



CITY OF SAN ANTONIO
OFFICE OF THE CITY CLERK
MUNICIPAL ARCHIVES & RECORDS

CREATOR:

Beautify San Antonio Association

TITLE:

Beautify San Antonio Association Records, 1951-2004

DATES:

1951-2004

QUANTITY:

48 bound and unbound scrapbooks; 4 ft. 4 in. of printed material; 1 audio reel

LANGUAGES:

English

REPOSITORY:

[City of San Antonio, Office of the City Clerk, Municipal Archives & Records](#)

ADMINISTRATIVE HISTORY:

Organized in 1951 as an arm of the San Antonio Chamber of Commerce, the mission of the Beautify San Antonio Association was to "clean, repair, plant, and freshen" the city of San Antonio by implementing public anti-litter awareness programs, coordinating annual Clean-Up, Paint-Up, and Fix-Up days, hosting various clean-up projects around San Antonio, and awarding monthly Beautification Awards to area businesses and individuals. From 1951 through 1969, the association also participated in the National Cleanest Town Competition, winning seven first prizes for cleanest town within its population bracket. The organization was largely the brainchild of its founding member, O.P. Schnabel (1896-1987), an insurance salesman with the Jefferson Standard Life Insurance Company. After returning from a trip to Switzerland in 1948 where he was struck by the cleanliness of Swiss cities, Schnabel began the first

San Antonio Clean-Up, Paint-Up, and Fix-Up day. Schnabel continued to be the organization's most visible and vocal member, and was known affectionally as "Old Push Broom" for his passionate stance against litter and littering. Schnabel subsequently became involved in larger state and national programs against littering, acting a consultant for both Keep Texas Beautiful and Keep America Beautiful organizations.

SCOPE AND CONTENT:

Scrapbooks, administrative files, photographs, and an audio tape that document the activities of the Beautify San Antonio Association (BSAA) from its inception in 1951 through 2004. A large part of the collection is comprised of scrapbooks created by the organization as part of the National Cleanest Town in America Competition from 1951 through 1969. Each scrapbook contains correspondence (in large part between O.P. Schnabel and persons outside the BSAA), newsletters, newspaper clippings, promotional materials, awards, broadsides, ephemera, and photographs that document various clean-up projects around the city of San Antonio, and public anti-litter campaigns spearheaded by the organization. There are also meeting minutes, bylaws, charter and newsletters that illuminate the administration of the Beautify San Antonio Association from the 1950s through the 1990s.

ARRANGEMENT:

Records are organized into three series: I. Scrapbooks, II. Administrative Files, and III. Assorted Material, and chronologically within series. Some of the original scrapbooks were unbound and the contents re-organized into correspondence, newspaper clippings, printed material, and photographic subseries.

RESTRICTIONS:

Some materials may be restricted for conservation. Please contact the archives for more information.

PREFERRED CITATION:

[Box #, item identification], Beautify San Antonio Association Records, 1951-2004, City of San Antonio, Office of the City Clerk, Municipal Archives & Records.

PROCESSING INFORMATION:

This collection was processed with financial assistance from the National Historical Publications and Records Commission.

INDEX TERMS**Persons:**

Schnabel, O.P. (Otto Phillip).

Organizations:

Beautify San Antonio Association.

Keep Texas Beautiful.

San Antonio Chamber of Commerce.

Subjects:

Landscape protection – Texas –San Antonio.

Urban beautification –Texas –San Antonio.

Places:

San Antonio (Tex.)

INVENTORY:**Location****Contents**

I. Scrapbooks

BOX 7	Volume 1, 1951 [unbound] Correspondence, 1950-1951 Newspaper clippings, 1950-1951 Photographs and promotional material, 1951
BOX 8	Volume 1, 1953
BOX 9	Volume 2, 1953
BOX 1	Volume 1, 1954 [Unbound]
BOX 2	Volume 1, 1955
BOX 10	Volume 2, 1955
BOX 11	Volume 1, part 1, 1956
BOX 12	Volume 1, part 2, 1956
BOX 13	Volume 2, part 1, 1956
BOX 14	Volume 2, part 2, 1956
BOX 15	Volume 1, 1957
BOX 16	Volume 2, 1957
BOX 17	Volume 1, 1958
BOX 18	Volume 2, 1958
BOX 19	Volume 1, part 1, 1959
BOX 20	Volume 1, part 2, 1959

