

NOTES:

CHERRY BLOSSOM FESTIVAL

April 7, 1965

It is my pleasure to be with you at
the opening of the Cherry Blossom Festival.
This is a wonderful event which can serve as
a magnet and an inspiration to those of us
here in Washington and throughout the country.

I am delighted to see my friend, Secretary
Udall here today. We serve together on
President Johnson's special Cabinet task force
for See the USA. And Secretary Udall has taken
on the assignment of making Washington, D.C.
the best city in the United States for tourism.

The Cherry Blossom Festival certainly gives you a head-start, Stew.

I want to give special thanks to Mark Evans and Clarence Arata for making See the USA the slogan of this year's Cherry Blossom parade.

The See the USA program is off to a good start, and the best possible place to begin is with our wonderful Cherry Blossom Festival.



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