
Part II Biographic/Administrative Note

name of collection Social Files - Beautification Files

Accession number AC 66-1

On a winter afternoon in 1964 at the LBJ Ranch, Secretary of Interior Stewart Udall and Mrs. Johnson discussed how to "strengthen the cause of conservation--a cause close to her heart." From this visit came the idea of forming a committee which would have as its goal the beautification of Washington, D.C. On February 11, 1965, the first meeting of the Committee for a More Beautiful Capital was held. The Committee was formed of philanthropists, designers, publishers, government officials, and civic leaders. The Beautification Files document the activities of this Committee, its fundraising arm called the Society for a More Beautiful National Capital, and beautification and conservation programs started throughout the nation.

Since so many different people were involved in this program, these records do not reflect the work of one or two people, but they do reflect the activities of Mary Lasker as President of the Society for a More Beautiful National Capital, Sharon Francis as staff assistant to Secretary Stewart Udall, Secretary Udall, and Liz Carpenter.

SOURCES

Documents from the Beautification Files, folder "Formation of Committee, Box 1, LBJ Library."

Beautification Summary, from the Beautification Files, Box 22, LBJ Library.

Digitization note: Some of these folders have been scanned and are available on DiscoverLBJ.org. See folder title list to identify scanned folders.

Part III Description

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The Beautification Files consist of six series: formation and meetings of the Committee for a More Beautiful Capital, boxes 1-4; D.C. beautification projects, boxes 4-8; national beautification and conservation programs, boxes 9-14; legislation dealing with highway beautification, boxes 14-16; reports and pamphlets, boxes 17-22; and photographs of beautification projects, boxes 22-26. These series are described below.

(1) Files on the formation and meetings of the Committee for a More Beautiful Capital: contains transcripts of the Committee's meetings, reports prepared for their consideration, and material on possible beautification projects in the District of Columbia. A folder title list for these files follows with a description of individual folders if the material warrants.

NLJ BOX#	FOLDER TITLE	
1	"Formation of Committee" [1964-1965] Contains material on the establishment, organization, membership, possible projects, and a summary of three months of accomplishments of the Committee for a More Beautiful Capital.	(Opened 9/23/83)
	"Beautification Meeting February 11, 1965"	(Opened 7/20/83)
	"Beautification Meeting March 9, 1965"	(Opened 9/2/83)
	"Beautification Meeting April 8, 1965"	(Opened 7/20/83)
	"Beautification Meeting May 19, 1965"	(Opened 7/20/83)
	"Beautification Meeting June 24, 1965"	(Opened 9/2/83)
	"Beautification Meeting September 24, 1965"	(Opened 9/2/83)
	"Beautification Meeting January 19, 1966"	(Opened 9/2/83)
2	"Beautification Meeting February 28, 1966"	(Opened 9/2/83)
	"Beautification Meeting April 13, 1966"	(Opened 7/22/83)
	"Beautification Meeting May 18, 1966"	(Opened 7/25/83)
	"Beautification Awards - June 28, 1966"	(Opened 7/26/83)
	"Beautification Meeting June 28, 1966 (including D.C. awards)"	(Opened 7/26/83)

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NLJ BOX#	FOLDER TITLE	
2	"Beautification Meeting October 5, 1966 (Postage Stamp Ceremony)"	(Opened 7/26/83)
	"Beautification Meeting November 30, 1966 (Mrs. Graham's report et al.)" Contains a report on the implementation of the Highway Beautification Act of 1965.	(Opened 7/26/83)
3	[A Report from Lawrence Halprin & Associates to Mrs. Johnson's Committee for A More Beautiful Capital January 1967] SCANNED	(Opened 7/27/83)
	"Beautification Meeting February 16, 1967 GSA Plans, Parking & Fine Arts Reports"	(Opened 7/27/83)
	"Beautification Meeting March 17, 1967 (Rowe, Ripley, RLA, Shackleton, et al. reports)"	(Opened 7/28/83)
	"Beautification Meeting April 28, 1967" SCANNED	(Opened 7/28/83)
	"Beautification Meeting June 6, 1967"	(Opened 9/2/83)
	"Committee Meeting - October 18, 1967"	(Opened 7/29/83)
	"Beautification Meeting December 18, 1967 - Owings, Fountains, Gifts"	(Opened 7/29/83)
	"Beautification Meeting January 17, 1968 - Free Discussion"	(Opened 9/2/83)
4	"Beautification Meeting March 1, 1968, Visitor Center & Highway Beautification Act"	(Opened 7/29/83)
	"Luncheon, Bus Tour, April 17, 1968"	(Opened 8/1/83)
	"Committee Meeting October 2, 1968 Hobart Place Dedication"	(Opened 7/28/83)
	"December 17, 1968 Jet Dedication, Report to the President" Contains material on the dedication of the Jet Fountain and a "Report to the President from the First Lady's Committee for a More Beautiful Capital."	(Opened 9/2/83)

