and a third ingredient -- that the desire for it emanate from the neighborhood and the users." The development of Kingman Lake and Anacostia Park, she said, was one such project. Mission '76, a proposal by the Washington Post in which we could celebrate America's bicentennial in 1976 by creative completion of many projects now on the drawing boards for housing, for transportation, for recreation, etc., could be another.

Mayor Walter Washington spoke informally about the ways in which the beautification program reaches the heart of the problem of the city by involving the people in its project. He stressed the belief that the program was not merely cosmetic.

He began by listing three important concepts Mrs. Johnson had discovered: the necessity of identifying a human being with his environment; the desirability of making open spaces and recreational facilities a part of the daily living and of the daily

environment of people; and the importance of providing an alternative to throwing rocks by increasing the access to the greatness and strengths of our nation.

He stressed the importance of citizen participation and said, "This is really the heart of turbulence and the turmoil we are going through now; the extent to which the people have been alienated from participation; alienated from the American dream . . ." He went on to talk about the development of the Committee's approach to beautification activities and he talked about their success in involving the citizen, particularly in the beautification of schools.

In conclusion, he called on everyone present to rededicate themselves to the First Lady and her beautification program, and he said, "I think the greatest thing that we can do for the greatest First Lady I have ever known is to dedicate ourselves to continue with her this great work, continue it in a way that will be meaningful, continue it in a way that will involve the people, permit them to participate, and then it will be meaningful because no one destroys something they participate in building."

April 25, 1968:

In a ceremony at the White House, President Theodore - Osmundson and eight officials of the American Society of Landscape Architects presented a citation and certificate of honorary membership to Mrs. Johnson. The citation praised Mrs. Johnson for "creating a favorable climate of opinion over the country" for environmental improvement, and its statement concluded: "We are at least entering an era for which landscape architects have hopefully waited for a hundred years. If any single person can be said to be responsible for the beginning of such an era, it is Mrs. Johnson."

April 26, 1968:

In a ceremony on the north grounds of the White House, Mrs. Johnson celebrated Arbor Day with children from District elementary and junior high schools, Dr. William Manning, Superintendent of Schools, Mrs. Libby Rowe, and other guests. Mayor Walter Washington had proclaimed Friday, April 26 as Arbor Day in the District of Columbia, and about one hundred ceremonies were held at schools, fire stations police precincts, libraries and in neighborhoods by civic and citizen associations.

At the ceremony Mrs. Johnson announced two projects which were made possible by a fund started by Mrs. Marjorie Merriweather Post and added to by other public-spirited individuals and businesses. First, \$9000 was being given for shade trees in the Shaw neighborhood along some of the streets where houses were scheduled for rehabilitation. The beautification committee of MICCO, the Model Inner City Community Organization, was planning clean-up, paint-up, fix-up activities in conjunction with the tree planting. Of this project Mrs. Johnson said, "We have many valuable long-range programs in the city, for housing, for rebuilding. But it is also important to do small improvements that everyone can participate in, and look out the window and see that things are, in fact, better because of their own handiwork. I wish the citizens of Shaw every great success in all their efforts, and long-term happiness from the new trees that will grow along their streets."

The second project was a joint venture between donors and the District Highway Department for substantial tree plantings in the vicinity of Virginia Avenue and the E Street Expressway.

The highlight of the ceremony was the planting of a fern leaf beech tree by Mrs. Johnson and the children. The other two beech trees in the row were planted around 1900.

May 7, 1968:

Mrs. Johnson and Mrs. Vincent Astor participated in dedication ceremonies at the plaza donated by the Astor Foundation at Buchanan School, located at 13th and E Streets, S. E., Washington, D. C.

The playground was a new approach to recreation in low-income neighborhoods for use around the clock for the community. During school hours, it was to be used as a school playground. After school and during the summer, there was to be a recreation director provided by the D. C. Recreation Department.

The plaza featured a sunken multi-purpose basketball court-amphitheater area, which could be used for basketball, roller skating, theater, dances, and water play. In the play section, there are two feet of sand around the equipment to keep children from getting hurt if they should fall. Several large "hills" made of granite cobblestones were connected with climbing arches.

