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:

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:

<table>
<thead>
<tr>
<th>Location</th>
<th>Contents</th>
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| 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 |

Beautify San Antonio Association Records, 1951-2004  
Revised 2010.12.08, D. Guerra, Archivist  
12/9/2010
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<td>BOX 22</td>
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<td>Theme: United in Progress; American Red Beauty Rose National Flower</td>
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<td>BOX 27</td>
<td>“San Antonio, Texas Entry, National Cleanest Town Contest,” 1961, Vol. 1</td>
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<td>Volume 1, part 1, 1965</td>
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BOX 35  Volume 1, part 2, 1965
BOX 36  Volume 2, part 1, 1965
BOX 37  Volume 2, part 2, 1965

UNBOXED: Volume 1, 1966 [brown leather-bound book]
F01-A02-U06-S05 Volume 2, 1966 [brown leather-bound book]

UNBOXED: Volume 1, 1968 [blue leather-bound book]
F01-A02-U05-S08 Volume 2, 1968 [blue leather-bound book]
Volume 3, 1968 [blue leather-bound book]

UNBOXED: Volume 1, 1969 [red leather-bound book]
F01-A02-U06-S05

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BOX 38  Sections 2-6, 1973
BOX 40  1985-1986; 1988

BOX 6  Unbound scrapbook material
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Photographs, 1989
Newspaper clippings
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Brochures, 1989
Supplemental material, 1990
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1991-1992
Newspaper clippings, 1990-1991
Photographs, 1990-1991
Printed material, 1990-1991
Bulletins, 1991-1992
Newspaper clippings, 1991-1992
Photographs, 1991-1992
II. Administrative Files

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Executive Committee
Meeting minutes, 1979-1991
Membership roster, 1994

III. Assorted Material

BOX 4
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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
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Photographs
1978-1980
1984
1998-1999
Undated
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