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Resources available
to



Beautiful
TEXAS

TEXAS A&M UNIVERSITY
TEXAS AGRICULTURAL EXTENSION SERVICE
J. E. HUTCHISON, DIRECTOR, COLLEGE STATION, TEXAS

Resources available to

Beautify
TEXAS

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The BEAUTIFY TEXAS COUNCIL is organized to advise and act as a coordinating agency through which business and industry, government and public and private organizations may work together to solve the problems of Texas beautification. The Council was organized by a group of interested persons, some of whom represent many of the State's most distinguished and effective organizations.

Efforts throughout the State are underway to improve the appearance of streets, highways, homes, farms, communities and cities. Perhaps at no other time has it been as important for Texas to look its best as now. Several events of worldwide interest will bring millions of visitors to Texas in future months.

In almost every community, social and civic groups such as garden clubs, church groups, chambers of commerce, 4-H Clubs, Boy and Girl Scouts, women's service organizations and many others work on beautification projects. Some businesses are particularly interested in beautification—nurserymen, building and garden supply firms and community and industrial development committees. Radio and television stations and newspapers also are interested in promoting community beautification. Even more can be accomplished by working together in a coordinated and comprehensive communitywide effort.

This publication points out resources available for developing a meaningful beautification program.

Educational Assistance

Two main sources have available educational materials on beautification programs. Contact these organizations for assistance and let them know your plans.

National Clean Up-Fix Up-Paint Up Bureau
1500 Rhode Island Avenue, N. W.
Washington, D. C. 20005

This bureau has dedicated its efforts to helping communities help themselves by implementing clean-up programs. Among other services, this organization has prepared a series of eight free pamphlets on organizing, planning and financing programs, including a program for youth assistance. Also listed are promotional materials available at cost. This organization sponsors the National

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Clean-Up Contest in which many Texas cities and towns participate.

Keep America Beautiful, Inc.
99 Park Avenue
New York, New York 10016

This organization was formed to combat the litter problem and is devoted to the preservation of America's scenic beauty—both rural and urban. Write for "Materials to Help Keep America Beautiful" which lists at cost materials, guides, handbooks, bumper stickers, signs, posters and other promotional materials.

Your county Extension agent, whose office in most counties is in the courthouse, can help you with educational materials and with planning and organizing efforts. Obtain from your county Extension office the publication, "Beautification Improvement Kit," prepared jointly by the Texas Agricultural Extension Service and the Beautify Texas Council.

Existing Programs and Awards

Local and county beautification programs are too numerous to list; however, a few statewide and regional programs have beautification as a main objective. When possible, channel all local effort through these existing programs. The major programs now in operation follow:

All-American Cities Award Competition — A city eligible for this award must show outstanding achievements which benefit the community as a whole. This award is co-sponsored by the National Municipal League and *Look Magazine*. For additional information, write the National Municipal League, 47 East 68th St., New York, N. Y. 10021.

East Texas Heritage Trail — This program involves a 2,000 mile itinerary on a scenic road of 71 East Texas counties with several hundred recreational, scenic, cultural and historical attractions pertaining to the heritage of Texas. Beautification plays an important role in this program. Much effort has been directed toward making these sites and attractions as pleasing as possible. For more information, write the East Texas Chamber of Commerce, Box 1592, Longview, Texas 75601.

National 4-H Community Beautification Program — Awards are available from the Sears Roebuck Foundation to individual 4-H Club members who have accomplished outstanding programs in the area of beautification. Information is available from the local county Extension agent's office.

National Clean-Up Contest — This program is based on four areas of achievement—communitywide beautification projects, youth activities, property improvement and general or miscellaneous activities. Entries are placed in one of three categories—under 25,000 population, 25,000 to 250,000 and over 250,000. For details, contact National Clean-Up Bureau, 1500 Rhode Island Ave., N. W., Washington, D. C. 20005.

