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FRIDAY, MARCH 29, 1968

Office of the Press Secretary
to Mrs. Johnson

THE WHITE HOUSE

REMARKS OF MRS. LYNDON B. JOHNSON
AT WHITE HOUSE RECEPTION FOR
CITIZENS ADVISORY COMMITTEE ON
RECREATION AND NATURAL BEAUTY

Welcome to this house!

My husband and I are so glad to have so many friends join us this afternoon -- friends we meet in Washington and on our travels about the country -- friends who are in the vanguard of the effort, and the opportunity, to improve the quality of the American environment. We are delighted to have each of you here.

We are particularly honoring today the President's Council on Recreation and Natural Beauty, and the Citizens Advisory Committee on Recreation and Natural Beauty.

The President's Council has led the nation's concern for quality in these six years since its establishment. The Citizens Advisory Committee has been tackling some of the really challenging issues: how to improve the location of freeways in our cities and our landscapes; how to place utilities so they do not offend the eye; how to involve citizens more widely in the tasks that lie on all sides.

You know, we have learned to "think big" in the last six years; to dare to dream of a national park in the redwoods, or a recreation park in the Potomac Basin, or high-speed ground transportation and subways for our cities, and of new cities and new towns.

But -- quite apart from the big endeavors -- the really gratifying thing about the whole business of improving the environment is that it encompasses tasks for everyone -- from children in an anti-litter campaign to adults working on zoning legislation or building community centers in the ghetto. All it takes is some imagination and guidance.

One of the many aims of the Citizens Advisory Committee has been to come up with a manual of tips for citizen action. You all have it there in your hands.

A few days ago when the wonderful and tireless Chairman of the Committee, Mr. Laurance Rockefeller, called me up and said the "Citizens Action Guide" was just off the press, I said, "Bring it down, the President and I both want to see it. And for that matter, bring an armload of copies so we can share them with some of our friends."

Mr. Rockefeller, would you please come up and tell us about the Committee's blueprint for community action.

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