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(2) Files on D.C. beautification projects: contains material on the different projects sponsored either by the Committee for a More Beautiful Capital or other beautification groups in the District of Columbia. A folder title list follows with a description of the individual folders if the material warrants.

NLJ BOX#	FOLDER TITLE	
4	"Anacostia - Kingman Lake" Consists mainly of suggestions for Anacostia parks and a Larry Halprin proposal for a Kenilworth park design.	(Opened 10/24/83)
	"Anacostia Neighborhood Museum" Contains a Smithsonian memorandum entitled "A Proposal to Establish An Experimental Neighborhood Museum."	(Opened 8/1/83)
	"Anti-Litter - Washington, D.C." Contains progress reports on District anti-litter and clean-up activities.	(Opened 8/1/83)
	"Arbor Day 1968" Contains Mrs. Johnson's remarks, a press release on this ceremony, a schedule of events, guest lists, and a booklet on Arbor Day.	(Opened 8/1/83)

(Descriptive note: In 1965, the Committee for a More Beautiful Capital decided to award three annual awards for improving and beautifying efforts of individuals or groups in the nation's capital. The awards were given for public areas, neighborhood areas, and commercial areas. The following four folders document these annual awards.)

"1965 Formation of Awards Jury"	(Opened 8/1/83)
"1966 Awards Ceremony"	(Opened 8/1/83)
"1967 Awards Ceremony"	(Opened 8/1/83)
"1968 Awards Ceremony"	(Opened 8/1/83)
"D.C. Beautification - Agency Progress Report 1966"	(Opened 8/1/83)
"Bowen School November 18, 1968" Contains a press release on the dedication of the playground at Bowen School.	(Opened 8/1/83)

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NLJ BOX#	FOLDER TITLE	
5	"Buchanan School" [Plaza Dedication May 7, 1968]"	(Opened 8/2/83)
	"Budget and Gift Summaries" [1964 - 1965]" Contains lists of donations to the Society for a More Beautiful National Capital; and material on beautification grants and programs of HUD and the National Park Service.	(Opened 9/20/83)
	"Capital East - Inner Blocks: [1966 - 1968]" Contains material on possible beautification projects in the Capital East area and how to finance these projects.	(Opened 8/3/83)
	"Capper Plaza" [1966 - 1968] Contains material on the developing of and HUD financing of a Neighborhood Center in the Arthur Capper dwelling area.	(Opened 8/3/83)
	"Car Barn" [1966-1968] Contains material on the possibility of revamping East Capital Street Car Barn into a community recreation center.	(Opened 8/3/83)
	"Cherry Trees - Washington Monument" [1965] Contains material on possible importation of Japanese flowering cherry trees and a press release on the dedication ceremony for the Washington Monument cherry trees.	(Opened 8/3/83)
6	"Columbia Island Dedication November 12, 1968"	(Opened 8/3/83)
	"Currier Offer" [1966] Material concerning an offer by Stephen Currier to finance the consultant fees of Lawrence Halprin.	(Opened 8/3/83)
	"D.C. Freeways" [1967 - 1968]	(Opened 10/24/83)
	"Downtown Progress"	(Opened 8/3/83)
	"Fund Raising for Washington" [1965 - 1968]	(Opened 8/5/83)