Operation Shine in '68 — This community improvement program is designed to make cities more attractive and appealing to the visitor. Sponsored by the four Valley counties by the Publicity, Advertising and Tourist Committee of the Valley Chamber of Commerce, the program is directed by local chambers of commerce. Scrapbooks must be submitted by March 15, 1968, to determine winners. Contact

the Valley Chamber of Commerce, P. O. Box 975, Weslaco, Texas 78596.

Operation Sparkle in '68 — A program of community improvement, Operation Sparkle is designed to make your city or town more attractive and appealing. It is sponsored by the Tourist Development Committee of the West Texas Chamber of Commerce and is directed by local chambers of commerce. Scrap books must be submitted by January 15, 1968, to determine winners. The winner will be eligible to compete in the All-American Cities Award Competition. Contact the West Texas Chamber of Commerce, P. O. Box 1561, Abilene, Texas 79604.

Reader's Digest Foundation Grant — This is available to the garden club winning "Garden Club Showcase of Beauty Contest." Address inquiries to National Council, State Garden Clubs, 4401 Magnolia Ave., St. Louis, Missouri 63110.

Sears Roebuck Community Improvement Program — This national cooperative program with the General Federation of Women's Clubs is directed toward community betterment. Contact State Community Improvement Chairman for details.

Sears Roebuck Community Improvement Program — This state program is in cooperation with the Texas Association of Garden Clubs. Grants are available to member clubs for projects directed toward community improvement and beautification. Contact district presidents for details.

Texas Community Improvement Program — This program has been set up to stimulate individual family and community efforts toward farm, home and community improvement. The objectives are to make farm and rural life more desirable and satisfying as well as more profitable and stable for rural families.

Beautification plays an important role in this program which is open to all communities in Texas with 500 population or less. Cash awards are available to the winners in this program, and entries are accepted until January 31 of the contest year. The program is sponsored by the electric utility companies operating in Texas in cooperation with the Texas Agricultural Extension Service of Texas A&M University. Contact your local county Extension agent for additional information on this program.

Texas Travel Trails — Plans for a series of scenic, recreational and historic Texas Travel Trails were unveiled by Governor John Connally at a statewide meeting in Austin, May 3, 1967. The by-ways will lure travelers off the beaten path over existing highways in hopes of increasing the average length of stay of the traveler in Texas. Plans call for the trails to be in full operation by April 6, 1968—opening day for HemisFair '68. Only areas showing an interest in keeping their communities clean will be included on the trails.

Assistance for Group Action

Ready to assist are the utility companies, Texas Highway Department, U. S. Forest Service, Texas Forest Service, community development specialist, garden clubs, Texas Parks and Wildlife Department, chambers of commerce, Texas Tourist Development Agency, junior chambers of commerce, landscape architects, nurserymen, Soil Conservation Service technicians, vocational agriculture teachers, county Extension agents and others.

Financial Assistance

Many successful beautification programs are being carried out today in Texas without any funds except those

raised locally. At the same time, numerous governmental programs could assist Texas communities financially.

Contact your local county Extension agent. Ask him for a copy of **Federal-State Programs for Developing Resources of Texas Communities**. This guide will give you a brief summary of each program and the agency to contact for further information.

Assistance might be available from the Neighborhood Youth Corps, Community Action Program (particularly Nelson Amendment Funds) or from the Cropland Adjustment Program (Greenspan) of the Agricultural Stabilization and Conservation Service.

More specific programs deal directly with beautification. These follow:

Department of Housing and Urban Development, Federal Office Building, Fort Worth, Texas 76101.

The Open Space Land Program — This provides matching funds to help communities acquire open-space for parks, recreation, conservation, historic and scenic purposes.

Urban Beautification and Improvement Program — Grants of up to 50 percent are available to state and local public agencies for urban beautification projects (including school districts). Other Housing and Urban Development programs are *Urban Planning Assistance (701)*, *Urban Renewal Program*, *Model Cities Program* and *Neighborhood Facilities Program*.

