

FOR IMMEDIATE RELEASE
TUESDAY, FEBRUARY 20, 1968

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

REMARKS OF MRS. LYNDON B. JOHNSON AT THE
1967 NATIONAL CLEAN UP CONTEST AWARDS
PRESENTATION, THE STATLER HOTEL,
WASHINGTON, D. C., FEBRUARY 20, 1968

Friends:

It is a pleasure to be here today to salute the cities and towns which have won awards in the National Cleanest Town Contest.

The names of many of this year's trophy winners are already familiar to me for I receive letters each day telling about projects, including those in St. Louis, Sedona, and many other communities.

And, in traveling through the country, your efforts are delightfully conspicuous. I hear about them from enthusiastic mayors and citizens and I always look forward to seeing them firsthand.

There is no doubt the bustle of activity is underway. In Philadelphia, the historic area of Society Hill has been charmingly restored.

In San Antonio, the whole town is busy cleaning up for the 7 million visitors expected at HemisFair. The little river which winds through the city has been landscaped, artistically lighted, and is alive with shops, crafts, theaters, and outdoor restaurants.

Those are only two of literally hundreds of towns in the United States where there is a reawakening of pride and interest in being a better place to live and to visit.

The scrapbooks on display here are testimony to the efforts of more than 50 million citizens who are at work to enhance their hometowns.

This is a significant commitment to the quality of living. I hope these cleanup campaigns will give impetus to further constructive activities and inspire citizens in other towns and cities to roll up their sleeves and get to work.

The problems of our environment are great, but they are the kind of problems that the individual and the civic group can help to solve -- whether they live in Mountain View, Missouri or Chicago, Illinois.

As you have probably discovered, beautification in a city is so often only the beginning. You may start with a general cleanup campaign, then move on to planting trees along Main Street, and ultimately find yourself tackling the harder problems of air pollution and sign control, new outlets for health and recreation in the city's core.

A good example of this diversity of activities can be found in Lubbock, Texas. Congressman Mahon has told me that projects here range from a war on weeds to Chrysanthemum Colorama Week -- from a health survey of 900 low-income families to the establishment of a City-County Out-patient Clinic.

I am sure that each of you can list surprising by-products of social significance which came about through your projects.

And that is -- after all -- what "beautification" means. It is our total concern for the physical and human quality of the world we pass on to our children.

I want to congratulate you for all you have done to make your town a better place to live.

To me, the very phrase "home town" is one of the warmest I know.

You have given greater meaning to it by your efforts. I know there must be new satisfactions you all feel in your towns -- because by working in them, you know them better, and love them all the more.

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