

FOR RELEASE AT 12:00 NOON
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REMARKS BY MRS. LYNDON B. JOHNSON
BEAUTIFICATION AWARDS CEREMONY
WASHINGTON, D.C.

On more days than I can count, I have been talking about how we could make this great city of ours a more beautiful capital. And so today it gives me great pleasure to welcome so many of you who have responded and to say "thank you and well done".

Washington bloomed this spring--as never before--to the delight of its residents and the inspiration of its visitors. Our nation's capital has a history of beauty, a record of questing for grace and symmetry and vistas that compel the eye. We are indebted to L'Enfant in designing a city for posterity when Washington was a village almost lost in the mud.

It has been thrilling to me to see so many things happen this past year which make this great city more beautiful. I know everyone last spring who drove across the Anacostia River was struck by the beauty of that long line of graceful magnolia soulangeana that leads one to the Capital. In the heart of our city, Pershing Square burst forth in a blaze of colorful glory. And certainly all of us are pleased that so many of the big government buildings are winning architectural awards for their new emphasis on design and landscaping.

But today we are recognizing what residents here in the district have been doing.

A city does not speak to you because it is big but because it is beautiful, and it is YOU, the citizen, who makes it so.

National

Many members of the Committee for a More Beautiful/Capital have watched you plan your plantings, your clean-up campaigns, your community cooperation--and we have been cheered by your enthusiasm.

We are grateful, too, to the members of the Awards Jury who went about their difficult task of choosing winners with such diligence, personally inspecting projects and proudly proclaiming your achievements. We are particularly grateful to one of your most inspired backers, Walter Washington, who keeps right on thinking up more things for us all to do.

The awards we are about to present, we hope, will be happy reminders of your success. But please don't rest on your laurels. These newly planted areas are like new-born babies. They take awhile to grow, with loving care. What you have begun needs to be nurtured, expanded, multiplied.

All your efforts succeed only if we persevere --and so, let us be sure there will be no end to this auspicious beginning.

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