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The Washington Post

March 04, 1996, Monday, Final Edition

SECTION: STYLE; Pg. D01

LENGTH: 464 words

HEADLINE: This Bud's for You, Lady Bird

BYLINE: Paul Richard, Washington Post Staff Writer

BODY:

Spring has come to Washington. You thought it would never get here, but yesterday the daffodils began their yellow blooming on the slopes of Rock Creek Park.

On Saturday their sharp green spears were pointing up through snow, but by sunny Sunday morning they were waving their new flowers at the Rock Creek Parkway traffic, just below the P Street Bridge.

Thanks be to the Lord. And to Lady Bird Johnson.

There's something about daffodils. They always seem to blossom before you quite expect them. At least the early ones do -- if they're planted in full sun, away from shading trees, on banks whose steepness serves to quickly drain the soil. Lady Bird Johnson knows all of this by heart.

When she was growing up in Karnack, Tex., motherless and lonely, she'd track the progress of the daffodils sprouting in the yard. "When the first one bloomed," she remembered many years later, "I'd have a little ceremony, all by myself, and name it the queen."

When the grown-up Mrs. Johnson moved into the White House, she made flowers her great cause. Nancy Reagan urged us to say no to drugs. Mrs. Johnson urged us to say yes to blooms. "You know I love that woman," the president told his Cabinet. "And she wants that highway beautification bill, and by God, we're going to get it for her!"

In 1967, she spurred the creation of something called the Committee for a More Beautiful Capital, and through it began planting perennials everywhere. The city was right for it. In the 18th century, when Maj. Pierre L'Enfant devised the city's street plan, he based it on a two-part scheme, half topographical, half abstract. The abstract part was a strict Cartesian checkerboard of A, B, C, D, E streets, and First, Second, Third, Fourth, Fifth. On top of it he stretched broad diagonal avenues that linked places of importance; say, the tops of hills. All sorts of little gardens, triangles and circles, were left over in the city where the two schemes overlapped.

Mrs. Johnson flowered them. Azaleas were planted in the grassy triangles along Massachusetts Avenue. Mahonia were planted behind the Bureau of Printing

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and Engraving. Tulips were planted by the Tidal Basin. And then there were the daffodils. On Columbia Island in the Potomac, 800,000 bulbs were put into the ground. Rock Creek Park got thousands more.

In 1982, when she turned 70, Mrs. Johnson founded the National Wildflower Research Center with a gift of \$ 125,000 and 60 acres on the Colorado River in Austin, Tex. She has also pledged to leave it an additional \$ 1 million. And just last year she presided at the opening of its new \$ 9 million headquarters.

Mrs. Johnson nowadays seldom visits Washington, but those of us who live here are still favored by her flowers.

Long live the queen.

GRAPHIC: Photo, susan biddle, A reliable prelude to spring, courtesy of Lady Bird Johnson: A daffodil blooms along Rock Creek Parkway.

LANGUAGE: ENGLISH

LOAD-DATE: March 04, 1996

persistently as Lady Bird Johnson. She would later admit, "Yes, I used them the best I could. We all used each other . . ." ²¹

There was even a compliment from Republican Clare Luce, often a critic of Democratic First Ladies: "If Mrs. Johnson persists in her crusade for America the beautiful, I venture to suggest she will be doing more for her country than any President's wife has ever done." Doris Fleeson, a friend of Jackie's who had also covered Eleanor, felt Lady Bird "hasn't an enemy in the world and [has] a public all her own." *National Wildlife* magazine called the First Lady the "secretary of the exterior." ²²

Lady Bird, having "lived openly and unafraid and quite candidly with people all my life," was unintimidated by the press. Television didn't always flatter her. After her first TV interview, the First Lady vowed never to be unprepared again. She doubted her skill to do an ABC special on Washington beautification, but pushed herself because it might inspire others to form local committees. So many technical problems plagued the taping, she admitted "every one of us was ready to swear. . . ." At one point the boat transporting her died in the mucky Potomac. "A Visit to Washington with Mrs. Lyndon Johnson" aired November 25, 1965. By then Mrs. Johnson had helped accomplish the most tangible result of her public work. It was called "Lady Bird's Bill." ²³

"It is helpful," she said with understatement, ". . . for a First Lady with a cause to have a husband who believes in it, too." Just after the election, LBJ had told Commerce Secretary Luther Hodges that "Lady Bird wants to know what you're going to do about all those junkyards [along highways]." It was estimated that sixteen thousand existed, 10 percent of which were in Texas. The result was a bill focused on junkyard cleanup, scenic landscaping, and removal of billboards from America's highways. Under the Act, 20 percent of federal highway grants would be refused to states whose interstate and major highways ignored the bill. A committed LBJ scribbled a note to Hodges that, with the First Lady's inspiration, garden clubs and other interested groups could organize into lobbying Congress.

