

FOR RELEASE AT 12:00 NOON, EDT
SEPTEMBER 16, 1966

REMARKS OF MRS. LYNDON B. JOHNSON AT THE
PRESENTATION OF "WILDFLOWERS OF THE UNITED STATES"

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

Mrs. Rockefeller, friends:

Let me assure you that this book is going to be in daily demand at the White House Library. It is just the kind of meaningful reference that we have been needing. And I am sure that every future inhabitant of the White House will be proud to have this one, and -- may I hope -- the future four volumes -- so she may turn to the section from which she comes.

I wish this edition on the Northeast had been out several weeks ago when I returned from New England and wanted to look up the names of the lavender blue fireweed, the white wildroses and the white fall asters, which I saw along the highway. I had to search for that knowledge from the memory of friends instead.

Dr. Rickett has taken on a tremendous chore -- cataloging in non-technical terms, the wildflower population of this country. He tells me that it is almost 20,000 varieties.

But the result is well worth the effort. Here we have a treasure-house of knowledge in language the layman can understand and pictures that entice him to learn more.

There is a thirst and appetite in this country to learn more about our land and its bounty of wildflowers. We are grateful to Mrs. Rockefeller and to this organization for making possible the magnificent color plates in this book which bring it all to life.

Here, between the pages, we have both an answer and a challenge. It is just the kind of project which an outstanding organization such as the New York Botanical Garden should be undertaking. I hope it foretells of more such far-sighted endeavors to lead to enhancing the beauty of our neighborhoods and countryside.

Today, towns all over the country -- governors, mayors, civic groups -- are looking to people like you -- the experts -- for guidance.

I know that the Garden -- with its record and evidence -- will rise to that challenge.

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