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NLJ BOX#	FOLDER TITLE	
6	"Give Till Its Beautiful" [1965] Contains a draft of a beautification booklet and material on recommended priorities for D.C. school beautification projects.	(Opened 8/4/83)
	"Hains Point Cherry Trees" [1966]	(Opened 8/5/83)
	"Hains Point Jet" [1968] Contains a booklet and press release on the dedication of this fountain.	(Opened 8/5/83)
	"Halprin Report" [1967] Contains material on a report by landscape architect Lawrence Halprin to the Committee for a More Beautiful Capital on projects that could improve D.C. neighborhoods.	(Opened 9/8/83)
	"Haupt Fountains" [1967 - 1968]	(Opened 8/5/83)
	"Hobart Place Dedication" [1968]	(Opened 8/5/83)
	"The Mall" [1965 - 1967] Contains a report entitled "The First Attempt to Humanize the Mall: Andrew Jackson Downing's Plan of 1851" by Wilcomb Washburn.	(Opened 8/5/83)
	"Mayor's Remarks, Luncheon 4/17/68"	(Opened 8/5/83)
	"Release - Mexican Playground Equipment" [1967] Contains material on a gift of playground equipment from the Mexican Government to the District of Columbia to be used in D.C. school yards and parks.	(Opened 8/5/83)
7	"Pennsylvania Avenue Plan" [1967 - 1968]	(Opened 8/5/83)
	"Plantings" [1965 - 1968] Contains lists of planting in the Washington area by the National Capital Parks and the National Park Service, and a memoranda by Secretary Udall entitled "A Two Year Summary of Beautification in Washington."	(Opened 8/5/83)

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NLJ BOX#	FOLDER TITLE	
7	"Potomac Magazine". [1966] Draft of Mrs. Johnson's article to be included in a March 1966 issue of <u>Potomac</u> on beautification.	(Opened 8/5/83)
	"Potomac River" [1965 - 1968] Contains booklets on the Potomac River.	(Opened 8/5/83)
	"Dedication, Presidential Building November 15, 1968"	(Opened 8/5/83)
	"Project Pride, Summer 1966" Contains a report to the First Lady's Committee for a More Beautiful Capital by Polly Shackleton.	(Opened 8/9/83)
	"Shugrue - Teaching Manual" [1967] Material on the writing of a teacher's guide to beautification by Sylvia Shugrue.	(Opened 8/9/83)
	"Society for a More Beautiful National Capital" Contains material on the establishment of the Society, its bylaws, suggested members of the Advisory Council, minutes of meetings, and list of contributions to this fundraising arm of the First Lady's Committee for a More Beautiful Capital.	(Opened 9/8/83)
8	"Southwest Waterfront - 1967"	(Opened 8/9/83)
	"Street Hardware Study - Urban America - D.O.T." [1968] Contains material on a street hardware study for American cities.	(Opened 8/9/83)
	"Street Trees, Spring 1968"	(Opened 9/8/83)
	"Suggestions of D.C. Projects" [1965 - 1966] Contains two reports dealing with the 1965 beautifica- tion projects of the Committee for a More Beautiful Capital.	(Opened 8/9/83)
	"Syphax School" [1967] Contains material on the dedication ceremonies for the Syphax School playground.	(Opened 8/9/83)

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NLJ BOX#	FOLDER TITLE	
8	"1967 Business Tour Proposal"	(Opened 8/9/83)
	"Tours of the City 1966 - 1967 - 1968" Includes tour scripts and lists of accomplishments for the Committee for a More Beautiful Capital.	(Opened 9/8/83)
	"Trail Blazers" [1967 - 1968] Includes background information and summary reports on Project Trail Blazers which was a summer work and enrichment program for D.C. teenagers that was started by a gift from Laurance Rockefeller to the Society for a More Beautiful National Capital.	(Opened 8/9/83)
	"Netherlands Tulip Gift - November 18, 1966"	(Opened 8/9/83)
	"Udall's Summary - 1966" Contains remarks by Secretary Udall to the November 30, 1966, meeting of the Committee for a More Beautiful Capital.	(Opened 8/9/83)
	"Walker-Jones Dedication-1965"	(Opened 8/9/83)
	"Walt Whitman Park Proposal [1967]" Contains one magazine article.	(Opened 8/9/83)
	"Wolf Trap Farm Remarks" [1968]	(Opened 8/9/83)
	"Zalles Gift (fountains)" [1965 - 1966]	(Opened 8/9/83)
<p>(3) Files on national beautification and conservation programs: contains material on nationwide beautification and conservation programs that were not sponsored by the Committee for a More Beautiful Capital or Mrs. Johnson. A folder title list for these files follows with a description of individual folders if the material warrants.</p>		
9	"Advisory Council on Historic Preservation" [1967 - 1968] Contains the first annual report of this Council and a copy of Mrs. Johnson's foreward to "With Heritage So Rich."	(Opened 8/10/83)