Liz recalled that Mrs. Johnson was ". . . not . . . an arm-twister, but she'd try to touch base in the most effective way. They [Congress] had such respect for her." For the bill, the First Lady lobbied not only Congressional wives but members of Congress. Liz remembered, "We happened to be in Chicago and she got a phone call from him [LBJ] and he'd say 'Now, I'd call [Rep.] Rostenkowski . . . tell him what you want to do and I bet he'll listen to you . . .' And so she'd get them on the phone with that leading-by-the-hand . . . presented in her own way, and of course, charmed the hell out of 'em. . . ." The problem was that many congressmen who represented small towns were being begged and

threatened by small businessmen in their districts whose most vital advertising was on highway billboards. ²⁴

One administration aide believed Mrs. Johnson would relinquish parts of the bill, but that LBJ didn't want anyone to "be able to write a headline saying that Congress administers defeat to Lady Bird!" It was "a matter of personal honor" to his wife, and as he told his staff and Cabinet, ". . . I love that woman and she wants that Highway Beautification Act. . . . By God, we're going to get it for her." Representative Bob Dole sarcastically suggested that "Lady Bird" be substituted every time "secretary of commerce" appeared in the bill. The bill passed the Senate, but stalled in the House, and a Florida congressman complained, "Never, never has this body known such arm-twisting." The Johnsons had already acquiesced to a diluted version with heavy axing to specific appropriations, but after a late-night session on October 7, the House passed the "Lady Bird Bill."

The president signed the bill with one pen, and handed it to his First Lady. To enforce the new law, Lady Bird's personal choice, Fred Farr, was made coordinator in the Bureau of Public Roads. Funds for enforcement were denied by Congress, but an undaunted Lady Bird began appealing to the private sector for better highway planning and landscaping. ²⁵

There was a minor backlash. A Montana billboard proposed: IMPEACH LADY BIRD. The First Lady and her staff had to fight the Defense Department, which used billboards to advertise federal programs. Mostly, however, it inspired more political First Lady cartoons. One showed a wife complaining to her husband about his junked cars: "Mrs. Johnson says they have to go and I say they have to go!" Lady Bird was drawn as "a woman driver," hitting billboards along the road and another cartoon showed two weary congressmen, one sighing, "What's so tough about a twisted arm? Wait until you're hit with a full powder puff!" ²⁶

Beautification helped make Lady Bird Johnson a vivid personality of the era, but the international media kept the focus on Jackie Kennedy. Once again, bus tours included a drive past her home. One magazine actually published a map illustrating where she went about her normal private life. Evenings she was pestered at the theater or the ballet after ushers called the press. She was most distressed by the threat to her children when photographers ventured too close. Printed details on their schedules became a security concern. ²⁷

When Robert Kennedy ran for the U.S. Senate, Jackie campaigned for him. She remained interested in politics because of him, but primarily kept working on the JFK Library and the arts center. The late president's memory remained her focus. When a portion of land at Runnymede, England, was dedicated in his honor, Jacqueline attended

Now that I find myself in the role she filled so gracefully three decades ago, my admiration for her only grows.

-Call library -
Mtg all a.m. Wed in library

~~SECRET~~

**FIRST LADY HILLARY RODHAM CLINTON
COLUMN FOR PUBLICATION MARCH 21, 1996
TALKING IT OVER/CREATORS SYNDICATE**

It's impossible to be in Washington in the spring without thinking of Lady Bird Johnson.

Every time I see daffodils on the parkways, I think of Mrs. Johnson. Whenever I see cherry trees blossoming along the Potomac River or tulips dotting the monument grounds, I think of Mrs. Johnson too.

I think of her because, more than anyone else, Lady Bird Johnson was responsible for planting hundreds of thousands of flowers and trees in our nation's capital and inspiring millions of Americans to do the same in their communities.

