

FOR RELEASE AFTER 11:00 A. M.
WEDNESDAY, OCTOBER 5, 1966

REMARKS OF MRS. LYNDON B. JOHNSON
AT WHITE HOUSE CEREMONY COMMEMORATING
THE ISSUANCE OF NEW BEAUTIFICATION STAMP

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

Mr. Postmaster General, Secretary Udall, Friends:

This is a very special celebration for me and the members of this Committee which is working for a more beautiful Capital. I'm glad those of you who participate in our Nation's postage stamp program are sharing this event with some of the nation's most notable beautifiers.

Ever since I was a child, I have thrilled at seeing stamps from far-away lands. They have been bright windows looking in on the flowers, or scenic marvels, or noble rulers of those distant places.

The stamp that we are proclaiming today has a very special message that I hope our countrymen will take to heart: "Plant for a more beautiful America."

Our cities don't have to be ghettos of concrete and frustration; our roadsides don't have to be barren or lined with neon. Each of us can take our national talent for gardening into the environment at large. Trees can line our streets, shrubbery can surround our buildings, "waste spaces" can become parks in their own right, for America's birthright of natural beauty must be brought to megalopolis as well as the wilderness.

The grace of this stamp -- designed by a lady with sensitivity to beauty and an ancient heritage of landscape art -- Miss Gyo (Ghio) Fujikawa -- inspires me, and I know it will the millions who view it in the months ahead.

I am particularly delighted that the Postmaster General selected a design from our Nation's Capital, because it is here, in this city, that we are working daily to set a new model of urban beauty for posterity. Imagine what the Jefferson Memorial would be like without its cherry trees, or reflecting Tidal Basin! Imagine what graceful trees and sparkling water can do for urban vistas everywhere!

This is a stamp of hope, as well as of beauty. It joins the Audobon Stamp and the John Muir Stamp of the stately redwoods in proclaiming America's priceless asset of natural beauty.

You can be sure that the mail I send from now on will bear this stamp -- the Beautification of America!

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