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NLJ BOX#	FOLDER TITLE	
9	"Air Pollution" Contains booklets on air pollution control.	(Opened 8/10/83)
	"American Association of Nurserymen" [1967] Contains a booklet on the 15th Annual Awards of this Association.	(Opened 8/10/83)
	"American Society of Landscape Architects - Honorary Member" [1967] Contains material on the presentation of an honorary membership citation and certification to Mrs. Johnson.	(Opened 8/10/83)
	"Architectural Awards" [1964 - 1967] Includes material on HUD honor awards for design excellence, the 1964 A.I.A. honor awards, and a national competition on design for open spaces.	(Opened 8/10/83)
	"Asian Trip" [1966] Contains Mrs. Johnson's remarks at the dedication of a school in American Samoa, background press release on Mrs. Johnson's schedule, and notes made by Mrs. Johnson on what she had learned about beautification from this trip.	(Opened 8/10/83)
	"Citizens Advisory Ceremony March 29, 1968"	(Opened 8/10/83)
	"Citizens Advisory Reception February 16, 1967"	(Opened 8/10/83)
	"Conservation Education" [1965 - 1968] This folder consists primarily of magazines.	(Opened 8/10/83)
	"Conservation Foundation Newsletters" [1966 - 1968]	(Opened 8/12/83)
	"Conservation Luncheon November 13, 1968"	(Opened 8/12/83)
10	"Correspondence Excerpts" [1966] Contains excerpts of correspondence to Mrs. Johnson on examples of beautification projects, nationwide results of beautification program, and suggestions made to the Committee for a More Beautiful Capital.	(Opened 8/10/83)

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NLJ BOX#	FOLDER TITLE	
10	"Democratic Committee - Operation Support" [1965 - 1967] Contains DNC booklets on beautification and legislation dealing with beautification.	(Opened 8/12/83)
	"Freeways - Routing and Design" [1965 - 1968]	(Opened 8/12/83)
	"Governors - Mayors Project" [1967] Materials on meetings of Mrs. Johnson with mayors and governors to discuss beautification projects.	(Opened 8/12/83)
	"Graphics - Signs" [1966 - 1967]	(Opened 8/12/83)
	"Great Swamp, New Jersey" [1962 - 1967] Material on the effort to preserve the Great Swamp Basin in New Jersey.	(Opened 8/12/83)
	"Green Thumb" [1965 - 1967] Contains a booklet on this program which employed older and retired low income farmers to beautify the highway.	(Opened 8/12/83)
11	"Historical Preservation" [1965 - 1968] Contains material on possible funding for historical preservation programs, a special report to the President from the National Historic Preservation Program, and drafts of articles by Sharon Francis and Mrs. Johnson dealing with historic preservation.	(Opened 8/15/83)
	"Lassie Ceremony" [1967]	(Opened 8/15/83)
	"Litter Prevention" [1966 - 1967]	(Opened 8/15/83)
	"Outdoor Recreation Action" [1966 - 1968] Consists of publications by the Bureau of Outdoor Recreation.	(Opened 8/15/83)
	"Paths and Trails" [1966] Contains one issue of the magazine <u>Landscape Architecture</u> and a report of the Nationwide Trail Study.	(Opened 8/15/83)

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NLJ BOX#	FOLDER TITLE	
11	"President's Council" [1966 - 1968] Contains material on the President's Council on Recreation and Natural Beauty and the Citizen's Advisory Committee on Recreation and Natural Beauty including minutes of meetings, agendas, reports, Tists of members, and a summary of the major activities.	(Opened 8/15/83)
12	"Reader's Digest Event May 1965"	(Opened 8/15/83)
	"Reliance Insurance Company Event" [1966 - 1967] Material on the beautification programs launched by Reliance.	(Opened 8/15/83)
	"Report to the President Research Material" [1968] Contains a copy of the "Report to the President from the First Lady's Committee for a More Beautiful Capital," and background material used in the preparation of this report.	(Opened 9/8/83)
	"Screening Junkyards" [1965 - 1967]	(Opened 8/17/83)
	"Service Stations" [1965 - 1968] Contains material on the efforts of service stations to beautify their appearance.	(Opened 8/16/83)
13	"Speakers Bureau" [1965 - 1967] Contains material on the First Lady's Committee for a More Beautiful Capital Speakers Bureau including Speakers Bureau tour schedules, remarks of the speakers, and Sharon Francis' suggestions for possible speakers.	(Opened 8/17/83)
	"Commerative Stamp Program" [October 5, 1966] Material regarding the Beautification of America commemorative postage stamp.	(Opened 8/17/83)
	"Underground Utilities" [1965 - 1968] Includes an April 1966 report to the FPC by the Commission's Advisory Committee on Underground Transmission.	(Opened 8/17/83)