When I talked to Mrs. Johnson recently, she told me about her love of nature, the environment, and her belief that our natural surroundings play an important role in our lives.

Flowers, she said, kept her company as a girl growing up with few playmates in the East Texas countryside.

"To walk through the woods and see the understory of dogwood, it was like fairyland," she said. "To see the first violet -- it was big news for me."

Thirty years ago, during President Johnson's Administration, Mrs. Johnson decided to share her love of nature with the nation. "Beautification," as it was called, became her special cause.

Parks, town squares, playgrounds and even highways across the country came alive with newly planted trees and flowers. Garden clubs enjoyed new clout. Litter became a national enemy.

As Mrs. Johnson explains it, beautification was not just about gardening and landscaping. Conservation, city planning, waste management and urban renewal were all part of her effort to encourage Americans to make their environment more pleasing to the eye and to the spirit.

Mrs. Johnson traveled across the country, giving speeches, visiting local beautification projects and touring national parks.

"I hoped this would be a rippling wave -- all this feeling and talk and work about enhancing the environment, that it would spread out across the land," she said. "Raising the level of awareness was most important."

The federal Highway Beautification Bill, which focused on cleaning up junkyards and removing billboards along highways, was so strongly identified with her efforts that it was nicknamed "Lady Bird's bill."

President Johnson made no bones about who was the driving force behind it. When he signed the measure, he handed the pen to the First Lady.

Transforming the nation's capital was one of her most energetic campaigns. When she first arrived in Washington, she remembers, the city's landscape was "pretty bare." There were "a few shrubs here and there, a few random tufts of grass, a sagging bench."

Through her Committee for a More Beautiful Capital, Mrs. Johnson worked with philanthropists and the Park Service to re-landscape, plant trees and flowers, and clean up parks, streets, schools, and other public areas.

Mrs. Johnson wasn't only interested in beautifying the tourist spots, but also the depressed inner city. The committee's motto was: "Plant masses of flowers where the masses pass."

"You want [flowers] to be seen and enjoyed. You want them to be used, to give pleasure," Mrs. Johnson said. "I hoped to add

color to the city."

In all, nearly two million ^{hyacinths} bulbs, 83,000 flowering plants, 50,000 shrubs, 137,000 annuals and 25,000 trees were planted in Washington. Ten thousand azaleas lined Pennsylvania Avenue. Mrs. Johnson planted a new group of cherry-blossom trees, a gift from the Japanese Embassy.

At the White House, she always enjoyed looking at the trees that different Presidents had planted on the grounds, especially the Andrew Jackson Magnolia that she could see from the second-floor Truman Balcony.

"I did so want to plant one that was a resident of our own part of Texas for Lyndon to name," she said. "The live oak doesn't grow that far north, so I chose a willow oak and planted it right close to Lyndon's office."

Mrs. Johnson has lived in ^{the} Austin ^{hill country} Texas for many years now, but she says she still misses spring in Washington.

"It is just a great long symphony. The progress of spring always just lifted me a good bit. At the first faint green of the willows along the Potomac. . .you knew it was not fall," she said. "Then pretty soon there'd be that graceful yellow forsythia in people's yards. I miss it. It was a sort of a

signature of Washington. It was a story that never grew old and I loved every chapter."

Now 83, her passion for beautification has never waned. She ~~has endowed~~ ^{founded} the National Wildflower Research Center in Austin, which, she says, is ~~"my real delight."~~ ^{"last hurrah."} And she continues to encourage Americans to do more to protect and enhance the natural environment we all share.

"It is joy-giving," she said. "One can think of it as an inheritance for your children and grandchildren and the future of our nation."

"It's a plus for your town, a plus for your heart. It's just a good thing to do."

###

TO: Shirley James
FROM: Lissa Muscatine *LM*
RE: Mrs. Clinton's column
DATE: March 19, 1996

Please accept my apologies for the delays and inconvenience we have caused you and Mrs. Johnson with this column. I'd be grateful if you could let me know if there are any changes that Mrs. Johnson would like to make. I'll be at one of two places:

- 1) office: 202-456-2953 *36*
- 2) home: 202-337-3171

Thanks again for all of your help and patience. We hope the column does justice to Mrs. Johnson's incredible contributions!

P.S. Mrs. Clinton may make a few changes to make the column more personal, but she asked me to go ahead and send this version.

