



CITY OF SAN ANTONIO, OFFICE OF THE CITY
CLERK, MUNICIPAL ARCHIVES

TITLE:

Beautify San Antonio Association Records, 1951-2004

DATES:

1951-2004

QUANTITY:

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

LANGUAGES:

English

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

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, 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 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, newsletters, newspaper clippings, promotional materials, broadsides, 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: scrapbooks, administrative files, and assorted files. 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 see archivist for more information.

PREFERRED CITATION:

[Box #, Folder title], Beautify San Antonio Association Records, 1951-2004, San Antonio Municipal Archives.

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.

INVENTORY:

Location	Contents
	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 22	Volume 2, part 1, 1959

BOX 23	Volume 2, part 2, 1959
BOX 24	Volume 1, part 1, 1960
BOX 25	Volume 1, part 2, 1960
BOX 26	Volume 1, part 1, 1960
BOX 27	Volume 1, part 2, 1961
BOX 28	Volume 2, 1961
BOX 29	Volume 1, part 2, 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
F01-A55-U12-S05	Volume 1, 1966 Volume 2, 1966 Volume 1, 1968 Volume 2, 1968 Volume 3, 1968 Volume 1, 1969

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 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
BOX 40	1992 1993-1994 1994-1995 1995-1996
BOX 6	Unbound scrapbooks 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

Radio Advertisements—GSD&M, State Department of
Highways

Cut #1: Johnny Dee w/out tag [1/4 in. reel-to-reel audio
tape], undated

Cut #2: Johnny Rodriguez/Spanish w/out tag [1/4 in.
reel-to-reel audio tape], undated

Cut #3: Johnny Rodriguez/English w/out tag [1/4 in. reel-
to-reel audio tape], undated