There are sliding boards, a "spider" made of radiating cables, a small tree house, trampoline boards, a loose cable with a sliding iron ring, and an adventure playground of timbers arranged as steps, stepping stones and bridges.

The Plaza was designed by Mr. Simon Breines -- architect, and Mr. Paul Friedberg -- landscape architect, both of New York.

The District of Columbia Department of Education was doing complementary landscaping on the adjoining two sides of the school.

In her remarks at the dedication, Mrs. Johnson talked about how the playground came about and expressed her philosophy about the importance of playgrounds. She said, "Buchanan Plaza is the wave of the future. School yards must not be locked at 3:00 p.m. They must not have forbidding fences that shut the community out and shut the children in. Outdoor time is learning time, just as much as the hours spent in the classroom. Play facilities must offer wide variety, and lots of challenges, so that young people stretch and grow -- emotionally, as well as physically. They must be attuned to the tempo of our times . . . This kind of round-the clock community playground is a new and constructive answer to the urban problem."

May 16, 1968:

Mrs. Johnson paid a one day visit to Connecticut before starting on a Discover America trip.

She dedicated Kiwanis Park in Stamford, Connecticut, and said, "Americans are coming to realize that we can make our cities not only functional -- but beautiful and gracious and enjoyable and exciting and livable as well . . . It takes effort -- that you know, I'm sure . . . But the important thing is that it can be done. We can add that grace note to our lives; we can make and re-make this land of ours into a land where people can not only prosper but where they can see and feel the beauty of our time and place. It gives me special pleasure to see that it is a service-oriented business club that is leading the way.

Later that day she received the Frances K. Hutchinson Medal of the Garden Club of America at the Garden Clubs of America dinner in Greenwich, Connecticut. She complimented the Club on providing many "examples of excellence" in the field of improving the landscape.

May 17-19, 1968:

Mrs. Johnson and the press went on a Discover America Trip along the Hudson River. The trip pointed up some of the "American beginnings"; at the Statue of Liberty, the beginning of our national literature in the person of Washington Irving; the beginning of the Hudson River School of Painters; and all along the beginning of settlements, many now restored for tourists; the beginning of "Son et Lumiere" at Boscobel as a technique for bringing history to life.

On Friday, May 17th, the party left for the Statue of Liberty where Mrs. Johnson took part in the dedication of the new American Museum of Immigration. Following the ceremony, Mrs. Johnson, Laurance Rockefeller, Director of the New York Council of Parks and Outdoor Recreation, Governor Rockefeller, Mayor Lindsay, and the accompanying party departed from the Statue of Liberty by Circle Line boat for the ride up the Hudson River. On board, Sam Aldrich, Chairman of the Hudson River Commission, gave an historic introduction to the river, and Sy Shulman, Executive Director of the New York State Council of Parks and Outdoor Recreation, presented the plan to develop East Harlem Park. That evening the party went to Boscobel, near Garrison, New York, to attend a candlelight tour, buffet dinner, and Sound and Light presentation of the history of the Hudson River and Boscobel, an outstanding example of Adams-style architecture restored by Mr. and Mrs. DeWitt Wallace.

On Saturday, May 18th, Mrs. Johnson and her entourage went to Van Cortlandt Manor to see the restored early Dutch farm and a "Sheep to Shawl" show of early Hudson River crafts. They then visited Sunnyside, the home of Washington Irving, where they had a picnic luncheon on the grounds and a tour of the house. Dana Creel, Joe Butler, Curator of Sunnyside, and Carl Carmer, an authority on Washington Irving, talked about Irving, the first American man of letters. That evening there was a party at Lyndhurst, former home of Jay Gould, for the press with exhibits of Hudson River painting school. James Biddle, President of National Trust for Historic Preservation, presented Mrs. Johnson with an honorary membership. The Press had dinner at the Tappan Hill Inn in Tarrytown, while the First Lady attended a private dinner at the home of Mrs. Vincent Astor.

