

FOR RELEASE AFTER 3:00 P.M.
TUESDAY, JUNE 6, 1967

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

REMARKS OF MRS. LYNDON B. JOHNSON
AT BEAUTIFICATION AWARDS CEREMONY
THE WHITE HOUSE

Hearing those citations read, and seeing the satisfaction in your faces has been a very special treat for all of us.

Yesterday I drove around the city to see some of your accomplishments first hand, and I heartily congratulate you on what you have done.

At the parking lots, I loved seeing the ingenious bright new plantings that relieve the solid asphalt and cement style of those essential parts of a city.

Bright geraniums and petunias, as well as the salvation of some trees, are showing up more and more.

I saw shrubs and flowers replacing balloons and pennants at some of the District's 400 filling stations.

An increasing number of schools have made their playgrounds more useable and more attractive! Here I want to say a special word for the science and art teachers who weave this effort into their classes. A work like this succeeds only to the extent of the people really involved -- the children -- the teachers -- neighbors.

Many Washington businesses are beginning to take on a new look. I believe you will find that it means good business.

Katie Louchheim, John Hechinger and the hard-working committee are to be commended for their task of sorting out all the entries in this competition.

The competition is only two years old -- but we take heart from the number of entries -- and we are applauding particularly the number of neighborhood organizations that have entered.

Here -- lies the great hope for making our entire city beautiful. Twenty-one citizen associations have been recognized today. There is no greater force for widespread progress than like-minded neighbors who are determined to banish neglect and ugliness -- who combine on an anti-litter effort or a block program of planting.

But -- I do not think any of us can rest on his laurels. For the more these bright attractive corners of our city that show up -- the more clearly we see what needs to be done.

And so -- I urge you who have had the experience -- and the joy of improving your special place in this city -- to keep the spirit going.

I thank you for your efforts. The residents and the visitors to this capital city have every reason to bless you!

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