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OFFICE OF THE FIRST LADY

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TO MRS. JOHNSON c/o SHIRLEY JAMES

FROM LISSA MUSCATINE

FAX # 512 478 9104

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OF PAGES (including cover) 7

COMMENTS

I will be at home :
202-337-3171

draft #1

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~~Now that spring is officially here,~~ I think of Mrs. ^{her} Johnson's efforts to plant hundreds of thousands of flowers and trees in our nation's capital and to inspire ^{ing} millions of Americans to do the same across our country.

Recently, ^{when} ~~I had the chance to~~ ^{ed} talk to Mrs. Johnson ^{she told me} about her love of nature, the environment, and her belief that our natural surroundings play an important role in our lives.

Flowers, she said, kept her company as a girl growing up with few playmates in the East Texas countryside.

"To walk through the woods and see the understory of dogwood, it was like fairyland," she said. "To see the first violet -- it was big news for me." *[That made the day.]*

Thirty years ago, during President Johnson's Administration, Mrs. Johnson decided to share her love of nature with the nation. "Beautification," as it was called, became her special cause.

Parks, town squares, playgrounds and even highways across the country came alive with newly planted trees and flowers. ~~"Don't be a litterbug" became a national slogan [ck]. Garden clubs got new life.~~ *Litter ~~control~~ :... became a national enemy. Garden clubs enjoyed new clout.*

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"I wanted ~~to~~ ^{plant} one ~~from~~ ^{that was a resident of our own part of Texas} Texas," she said. "The live oak doesn't grow that far north," ^{so} I chose a willow oak and planted it right close to Lyndon's office." *for Lyndon to name*

Mrs. Johnson has lived in Austin, Texas for many years now, but she says she still misses spring in Washington.

"It is just a great long symphony. The progress of spring always just lifted me a good bit. At the first faint green of the willows along the Potomac. . .you knew it was not ~~fall~~ ^{far off}," she said. "Then pretty soon there'd be that graceful yellow

forsythia in people's yards. I miss it. It was a sort of a signature of Washington. It was a story that never grew old and I loved every chapter."

Now 83, her passion for beautification has never waned. She has endowed the National Wildflower Research Center in Austin, which, she says, is "my real delight." And she continues to encourage Americans to do more to protect and enhance the natural environment we all share.

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"It's a plus for your town, a plus for your heart. It's just a good thing to do."

###

Lady Bird Johnson.

Highlights from tape recorded answers to questions from HRC on Beautification
March 18, 1996

for me
1) I believe it's just been a lifelong joy beginning long before I got to the White House -- at least my interest in the natural beauty of ~~the~~ land.

I could tell anybody who leads our lives to have a go at giving
[What I have to say to the people who want to give their] "energy and heart to this -- ~~it~~ that it [environmental enhancement] is joy giving. One can think of it as an inheritance for your children and grandchildren and the future of our nation... *country*

to everybody else's
At age 83, I've worked in several ~~areas~~ *fields* in a low key way and nothing gives me as much joy and makes me smile as the environment.... *ways*

much older than that
2) The daffodil story is quite true... It was a little piece of the whole mosaic of my love affair w/ nature. I grew up in the country. I didn't have many playmates, i didn't know that was a deprivation. *that* I can't say I was lonesome... *w/* To walk through the woods and see the understory of dogwood -- it was like fairyland. *But* I'd come to one of the little branches... sparkling water! *in it, that was the first violet* -- it was big news for me. *That made the day.* It was wet & many things were water on it.

Never did I think anything would come of it, except personal delight.

But it multiplied me by millions
~~Now lots of people are interested.~~

my dear
3) Mary Lasker [said] "Plant masses of flowers where the masses pass."

The two things that I want...
You want to them to be seen and enjoyed. You want them to be used, to give pleasure and to be maintained... It's there for all... The park service was a wonderful harbor [for beautification efforts] *So try to put them on the hands of comp. org. you want them to be there for a long time*

Washington was squares and circles and triangles that L'Enfant had woven into the map of city, most of those were pretty bare, a few shrubs here and there *few* random tufts of grass, *maybe a* sagging ~~of~~ bench. [People who wanted to eat sac lunches outside would] look around there and feel they were not inviting; not loved. *But as far as being a place to rest, to breathe the air or may be to have a sack lunch*

I hoped to add color to the city and the squares and circles and triangles,

I feel sure.
4) The usual ways. I gave a number of speeches. I doubt they were inspiring... I tried to take the press with me to every adventure I had *bec* they are the voices to the people... I hoped this would be a rippling wave -- all this feeling and talk and work about enhancing the environment spread out across the land. The press ... *that's what was my ally* were my friends in doing all this....

