

## LOS ANGELES BEAUTIFUL AWARDS

NINE TROPHIES, 13 certificates of commendation, six youth certificates of commendation, and nine letters of commendation were presented to Southern California civic and beautification groups by Los Angeles Beautiful, Incorporated, at its awards program and picnic at Descanso Gardens last June 30.

Los Angeles Beautiful is the nonprofit volunteer organization founded in 1949 when Mrs. Valley M. Knudsen was asked by the Los Angeles Chamber of Commerce to create a committee made up of community leaders that would respond to the growing concern over an increasingly dilapidated Central City area. Trees, shrubs, and flowers were being replaced by asphalt and concrete as the metropolis of Los Angeles expanded. The committee, known as Los Angeles Beautiful, grew and flourished as it responded to the problem.

Over the years, Los Angeles Beautiful has won the highest award presented by Keep America Beautiful for the "most outstanding organization of its kind in America" and has received recognition from former President Dwight D. Eisenhower, a citation from former President and Mrs. Lyndon B. Johnson, and the Governor's Trophy at former Governor Ronald Reagan's Bicentennial celebration. The March 1962 issue of Reader's Digest carried the story of Los Angeles Beautiful ("Civic Beauty is Good Business"), which inspired many others to join the crusade.

Trophy winners and their categories at the Los Angeles Beautiful awards program at Descanso Gardens were: Inglewood Women's Beautification Association for Best Use of Color; Natural Beauty Program of San Bernardino for Outstanding Effort on Behalf of Environmental Quality; Seal Beach "Heritage Park" for Consistent Quality in Use of Plant Ma-

terials; Brengle Terrace Park, Vista, for Outstanding Community Effort; "Spirit of '76 Park," City of Paramount, for Most Innovative Design; California Conservation Project for Outstanding Youth In Education Achievement; Storm Centers—Los Angeles for Outstanding Plant Project by Youth; and South Gate Chamber of Commerce Beautification Committee for Outstanding Achievement in Promoting Community Awareness of Environmental Quality.

A special trophy award was presented to Mr. Ruben Juaregui, president of the board of directors of Plaza de la Raza, in recognition of extensive restoration of buildings at Lincoln Park—in particular the Lincoln Park boathouse—and for the development of new cultural facilities there. Mrs. Eddie (Margo) Albert, a member of the Plaza de la Raza board, expressed her appreciation for the award and spoke of the value of the Plaza as an interracial community project promoting understanding and good will.

## SECOND PRINTING

A SECOND printing has been announced of "Color for the Landscape," the one-of-its-kind 210-page book published under the auspices of Los Angeles Beautiful, the California Arboretum Foundation, the Southern California Horticultural Institute, Descanso Gardens Guild, the South Coast Botanic Garden Foundation, and the Theodore Payne Foundation for Wild Flowers and Native Plants. In a text edited by Dr. Mildred Mathias, and in 204 color photographs taken by the late Ralph D. Cornell, the landscape architect to whom the book is dedicated, "Color for the Landscape" describes and provides horticultural guidelines for hundreds of flowering trees, shrubs, vines, ground covers, and native plants suitable to southern California. The book is available in the Arboretum Gift Shop.



1976. "Los Angeles Beautiful awards." *Lasca leaves* 26, 72.

**View This Item Online:** <https://www.biodiversitylibrary.org/item/130958>

**Permalink:** <https://www.biodiversitylibrary.org/partpdf/143971>

**Holding Institution**

Missouri Botanical Garden, Peter H. Raven Library

**Sponsored by**

Los Angeles Arboretum

**Copyright & Reuse**

Copyright Status: In copyright. Digitized with the permission of the rights holder.

Rights Holder: The Arboretum Library at the Los Angeles County Arboretum and Botanic Garden

License: <http://creativecommons.org/licenses/by-nc-sa/4.0/>

Rights: <https://www.biodiversitylibrary.org/permissions>

This document was created from content at the **Biodiversity Heritage Library**, the world's largest open access digital library for biodiversity literature and archives. Visit BHL at <https://www.biodiversitylibrary.org>.