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NLJ BOX#	FOLDER TITLE	
13	"Urban" [1967] Consists of press releases on HUD beautification grants.	(Opened 8/17/83)
	"Urban America -- September 12, 1966" Contains material on an Urban American Conference.	(Opened 8/17/83)
	"Water" Contains two booklets on water pollution control.	(Opened 8/17/83)
14	"White House Conference" [May 1965] Contains material on the White House Conference on Natural Beauty.	(Opened 8/18/83)
	"Wilderness Areas" [1967 - 1968]	(Opened 8/18/83)
	"Youth Conference on Natural Beauty" [1965 - 1966]	(Opened 8/18/83)
	"Youth Projects" [1966 - 1968]	(Opened 8/18/83)

(4) Files on legislation dealing with highway beautification: a folder title list for these files follows with a description of individual folders if the material warrants.

14	"Highway Beautification Act 1965 - 1966" Contains material on the passage and implementation of the 1965 Highway Beautification Act.	(Opened 8/19/83)
15	"Highway Beautification Act of 1967" Contains status reports on the highway beautification program up to 1967, material on a strategy to get the 1967 legislation passed, and a report on the implementation of the 1965 Act.	(Opened 10/24/83)
	"Highway Beautification -- 1968" Contains status reports on implementation of the Highway Beautification Act of 1965, and material on the highway beautification portion of the Federal - Aid Highway Act of 1968.	(Opened 8/22/83)
	"Highway Beautification -- Press & Public" [1965 - 1968]	(Opened 8/22/83)

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NLJ BOX#	FOLDER TITLE	
16	"Highway Beautification -- Implementation" [1966 - 1968]	(Opened 8/23/83)
	"Highway Beautification Reception February 1967"	(Opened 8/23/83)
	"Highway Beautification - Congressional Testimony" [1967]	(Opened 8/23/83)
	"Highway Bill 1968" Contains material on the Federal - Aid Highway Act of 1968 and legislation dealing with D.C. highways.	(Opened 8/23/83)
(5) Files containing reports and pamphlets on beautification: a folder title list for these files follows with a description of individual folders if the material warrants.		
17	[Hearings before the Senate Subcommittee on Public Roads regarding Highway Beautification and Scenic Road Program 1965]	(Opened 8/23/83)
	[Syphax School] Contains photographs of the Syphax School playground dedication.	(Opened 8/24/83)
	"Youth Beautification Reports" [folder 1 of 2] Contains summaries of accomplishments on community beautification projects sponsored by young people.	(Opened 8/24/83)
	"Youth Beautification Reports" [folder 2 of 2]	(Opened 8/24/83)
	"GSA Program for the Beautification of Federal Buildings" [1966]	(Opened 9/26/83)
	"Beautification Report January 1966" Contains a summary of community beautification efforts in Washington, D.C.	(Opened 9/26/83)
18	"GSA Program for the Beautification of Federal Buildings" [January 1966]	(Opened 9/26/83)
	"GSA Summary Report September 1968"	(Opened 9/26/83)
	[Scrapbook of newspaper clippings of Mrs. Johnson's visit to Indiana September 1967]	(Opened 9/27/83)