May 22, 1968:

Mrs. Johnson participated in the groundbreaking ceremonies for the Filene Center auditorium to be constructed at Wolf Trap Farm Park for the Performing Arts near Vienna, Virginia. In accepting the invitation to the groundbreaking, Mrs. Johnson said, "Wolf Trap Farm Park is already a spot which has been made beautiful by nature. Now, thanks to the foresight and generosity of Mrs. Jouett Shouse, this lovely site will take on a new dimension as the building emerges to be an international cultural center located in America's first national park for the performing arts."

Mrs. Jouett Shouse donated the land for the park to the National Park Service in 1966 and provided the funds (in excess of \$2 million) necessary for the design and construction of the auditorium which was scheduled for completion in late 1969. Designed by architects John F. MacFadyen and Edward F. Knowles of New York City, the Filene Center was to house symphony orchestras, opera companies, ballet groups, theatrical presentations, jazz concerts, bands, special children's events, lectures, film showings and chamber music. The building was also to serve as a site for the American Symphony Orchestra League's Conductors' Workshops and a series of National Park Service programs in conjunction with the Harpers Ferry Training and Communications Center. Cooperative programs with the College of Arts and Sciences at American University were also being planned for the Center.

May 28, 1968:

Mrs. Johnson took a one day trip to Phoenix, Arizona to take part (along with Barry Goldwater) in the dedication of Camelback Mountain, to dedicate the post office in Phoenix, and to speak to the Valley Beautiful Citizens Council Dinner at the Westward Ho Motel. In her remarks at the dinner, Mrs. Johnson spoke about the real meaning of "beautification." "The beautification movement aims at far more than a surface improvement here or there. It embraces every effort to bring order and harmony and delight to our surroundings; every effort to preserve what is historically precious or naturally beautiful. It encompasses every effort to stop the flow of poison into our air and water."

She talked about various beautification efforts undertaken by citizens throughout the United States, and she said that she was

"struck by the depth of concern which people everywhere are showing about our environment." She complimented her audience on their beautification efforts and challenged them to "double and redouble your efforts." Areas needing improvement she cited were service stations, schools, and public spaces.

June 11, 1968:

The 1968 annual Citizen Participation Awards Ceremony was held in the East Room of the White House. Mrs. Johnson presented six plaques and 32 certificates for projects undertaken in neighborhood, public and commercial areas in the District of Columbia during the past year.

Plaque winners were: Logan Elementary School, Third and G Street, N.E., where each class participated in the preparation and planting of flower beds, an anti-litter campaign, and indoor workshops on plants; Hendley Elementary School, Sixth and Chesapeake Street, S.E., where the PTA contributed money to purchase shrubs and the children planted azaleas and rhododendron and worked to prevent erosion on the school grounds; Call Carl's Sinclair Coach House, 3000 M Street, N.W., a large service station which was rebuilt in a colonial style to blend in with the architecture of Georgetown and was beautifully landscaped; Humble Oil and Refining Company, Washington District, which was responsible for the neatness, maintenance, and landscaping of fourteen Esso service stations; Edmonds School Community Project, 900 block of Constitution Avenue, N.E., 200 and 300 block of 9th and 10th Streets, N.E., C and D Streets, N.E., where the residents cleaned up and planted their yards with grass and flowers; and, Ivy City-Trinidad Citizens Association, Inc., 1800 block of Corcoran Street, N.E., 100 block of Holbrook, S.E., where members of the Association planted flowers and grass in their yards, provided a garden plot area for people who did not have garden space of their own, and cleared out a large area on Corcoran Street between Fairview Avenue and Mount Olivet Road, for a neighborhood playground.

In her remarks at the ceremony, Mrs. Johnson praised the award winners, and said, "Nationally, we are on the way to a better environment, and when you set to work in your neighborhood, you are helping to improve the national environment and helping to change national attitudes in a very positive way."