Everybody has some love in their heart for their hometown
[Appealed to sense of hometown.] Everybody has love for hometown... struck a responsive note, tried to make use of pride of hometown. Washington is a transient city but it is a hometown while you are there and you want to leave a mark there

Mr. Williams

C-9 guard booth.

South grounds

North side

- 5) Raising the level of awareness was most important; to look around them to cultivate sense of responsibility. Raising the level of really looking around you, your interest in surroundings, your interest in the town that you are in (Washington)

[Beautification was] an idea that is familiar; that everybody has actually had themselves, not voiced, not recognized as important...I stepped on a moving train, it was begun long before I was born... push the boundaries of looking with clear eyes, being interested and working with enhancement. *I think a great many people had an eye-opening that is so...*

- 6) In the White House -- The Truman balcony, I like views. I like looking at the Andrew Jackson magnolia on the right and the Washington monument -- a great symbol of the president. On the left -- one of my favorite presidents, Thomas Jefferson --- the dome -- it's spirit lifting, *eye full*.

I used to have children and guests there for dinner. I just love that place. You could look down right below you and see the rose garden, feel very close to the nerve center -- the president's office. I never got Lyndon up there. *his views were attuned to what he had to do.*

On the grounds: I loved to visit the trees that various presidents planted. Adams planted American elm. All around trees with plaques saying what president planted it. I just wanted to ~~plant one from Texas~~. The live oak doesn't grow that far north, so I chose a willow oak and planted it right close to Lyndon's office.

that was a resident of our in part of TX for LBJ to none

- 7) Actually, for me, it's just a great long symphony, the progress of spring always just lifted me a good bit -- at the first faint green of the willows along the Potomac... you knew it was not ~~fall~~ ^{up there} when you see the faint green willows, then pretty soon there'd be that graceful ^{never added} yellow forsythia in people's yards -- I miss it -- it was a sort of a signature of Washington, and then I'd like to see the arbor close to the Custis mansion, and then drive to the national arboretum and see that great display of azaleas. ^{just as there was covered all over}

It was a story that never grew old and I loved every chapter, I can't think of a precise vignette.

- 8) Final thoughts: ~~Plant flowers where the masses pass~~; always keep in mind maintenance and use. It's a plus for your town, a plus for your heart, it's just a good thing to do.

Another thing is to seek out, ~~to~~ try to include everybody ~~to have~~ a share in that area.

As for myself, my real delight has been the Wildflower Center in Austin. You start where you are. As one of the prairie states, [Texas] has a great bounty of wildflowers. [She hopes to encourage people to] include them in environmental planning of your town.

of the low sends rain, sometimes snow rain
succession of blizzards

to include them in environmental planning if you have your money, you place of
big is what I hope we can accomplish w/ wildlife center.

TO Lissa

It's 832 wds,
but there are
some easy places
to cut.

js/draft

**FIRST LADY HILLARY RODHAM CLINTON
WEEKLY COLUMN FOR CREATORS SYNDICATE
MARCH 20, 1996**

The snow has melted away here in Washington and spring seems finally to be on its way. The first daffodils of the season have sprouted out of the ground and bloomed all over the city. Pretty soon, the city will be covered in gorgeous tulips, crocuses and azaleas.

We have one person to thank for them: Lady Bird Johnson.

Thirty years ago, Mrs. Johnson decided to share her love of nature with the country, finding permanent homes for flowers and trees in barren parks, town squares and highways all across America. We have been enjoying them ever since. I recently had the chance to thank Mrs. Johnson for all of her efforts.

Though she has lived in Austin, Texas for many years now, she still misses springtime in Washington. "[Spring] is just a great long symphony, the progress of spring always just lifted me a good bit -- at the first faint green of the willows along the Potomac...you knew it was not fall when you see the faint green willows," she said. "Then pretty soon there'd be that graceful yellow forsythia in people's yards -- I miss it -- it was a sort of a signature of Washington, and then I'd like to see the arbor close to the Custis Mansion, and then drive to the National Arboretum and see that great display of azaleas. It was a story that never grew old and I loved every chapter."