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NLJ BOX#	FOLDER TITLE	
18	"A Report From Lawrence Halprin & Associates to Mrs. Johnson's Committee for a More Beautiful Capital January 1967"	(Opened 9/27/83)
	[Miscellaneous material dealing with beautification]	(Opened 9/27/83)
	[D.C. Applications for Urban Beautification Grants for 1965 - 1968]	(Opened 9/27/83)
	[Reports & Pamphlets on Regional Rapid Transit for Washington, D.C.]	(Opened 9/27/83)
19	[The Car Barn As A Recreation Center]	(Opened 9/30/83)
	[The Appearance of Parking - Washington, D.C.]	(Opened 9/30/83)
	[Landscape Architectural Survey's of the Far Northwest and the Far Southwest Areas of Washington, D.C.]	(Opened 9/30/83)
	[Potomac Valley Architect Magazine]	(Opened 9/30/83)
	[Two reports to the National Capital Planning Commission]	(Opened 9/30/83)
	[Report to the U.S. Commission of Fine Arts on the environmental design of streets in Washington, D.C.]	(Opened 9/30/83)
	[Washington Gallery of Modern Art Poster]	(Opened 9/30/83)
	[Magazine - Potomac Nature Trails]	(Opened 9/30/83)
	[Freeways and Our City - a handbook on transportation facts]	(Opened 9/30/83)
	[Minutes of the Meeting of the Joint Committee on the National Capital May 15, 1961]	(Opened 9/30/83)
	[Conference material on the new District of Columbia Government January 17, 1968]	(Opened 9/30/83)
	[Blank Award of the First Lady's Committee for a More Beautiful National Capital]	(Opened 9/30/83)

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NLJ BOX#	FOLDER TITLE	
19	[The National Identity of Washington and Its Implication for a Comprehensive Landscape Plan]	(Opened 9/30/83)
	[Scrapbook of the Logan Beautification Project of Logan Elementary School]	(Opened 9/30/83)
20	[Report - 1965/1968 Proposed Physical Development Policies for Washington, D.C.]	(Opened 9/30/83)
	[Maps on the regional metro system adopted by the Washington Metropolitan Transit Authority]	(Opened 9/30/83)
	[Parking Management Inc.-photographs of its parking lots]	(Opened 9/30/83)
	[Preston's ESSO and Kinna's ESSO]	(Opened 9/30/83)
	[Connecticut Avenue ESSO]	(Opened 9/30/83)
	[Cumberland's CITGO]	(Opened 9/30/83)
	[Guardian Federal Savings]	(Opened 9/30/83)
	[Far East Community Beautification Committee]	(Opened 9/30/83)
	[Beautification Project for the First Baptist Church of Deanwood]	(Opened 9/30/83)
	[Beautification Project for the Church of Atonement]	(Opened 9/30/83)
	"Community Action for Outdoor Recreation"	(Opened 9/30/83)
	"Landscape Beauty Depends on People"	(Opened 9/30/83)
21	"Walker-Jones Beautification" [folder 1 of 2] Consists mainly of photographs of the Walker-Jones School beautification project.	(Opened 9/30/83)
	"Walker-Jones Beautification" [folder 2 of 2]	(Opened 9/30/83)
	"Sources of Material" Contains material on publications, places, and films that deal with beautification issues.	(Opened 9/30/83)

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NLJ BOX#	FOLDER TITLE	
21	"Water Pollution"	(Opened 9/30/83)
	Contains pamphlets on this topic.	
	"Windowsill Greenhouses"	(Opened 9/30/83)
	"Youth for Natural Beauty"	(Opened 9/30/83)
	"Trees" [Comic Book]	(Opened 9/30/83)
	"Report to the Nation: National Youth Conference on Natural Beauty and Conservation"	(Opened 9/30/83)
	"Youth Power"	(Opened 9/30/83)
	"Ideas for Beauty-Minded People"	(Opened 9/30/83)
	"Booklet: From Sea to Shining Sea"	(Opened 9/30/83)
22	"Community Action for Natural Beauty"	(Opened 9/30/83)
	"Federal Assistance in Outdoor Recreation"	(Opened 9/30/83)
	"Private Assistance in Outdoor Recreation"	(Opened 9/30/83)
	"Report to the President from the First Lady's Committee for a More Beautiful Capital"	(Opened 9/30/83)
	"Beautification Summary - The Committee for a More Beautiful Capital, 1965 - 1968"	(Opened 9/30/83)

SCANNED

(6) Files containing photographs of beautification projects and activities: a folder title list for these files follows.