BOX 21	Volume 2, part 1, 1959
BOX 22	Volume 2, part 2, 1959
BOX 23	Volume 1, part 1, 1960
BOX 24	Volume 1, part 2, 1960
BOX 25	"History of the Beautify San Antonio Association, 1960 – 1961," part 1 Text on cover page: Mrs. Raymond Tullos, President; Theme: United in Progress; American Red Beauty Rose National Flower
BOX 26	"History of the Beautify San Antonio Association, 1960 – 1961," part 2
BOX 27	"San Antonio, Texas Entry, National Cleanest Town Contest," 1961, Vol. 1
BOX 28	"San Antonio, Texas Entry, National Cleanest Town Contest," 1961, Vol. 2
BOX 29	Volume 1, 1961
Box 3	Volume 1, 1962
Box 4	Volume 2, 1962
BOX 30	Volume 1, part 1, 1963
BOX 32	Volume 1, part 1, 1963
BOX 31	Volume 2, part 1, 1963
BOX 33	Volume 2, part 1, 1964 Volume 2, part 2, 1964
BOX 34	Volume 1, part 1, 1965

BOX 35	Volume 1, part 2, 1965
BOX 36	Volume 2, part 1, 1965
BOX 37	Volume 2, part 2, 1965
UNBOXED: F01-A02-U06-S05	Volume 1, 1966 [brown leather-bound book] Volume 2, 1966 [brown leather-bound book]
UNBOXED: F01-A02-U05-S08	Volume 1, 1968 [blue leather-bound book] Volume 2, 1968 [blue leather-bound book] Volume 3, 1968 [blue leather-bound book]
UNBOXED: F01-A02-U06-S05	Volume 1, 1969 [red leather-bound book]
BOX 5	Section 1, 1973
BOX 38	Sections 2-6, 1973
BOX 40	1985-1986; 1988
BOX 6	Unbound scrapbook material Photographs, 1988 Newspaper clippings, 1988 Brochures, 1988 Photographs, 1989 Newspaper clippings 1989-1990 Brochures, 1989 Supplemental material, 1990 Governor's Community Achievement Awards entry, 1991-1992 Newspaper clippings, 1990-1991 Photographs, 1990-1991 Printed material, 1990-1991 Bulletins, 1991-1992 Newspaper clippings, 1991-1992 Photographs, 1991-1992

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BOX 6	Unbound scrapbook materials Newspaper clippings, 1996-1997 Photographs, 1996-1997
BOX 7	Assorted printed material, 1996-1997 Newspaper clippings, 1998-1999 Assorted printed material, 1998-1999 Photographs, 1998-1999
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II. Administrative Files

BOX 7	Bylaws, 1994 Monthly newsletters 1974-1976 [<i>The Beautifier</i>] 1977-1979 1980-1985 <i>The Push Broom Report</i> 1985-1988 1989-1992 1994-1998 General membership meeting minutes 1975-1979 1980-1984 1985-1989 1990-1991 1995-1998
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Board of Directors meeting minutes, 1973-1990
Executive Committee
Meeting minutes, 1979-1991
Membership roster, 1994

III. Assorted Material

- BOX 4** San Antonio Beautification Project, 1962
Correspondence
Newspaper clippings
Photographs
Printed materials
- BOX 5** San Antonio Beautification Project, 1962
Correspondence
Newspaper clippings
Photographs
Printed materials
- BOX 7** Keep America Beautiful Day, 1973
Photographs of *Patio of States* construction, 1976
- BOX 8** Awards
Governor's Achievement Award Contests, 1985, 1989-1992
Awards program, 1980-1985
Shirley Jonas, 1984-1999
Photographs
1978-1980
1984
1998-1999
Undated
O.P. Schnabel, 1971-1999
Radio Advertisements—GSD&M, State Department of Highways on one 5-in reel, 1/4 in. audio tape
Cut #1: Johnny Dee w/out, undated
Cut #2: Johnny Rodriguez/Spanish w/out tag, undated
Cut #3: Johnny Rodriguez/English w/out tag, undated