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All that changed when Mrs. Johnson decided to make "Beautification" her cause during her husband's presidency. It was an all-out effort to encourage Americans to make our streets, highways, cities, and parks greener and more pleasing to the eye. Beautification included not just gardening and landscaping, but conservation, city planning, waste management, and urban renewal.

Through her Committee for a More Beautiful Capital, Mrs. Johnson worked with philanthropists and the Park Service to re-landscape, plant trees and flowers, and clean up Washington. Their motto was "Plant masses of flowers where the masses pass."

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But Mrs. Johnson didn't limit her efforts to the capital city. She travelled 100,000 miles encouraging communities to begin their own beautification projects. She visited national parks to encourage Americans to visit them and bring attention to the country's natural beauty. "I hoped this would be a rippling wave -- all this feeling and talk and work about enhancing the environment spread out across the land," she said. "The press were my friends in doing all this."

The main goal was to raise the level of awareness about the environment, and our responsibilities to preserve and enhance it. "[Environmental enhancement] is joy-giving," she said. "One can think of it as an inheritance for your children and grandchildren and the future of our nation."

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Her favorite place in the house was the Truman balcony, where she could stand and see the Washington Monument, the Jefferson Memorial, the Andrew Jackson Magnolia. "I like views," she said. "You could look right down below you and see the Rose Garden and feel very close to the nerve center, the president's office."

At age 83, Mrs. Johnson is still active in beautifying this country. She has endowed the National Wildflower Research Center in Austin. And she still encourages all Americans to beautify their communities. "It's a plus for your town, a plus for your heart. It's just a good thing to do."

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THE WHITE HOUSE
WASHINGTON

March 13, 1996

Mrs. Lyndon B. Johnson
2313 Red River
Austin, Texas 78705

Dear Mrs. Johnson:

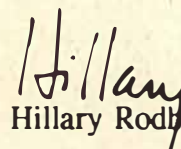
Now that the first daffodils of the season are beginning to bloom in Washington, I am surrounded by examples of your efforts to beautify the capital and our nation. I can't tell you how much the sight of all the flowers and trees has lifted my spirits these past three years.

As you may know, I write a weekly column that is syndicated in 70 newspapers here and abroad. I would like to devote my column marking the first day of spring to you and your lifelong commitment to our environment. At Betty Tilson's suggestion, I'm enclosing some questions that I hope will stir your thoughts and memories. These are merely intended as guideposts; please feel free to comment in any way you wish.

I hope my letter finds you in good health and I look forward to hearing from you soon.

With warmest personal regards, I remain

Sincerely yours,


Hillary Rodham Clinton

js/draft

**FIRST LADY HILLARY RODHAM CLINTON
WEEKLY COLUMN FOR CREATOR'S SYNDICATE
MARCH 20, 1996**

Spring is finally coming to Washington. The stubborn mounds of snow that refused to melt for weeks after the last blizzard have finally disappeared. The first bright yellow daffodils of the season have sprouted out of the ground and bloomed all over the city.

Pretty soon, Washington's many squares and parkways will be covered with gorgeous tulips, daffodils and azaleas. We have Lady Bird Johnson to thank for them.

I recently had a chance to talk to Mrs. Johnson about her efforts to "beautify" Washington and our nation with flowers and trees during her husband's presidency 30 years ago.

Mrs. Johnson says her love affair with nature began early, while she was a girl growing up with few playmates in the East Texas countryside. The flowers kept her company. "I can't say I was lonesome," she said. "To walk through the woods and see the understory of dogwood -- it was like fairyland...To see the first violet -- it was big news for me."

When she arrived in Washington with her husband, there were very few flowers and plants in the public areas. "Most of [Washington] was pretty bare, a few shrubs here and there, random tufts of grass, a sagging bench."

All that changed when she decided to make "Beautification" her "issue" during her husband's presidency. Through her Committee for a More Beautiful Capital, she worked with philanthropists and the Park Service to relandscape, plant trees and flowers, and clean up the city. Their motto was "Plant masses of flowers where the masses pass."