June 21, 1968:

Mrs. Johnson sat in on a joint meeting of the President's Council on Recreation and Natural Beauty and the Citizen's Advisory Committee at the New Executive Offices Building. She listened to remarks by Vice President Humphrey and several other speakers and commended the Council and Committee for their interest and concern with the environment.

June 23, 1968:

The Potomac of the Washington Post presented an excellent pictorial article on the playground at Buchanan School. It featured pictures of children playing on the imaginative play equipment.

June 26-27, 1968:

Mrs. Johnson, accompanied by Secretary of Agriculture Freeman and Ed Cliff, Director of the United States Forest Service, paid a short visit to Portland, Oregon and Mount Hood.

On Wednesday morning June 26, Mrs. Johnson gave the B. Y. Morrison Memorial Lecture at the Convention of the American Institute of Architecture. She focused her remarks on the concept and the need for a new conservation. To the architect she said, this new conservation means three things: "a concern for the total environment -- not just the individual building, but the entire community; the attempt to "design with people in mind" -- seek to build an environment on a truly human scale;" and, "a new emphasis upon areas of natural beauty, both inside the city and beyond its borders." She called on the architects to consider their profession a form of public service and to treat the public as their client. She asked them to help in the solution of three specific problems: "creating a 'design conscience' in every major community"; "unsightly shopping centers"; and, "the ugly, ragged city fringes, the blatant neon jungles at the entrance to metropolis."

In conclusion she said, "I know that the nature we are concerned with, ultimately, is human nature. That is the point of the beautification movement -- and that, finally, is the point of architecture.

"Winston Churchill said, 'First we shape our buildings -- and then they shape us.' And the same is true of our highways, our parks, our public buildings, the environment we create: they shape us.

"You are shaping people -- shaping lives. And so your countrymen are looking to you for creative insights, deep compassion, bold leadership.

"I'm sure you will give them nothing less."

Following her speech, Mrs. Johnson and her group drove to Mount Hood, stopping at a roadside picnic area for a grilled salmon lunch. In the afternoon they rode on a snow cat on the snowfields of Mount Hood. She spent the night at Timberline Lodge.

The following morning a hike which had been planned was cancelled because of rain, and a ranger showed Mrs. Johnson an exhibition on backpacking equipment. Mrs. Johnson and her group then drove down Columbia River Gorge to the fish hatchery at Bonneville Dam. They had lunch at Multnomah Falls and then returned to Washington, D. C.

July 15, 1968:

Mrs. Johnson received a copy of Youth Power, a candid evaluation of the activities of the National Youth Conference on Natural Beauty and Conservation in a ceremony in the East Garden of the White House. Conference co-chairmen Sheryl Sheathelm of Dansville, Michigan and Stevan Pearce of Hobbs, New Mexico and former co-chairmen Jacqueline Sharp of Jackson, Mississippi and George Fox of Michigan Town, Indiana presented the book to Mrs. Johnson.

Youth Power was published by eleven of the Nation's major youth organizations representing 20 million youth. It summarizes youth's participation in the 1967 "Youth for Natural Beauty and Conservation Year" proclaimed by President Johnson. It tells what young people have learned about themselves, their organizations, their communities, business and government, and the role youth can play in society. It is a guideline which could be useful in utilizing "youth power" in the conservation movement in urban and rural areas.

July 26, 1968:

In a small informal ceremony at the White House, President Johnson signed a bill appropriating \$1.4 billion for the Interior Department and presented to Mrs. Johnson a framed, glass covered felt board mounted with pens used in signing 50

major conservation or beautification bills passed by Congress since he took office. The attached plaque read: "To Lady Bird, who has inspired me and millions of Americans to try to preserve our land and beautify our nation. With love from Lyndon."

The President presented an almost identical felt board to Secretary of the Interior Stewart L. Udall with a message of praise for his "devotion to preserving the beauties of nature for all mankind."

At the ceremony the President recalled that he had signed into effect 278 "significant" conservation and beautification measures, of which at least 50 could be termed "major." He said that he was proud that the legislation had "affected the happiness and pleasure of so many people."