NLJ BOX#	FOLDER TITLE	DATE OF EVENT
22	"Washington Monument"	4/62
open	"White House Grounds"	4/18/63
	"Akron, Ohio Factory Area"	9/18/64

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<u>NLJ BOX#</u>	<u>FOLDER TITLE</u>	<u>DATE OF EVENT</u>
22	"White House - Tree Planting"	10/16/64
<i>open</i>	"Mrs. Johnson with Mary Lasker - Women Do-er's Luncheon - Kick-Off of Beautification Program"	2/05/65
	"Beautification Meeting"	2/11/65
	"Washington, D.C. - Streets"	2/25/65
	"Mrs. Johnson at VISTA Training Center St. Petersburg, Florida"	2/26/65
	"Beautification Tree Planting Tour - Folder I"	3/09/65
	"Beautification Tree Planting Tour - Folder II"	3/09/65
23	"Mrs. Ryuji Takeuchi and Mrs. Johnson Planting Cherry Trees"	4/06/65
<i>open</i>	"Washington Monument"	4/13/65
	"Arbor Day (Tree Planting)"	4/30/65
	"'Landscape-Landmark Tour' of Virginia - Folder I"	5/12/65
	"'Landscape-Landmark Tour' of Virginia - Folder II"	5/12/65
	"Beautification Meeting"	5/19/65
	"White House Conference on Natural Beauty"	5/24/65
	"Reception for Congressional Secretaries"	5/27/65
	"Event Unknown"	6/11/65
	"Beautification Meeting"	6/24/65
	"Milwaukee and Peoria, Illinois Trip"	9/22/65
	"Beautification Meeting"	9/23/65
	"Mrs. Johnson's Trip to Terrill Jr. High"	10/06/65

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NLJ BOX#	FOLDER TITLE	DATE OF EVENT
23	"Beautification Committee Meeting"	1/19/66
<i>open</i>	"Trails thru Texas"	4/01-05/66
	"Washington Monument-Cherry Trees"	4/08/66
	"Demonstration Lighting of Cherry Trees"	4/11/66
	"Beautification Committee Meeting"	4/13/66
24	"Beautification Tour Throughout the Washington, D.C. Area"	4/26/66
<i>open</i>	"Beautification - Hains Point Cherry Trees"	4/26/66
	"Tree Planting at Agriculture"	5/02/66
	"Beautification - Pershing Square"	5/03/66
	"Beautification photos - Cabinet Wives"	5/4-5/66
	"Watts Branch Dedication"	5/18/66
	"Beautification Awards Program Sites and Award Winners"	6/16/66
	"Youth Conference on Natural Beauty"	6/27/66
	"Beautification - Liz's Strip"	7/11/66
	"Mrs. Johnson Dedicating Point Reyes National Seashore"	9/20/66
	"Mrs. Johnson Dedicating the Glen Canyon Dam"	9/21/66
	"Mrs. Johnson at the American Institute of Arts and Crafts in Santa Fe, New Mexico"	9/22/66
	"Mrs. Johnson in Santa Fe, New Mexico"	9/23/66
	"Beautification Stamp Ceremony and Beautification Committee Meeting"	10/05/66
	"American Park & Recreation Society Tour - Lynda and Mrs. Udall"	10/10/66

Part III Description

Name of collection Social Files - Beautification Files Accession number AC 66-1

<u>NLJ BOX#</u>	<u>FOLDER TITLE</u>	<u>DATE OF EVENT</u>
24 <i>open</i>	"Presentation of Crepe Myrtle Trees"	10/11/66
	"Mrs. Johnson at the LBJ Ranch"	11/17/66
25 <i>open</i>	"Japanese Cherry Trees"	11/18/66
	"Chas Young Elementary School Tulip Planting"	11/18/66
	"Beautification Meeting"	11/30/66
	"Beautification Meeting"	1/12/67
	"Highway Beautification Awards - Citizens Advisory Committee Reception"	2/16/67
	"Mexican Playground Equipment Tour"	3/08/67
	"Mrs. Johnson Visits an Adult Education Center in Asheville, North Carolina"	3/14/67
	"Beautification Committee Meeting"	3/17/67
	"Blooms in the Spring (Daffodils & Magnolias)"	4/07/67
	"Beautification - Miscellaneous Parks"	4/17/67
	"Beautification - Hains Point Cherry Trees"	4/17/67
	"Beautification - Pershing Square"	4/20/67
	"Flowers"	4/20/67
	"Beautification - Liz's Strip"	4/20/67
	"Mrs. Johnson and Spring Flowers"	4/25/67
	"Beautification - Liz's Strip"	4/25/67
	"Beautification Bus Tour in Washington, D.C."	4/27/67
	"Mrs. Johnson on the South Lawn of the White House"	5/03/67
	"Tree Planting"	5/04/67

