

OPENING REMARKS BY MRS. JOHNSON

Beautification Meeting - Wednesday, May 18, 1966

This has been a thrilling morning and I'm delighted that several of you were able to be present at the dedication of Watts Branch Parkway. I saw it when it was heaped with refrigerators and refuse from the neighborhood---and it was an eyesore. Mr. Rockefeller's generosity has transformed it into a delight.

Today's meeting will be looking ahead to summer and the mounting litter problem, and to the new subway system for Washington and what can be done to make it more scenic.

Everytime I look out the window of the White House, I realize the tourist season is already upon us. Americans will be traveling as never before this year.

It is well to make a summertime resolution now... to urge the traveler to think twice before tossing a soft ~~drink~~<sup>drink</sup> can or dropping a candy wrapper out of the car window. Many communities have been making more trash cans available; many companies are distributing more litter bags. There is a place for trash and it is not out of the window of the passing car.

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which says that adults are worse litter bugs than children.

But no matter what age---I think everyone should be impressed with the high cost of littering the roadsides. The Michigan highway department estimates that it costs 34 cents to pick up every piece of trash; in some other states, that cost runs as high as 62 cents. If people realize that the cost of throwing a paper cup out of the car window is 34 cents, this alone should be a deterrent.

Newspapers are sponsoring anti-litter campaigns. I just read where the <sup>Manistee</sup> ~~Manistee~~ News Advocate in Michigan sponsored a county clean-up in which citizens collected 127,000 bottles and cans on one Saturday. They estimated that on any given mile of roadway in Manistee County there were 500 cans and bottles.

I welcome the news of these litter clean-up projects. We need many more of them.

And now--let me turn the meeting over to Secretary Udall so we can hear from Mr. Alan Boyd on the national litter picture and General Duke on the local litter picture.

*Incidentally- the New York Times recently reported a poll*