Nearly two million bulbs were planted, 83,000 flowering plants, 50,000 shrubs, 137,000 annuals and 25,000 trees. Ten thousand azaleas lined Pennsylvania Avenue. With the Japanese ambassador's wife, she planted a new grouping of cherry-blossom trees. She persuaded Joseph Hirshorn to give his collection of modern art to the Smithsonian. And she made sure that new, safe, recreation areas were built in inner-city neighborhoods,

"You want them to be seen and enjoyed. You want them to be used, to give pleasure..." Mrs. Johnson said. "I hoped to add color to the city and [its] squares and circles and triangles."

Mrs. Johnson didn't limit her efforts to the capital city. She visited national parks to bring attention to the country's natural beauty and stopped in small towns that were emulating her beautification efforts. "I hoped this would be a rippling wave -- all this feeling and talk and work about enhancing the environment spread out across the land," she said. "The press

My beautification project

- 1) You were a pioneer in the movement for environmental protection. Do you have any message for people who are working to preserve and enhance our country's natural beauty today?
- 2) There is a story about how you loved the daffodils in your backyard growing up as a child in Texas. Was this the inspiration for your later interest in the environment?
- 3) What did Washington look like before beautification? Did you have specific ideas about where the planting of trees and flowers could have the greatest impact on people?
- 4) How did you go about persuading people to support your efforts?
- 5) What do you view as your favorite accomplishment in the campaign to make our natural surroundings more beautiful?
- 6) What was your favorite spot on the White House grounds or in the White House?
- 7) Do you have a favorite memory of spring in Washington?

Cover letter - from HRC

There are just some suggested is

What I really hope to do
is showcase in my col for sp
the urban. with focusing
x

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of labor.

What How did you go abt persuading ppl -
Some bill she wanted - stalled -
"if bird wants

What do you view of yr greatest accomplishments
what are the activities you'd like to
see replicated

9. Favorite memory abt ep from yr. years
in Washington

49650 35

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As you may know, I write a weekly column that is indicated in 70 newspapers here and abroad. I would ~~very much~~ like to devote my column marking the first day of spring to you and ~~the many beautiful landscapes and vistas you brought to Washington.~~ At Betty Tilson's suggestion, I'm enclosing some questions that I hope will stir your thoughts and memories. These are merely intended as guideposts; please feel free to comment in any way you wish.

It would be an honor for me to highlight your past and present environmental activities and the contributions you have made to the nation.

I hope my letter finds you in ~~good spirits~~ and good health and I look forward to hearing from you soon.

With warmest personal regards, I remain

Pam - Help!
Please re-draft as
you wish - I'd
like to send Thursday.

your lifelong commitment
to our environment.

and our nation.

I am moved by examples

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MEMORANDUM

TO: Lissa
FR: Becky
RE: Lady Bird's Beautification
DT: February 21, 1996

The following is a summary of Lady Bird's beautification projects, her views on the environment, and the impact "beautification" had on both Washington, D.C. and the nation.

- Lady Bird first showed interested in the environment in June, 1964. Carl Anthony recalls her as saying "Lyndon was in Michigan . . . at a college campus and talked about the environment and I thought 'That's for me!' Of course that's a very broad subject . . . from cleaning up the dirty rivers to saving wilderness areas to supporting the national park system . . . to opening up some areas of the inner city to beauty and recreation. So, from then on that became the theme of my years. . . ." (Anthony, 122)
- On February 6, 1965 Lady Bird launched "Beautification," at a Women Do--er's Luncheon. Although she was not fully satisfied with the term, it best coalesced her goals of ecology, gardening, landscaping, environmental protection, and urban renewal. Beautification also incorporated such diverse disciplines as city planning, land usage, safe waste-disposal, and mass sanitation management.
- Lady Bird set off to physically improve Washington, D.C., forming and chairing her Committee for a More Beautiful Capital. Her first priority was to beautify the tourist areas with plantings, relandscaping, and general cleanup. The motto was "Plant masses of flowers where the masses pass."
- Highlights:
 - 2 million bulbs were planted, 83,000 flowering plants, 50,000 shrubs, 137,000 annuals and 25,000 trees.
 - Ten thousand azaleas lined Pennsylvania Avenue.
 - The Park Service declared it the largest daffodil planting in the history of civilization as 2 million were spread throughout the capital.
 - With the Japanese ambassador's wife, Lady Bird planted a new grouping of cherry-blossom trees.
 - She persuaded Joseph Hirshorn to give his collection of modern art to the Smithsonian, to be housed in a new museum bearing his name.
- Lady Bird strongly believed that all efforts to beautify the city would fail if they ignored the inner city, where "urban

ugliness intensified psychological depression." A subcommittee, headed by Walter Washington, was created to focus on the problems of the inner city. Efforts included landscape improvements, maintenance and cleanup of three city schools, the installation of recreation areas, massive neighborhood trash cleanups, a summer "Project Pride," which employed black college and high school students, and the summer "Project Trail Blazers," which put over a hundred deprived teenagers into restoration and crafts projects.