Part III Description

ne of collection Social Files - Beautification Files Accession number AC 66-1

NLJ BOX#	FOLDER TITLE	DATE OF EVENT
25 <i>open</i>	"Beautification Program at the Syphax School in Washington, D.C."	5/25/67
	"Presentation of Beautification Awards to Local Area and Businesses"	6/06/67
	"New England Then and Now"	6/09/67
	"New England Then and Now"	6/11/67
	"River Terrace & Phelps School"	7/14/67
	"Visit to Trailblazers Project"	8/17/67
	"Mexican Playground Equipment Tour"	10/27/67
	"Beautification Committee Meeting"	12/18/67
	"Beautification Committee Meeting"	1/17/68
	"Beautification Committee Meeting"	3/01/68
26 <i>open</i>	"Mrs. Johnson Beautification Walk"	3/30/68
	"Mrs. Johnson at the LBJ Ranch"	4/05/68
	"Mrs. Johnson's Program on Beautification of Washington, D.C."	4/12/68
	"Beautification Committee Meeting"	4/17/68
	"Arbor Day Ceremonies"	4/26/68
	"Awarding Certificates and Plaques to Winners of the First Lady's Committee for a More Beautiful Capital - Folder I"	6/11/68
	"Awarding Certificates and Plaques to Winners of the First Lady's Committee for a More Beautiful Capital - Folder II"	6/11/68
	"Presentation of 'Youth Power' by Officers of National Youth Conference"	6/17/68

Part III Description

Part of collection Social Files - Beautification Files Accession number AC 66-1

NLJ BOX#	FOLDER TITLE	DATE OF EVENT
26	"Dogwoods on Columbia Island Memorial Bridge Circle"	7/17/68
open	"Beautification - New York Avenue"	7/29/68
	"Presentation of 'Landscape Beauty Depends on People' by American Association of Nurserymen"	9/24/68
	"Beautification Meeting"	10/02/68
	"Hobart Place, N.W. Dedication"	10/02/68
	"American Association of Nurserymen Luncheon Honoring Mrs. Johnson"	10/24/68
	"Mrs. Johnson's Program on Beautification in Washington, D.C."	10/31/68
	"Beautification Meeting at Rockefeller's Home"	11/12/68
	"Beautification Committee Meeting - Dedication of Hains Point Jet and Ellipse Fountains"	12/17/68
	"Capitol"	12/17/68
	"Contact Sheets"	
	"Haupt, Enid A. - <u>Seventeen</u> Magazine editor-in-chief"	
	"Miscellaneous - No photo number or date available"	
	"Renderings - Hains Point Jet - Washington Monument - White House, Constitution Avenue"	

Part IV Information on Processing

e of collection Social Files - Beautification Files Accession number AC 66-1

1. Processed by Nancy Kegan Smith
2. Date processed October, 1983
3. Date opened for research November 1983
4. Location 4D-15

5. Processing notes:

Preservation has been completed in this collection, including the refolding into acid free folders and the xeroxing of quick copy. However, a decision was made not to remove any of the photographs from this collection for the ease of the researcher. There will be many additional photographs of Mrs. Johnson in the audiovisual archives.

Any information added to the folder titles appears in brackets. In cases where the whole folder title is in brackets, it means that this title was added at the time of processing this collection. As a result of the disposal of duplicates during the refolding and reboxing of this collection, the original 46 boxes became 26.

13. Persons associated with (continued): Executive Director of the National Capital Housing Authority and later Mayor of Washington, D.C.; Mrs. Mary Lasker, philanthropist from New York and President of the Society for a More Beautiful National Capital; Mrs. Katie Louchheim, Deputy Assistant Secretary of State for Community Advisory Services; Polly Shackleton, an active D.C. civic leader; Laurance Rockefeller, Chairman of the White House Conference on Natural Beauty, 1965; Stewart Udall, Secretary of the Interior; Sharon Francis, staff assistant to Secretary Udall; Carole Fortas, Treasurer of the Society for a More Beautiful National Capital; Liz Carpenter, Mrs. Johnson's Press Secretary; Nash Castro, Assistant Superintendent of National Capital Parks; T. Sutton Jett, Regional Director of the National Park Service; Lawrence Halprin, landscape architect from San Francisco; and Stephen Currier, President of Urban American, Inc.