Land and Water Conservation Fund — Local subdivisions of the state are eligible for matching funds for programs which enhance, preserve or restore natural beauty. Funds are available for acquiring and developing areas for recreational purposes. For further information write the Parks and Wildlife Department, John H. Reagan Building, Austin, Texas 78701.

Highway Beautification Act of 1965 — This program provides for the restoration, preservation and enhancement of scenic beauty adjacent to Federal-aid highways. Funds are available only to the State Highway Department. For further information contact the Texas Highway Department, Austin, Texas 78701.

Motion Picture Films

"All The People All The Time" — 28 minutes, sound, color. This film points out the importance of comprehensive planning for towns, cities and counties, showing that beautification is an important segment in any plan. Available from Division of Sanitary Engineering, Texas State Department of Health, Austin, Texas 78711.

"Heritage of Splendor" — 18 minutes, sound, color. Shows our forests, mountains, parks and beaches, pointing to the importance of the outdoors as a resource for recreation and the idea of the citizen as caretakers. Available from Modern Talking Pictures, Inc., 1411 Slocum Street, Dallas, Texas 75207; or Beautify San Antonio Association, 414 South Main Street, San Antonio, Texas 78204.

"Let's Keep America Beautiful" — 14 minutes, sound, color. This film depicts the beauty of the country while showing damage caused by litterbugs. Available from the Agricultural Extension Service Film Library, Texas A&M University, College Station, Texas 77840; or Beautify San Antonio Association, 414 South Main Street, San Antonio, Texas 78204.

"Money to Burn" — 20 minutes, sound, color. Points out how carelessness causes 1.5 million dollars to be spent annually by the Texas Highway Department to clean up litter. The film points out causes of the litter problem and ways of combating it. The film may be obtained from most highway district offices or from the Texas Highway Department, Travel and Information Bureau, P. O. Box 5064, Austin, Texas 78703.

"The Litterbug" — 8-minute, animated, color cartoon. A Walt Disney Production. Donald Duck shows various types of litterbugs in action. Available from the United States Brewers Association, 1011 San Jacinto, Austin, Texas 78711.

"Texas—Land of Contrast" — 28½ minutes, sound, color. This film contrasts Texas beaches, mountains, plains and forest areas that are accessible through 66,000 miles of highways. Obtain from district highway offices or from the Texas Highway Department, Travel and Information Bureau, P. O. Box 5064, Austin, Texas 78703.

"Woodland Manners" — 19 minutes, sound, color. A national forest is the background for a study between a family of litterbugs and a well-mannered family. Available from Visual Instruction Bureau, University of Texas, Drawer W, University Station, Austin, Texas 78712.

Publications on Program Assistance

"A. B. C.'s of Community Planning" — Sears Roebuck Co., Community Planning Division, 925 South Homan Ave., Chicago, Illinois 60607. Single copy free.

"Beautification Improvement Kit" — This handbook was prepared to give a step-by-step procedure in launching a beautification improvement program. Available from your local county Extension agents.

"Community Improvement through Beautification" — Federal Extension Service. For sale by Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. Price: 5 cents.

"Community Organization Guide" — Keep America Beautiful, 99 Park Avenue, New York, New York 10016. Price: 25 cents.

"Handy Guide" — A summation of nearly all that is known about conducting litter programs. Available from the National Soft Drink Association, 1128 Sixteenth Street, N. W., Washington, D. C. 20036. Cost is 15 cents per copy in small lots.

"National Clean Up-Paint Up-Fix up Bureau" — A series of eight booklets to help communities implement a strong, effective clean-up program of civic improvement. Address: 1500 Rhode Island Avenue, N. W., Washington, D. C. 20005.

"Texas Community Improvement Program—Handbook for Action" — Texas Agricultural Extension Service. Available from your county Extension agents.

"The Role of the Garden Club in Community Beautification" — Sears Roebuck Co., Community Planning Division, 925 Homan Avenue, Chicago, Illinois 60607.

This leaflet is a joint effort of the Beautify Texas Council, Drawer CS, College Station, Texas 77840 and the Texas Agricultural Extension Service.