- On May 24, 1965 the First Lady made news by addressing the White House Conference on Natural Beauty. She said "Our peace of mind, our emotions, our spirit--even our souls--are conditioned by what our eyes see. . . . Ugliness is bitterness . . . there is much that government can and should do, but it is the individual who not only benefits, but must protect a heritage. . . . I firmly believe this national will can be given energy and force, and produce a more beautiful America" (Anthony, 132).
- The overwhelming reaction to beautification was positive:
 - The first official East Wing employees were hired to work specifically on a First Lady's project.
 - Small towns throughout the country began to form beautification committees, led by women who previously had gotten no response to their garden club efforts, until Lady Bird put it on the agenda. The environmental route became a political gateway for many women.
- To Lady Bird, the environment was a common denominator: "The environment is where we all meet; where we all have a mutual interest; it is one thing that all of us share" (Anthony, 133).
- Carl Anthony writes "Without regular funding or adequate staffing, Lady Bird Johnson became the single greatest influence on the visual impression of the federal city in her era" (p. 131).
- Lady Bird helped make the environment a priority on the political agenda. At every level LBJ advocated it, reminding his Cabinet that their department buildings should be landscaped and signing nearly three hundred laws that in some way related to environmental protection.
- Carl Anthony concludes: "Her most enduring legacy was the most intangible. It was no exaggeration to say that this First Lady was a pioneer for environmental protection. When one reflected upon that, it was a simple but astounding accomplishment." (p. 161)

MEMORANDUM

To: Lissa
Fr: Sabrina
Re: Questions for Lady Bird
Da: March 11, 1996

Here's a start:

- 1) ~~What inspired your interest in "beautification"?~~
- 2) What is your favorite plant/flower/tree? (4)
- 3) What do you consider your greatest "beautification" accomplishment?
- 4) What was your favorite room in the White House?
- 5) Do you have a favorite memory from your years in the White House?
- 6) Where do you think we should focus any "beautification" efforts today? (5)
- 7) You are considered a pioneer in the movement for environmental protection. Do you have any message to convey to people who are working to ~~preserve the environment~~ *preserve and beautify our* today? (1)
- 8) What can individual citizens do to beautify their own communities?

What did ~~D.C.~~ ^{Washington} look like before you began the ~~"beautification"~~ "beautification"?

(2) There is a story about how you loved the daffodils in your backyard growing up as a child in Texas. Is this where ^{what started} your later interest in beautification? ~~came from?~~

(6) What beautification projects are you involved with now?

Husband

LBJ sup

TO Lissa

It's 832 wds,
but there are
some easy places
to cut.

js/draft

**FIRST LADY HILLARY RODHAM CLINTON
WEEKLY COLUMN FOR CREATORS SYNDICATE
MARCH 20, 1996**

The snow has melted away here in Washington and spring seems finally to be on its way. The first daffodils of the season have sprouted out of the ground and bloomed all over the city. Pretty soon, the city will be covered in gorgeous tulips, crocuses and azaleas.

We have one person to thank for them: Lady Bird Johnson.

Thirty years ago, Mrs. Johnson decided to share her love of nature with the country, finding permanent homes for flowers and trees in barren parks, town squares and highways all across America. We have been enjoying them ever since. I recently had the chance to thank Mrs. Johnson for all of her efforts.

Though she has lived in Austin, Texas for many years now, she still misses springtime in Washington. "[Spring] is just a great long symphony, the progress of spring always just lifted me a good bit -- at the first faint green of the willows along the Potomac...you knew it was not fall when you see the faint green willows," she said. "Then pretty soon there'd be that graceful yellow forsythia in people's yards -- I miss it -- it was a sort of a signature of Washington, and then I'd like to see the arbor close to the Custis Mansion, and then drive to the National Arboretum and see that great display of azaleas. It was a story that never grew old and I loved every chapter."

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