

EVERYONE IN VIENNA IS INVITED TO ENTER THE CONTEST TO GIVE AN APPROPRIATE TITLE TO THE TOWN BEAUTIFICATION AND COMMUNITY BETTERMENT CAMPAIGN...FIRST, SECOND, AND THIRD PRIZES ARE AS FOLLOWS:

**FIRST PRIZE**  
(donated by First National Bank of Vienna) - choice of:  
Man's attache case;  
Silver serving dish;  
1967 season pass to the Vienna Theater;  
or \$25.00 in cash.

**SECOND PRIZE**  
(donated by Vienna Rotary Club) - choice of:  
Electric carving knife or coffee-maker;  
20 passes for 2 to the Vienna Theater;  
or \$15.00 in cash.

**THIRD PRIZE**  
(donated by Vienna Trust Company) - choice of:  
Warming tray;  
15 passes for 2 to Vienna Theater;  
or \$10.00 in cash.

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REMEMBER, ALL TOWN RESIDENTS ARE ELIGIBLE - YOU MAY SUBMIT UP TO THREE ENTRIES

# Town of Vienna, Virginia



## TOWN COUNCIL:

MAYOR—James C. Martinelli  
COUNCILMEN—Richard B. Dingman  
Henry R. Pellegrino  
Martha V. Pennino  
Charles A. Robinson  
Joseph R. Spriggs  
L. Dean Wallace

TOWN MANAGER—C. Clay Harrell

Vol. 67-1

NEWSLETTER

January 1967

### NEWS CHECKLIST . . .

**CONTEST TO NAME THE TOWN'S BEAUTIFICATION AND COMMUNITY IMPROVEMENT CAMPAIGN**, open to all Town residents - Entries must be in by February 1st. Contest rules and entry blanks obtainable at local stores, schools and newspapers; or use entry blank on page 3.

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**COMMUNITY CENTER ACTIVITIES** - Winter-Spring Class Program, already distributed in schools, now available at the Community Center office. For weekly activity schedule, see local newspapers.

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**SOLICITORS' AND CANVASSERS' LICENSES FOR 1967** - Citizens are urged to direct any solicitors or canvassers who come to their doors without a badge or with an out-of-date license to the Town Hall to obtain a 1967 license, and/or call the Town Clerk at 938-8000, so that they or the companies they represent may be notified of the requirement.

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**TOWN TOPICS ON WHEEL RADIO**, EVERY TUES. AND THURS. AT 11:00 AM - Questions from Vienna residents about their Town government are invited.

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TOWN HALL - 938-8000

Fellow Citizens of Vienna:

As we begin a new year, the Town Council and Town Hall staff renew our pledge to serve all of Vienna's residents to the best of our ability during the coming year.

All of us here in Vienna can take pride in our community's progress and achievements during the past year... I feel confident that the programs which we undertake in 1967 will also be successful if every citizen continues to demonstrate the same community spirit already applied to such projects as our new Community Center, which was built almost entirely with citizens' donations.

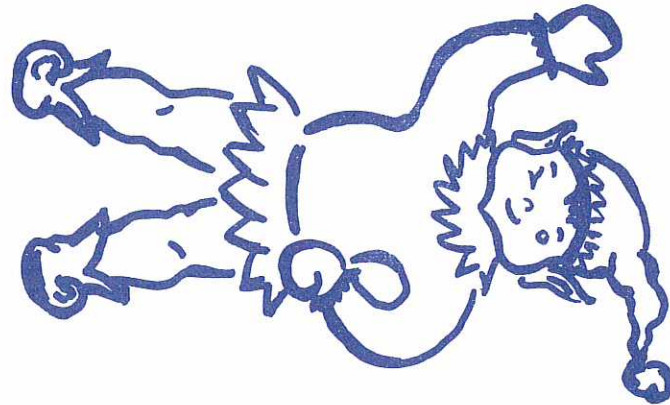
Our first major project to be given special emphasis this year is our Town Beautification and Betterment Program. The Town is sponsoring a contest to select a suitable title for this program. I hope that you will all help by entering the contest, but even if you don't get an entry in, there will be many other ways, none too small, that each of you can help.

This NEWSLETTER is devoted to the launching of our Beautification Program to acquaint you with its general purpose and to encourage your suggestions and support in making it another of the outstandingly successful projects for which Vienna is well known.

Sincerely,

*James C. Martinelli*  
James C. Martinelli  
MAYOR

I'M EGBERT THE ELF!  
and I'm going to do my best to help everybody in Vienna work together to make all the projects in the Beautification and Community Betterment Campaign a success!



PLEASE JOIN IN WITH ME, all you scouts, schools, clubs, groups, everybody! There's something for everybody to do, from little folk my size to all adults...LET'S GO!

Town of Vienna, Virginia  
127 Center Street, South  
Vienna, Virginia 22180

NEWSLETTER

67-1



Incorporated in 1890



BEAUTIFICATION AND COMMUNITY BETTERMENT  
CAMPAIGN BEING STEPPED UP DURING 1967

The overall appearance of a community is a large contributing factor not only to our sense of pride in our own "home town", but also to the actual value of the individual properties within the area. Accordingly, for well over a year the Town government has been exploring ways and means to establish a continuing program of Town Beautification and Community Betterment for Vienna.

During 1966 some implementation of such a program was accomplished, with a tree and shrub planting project in parks and other public areas, the addition of Fall Cleanup Week to the already existing Spring Cleanup Program, and preliminary publicity for a town-wide anti-litter and anti-vandalism campaign.

During 1967, we hope to have all phases of the program (described in the December Newsletter) in full swing, with every youth and adult group, and every individual resident, young and old, taking part.

We have begun this year with the announcement of a contest to give the whole program an appropriate title. The contest rules and entry blanks have been widely distributed through the local stores, schools and newspapers, but are reprinted on these pages for your convenience. The contest lasts until February 1st, and a panel of judges will select the winning name from the entries. Once we have the program named, we will be ready to launch an all-out publicity campaign to rally the support of the whole community and spotlight the Town's efforts throughout the area.



EGBERT THE ELF

To help put our program over, especially through the schools and youth groups, we have the good fortune to have a very appealing, and, from all reports, competent helper in the personage of EGBERT THE ELF, who has offered to help us "Paint the Town Clean!" Egbert the Elf, who will be the guiding spirit in promoting and carrying out the program, is already standing by, more or less on the sidelines as yet, until the contest produces the program's official title. He will be taking the lead in launching the program shortly after the contest deadline of February 1st. In the meantime, however, Egbert has visited with the Vienna Chamber of Commerce to explain the Town's forthcoming plans to its members. He has also received pledges of support from the Vienna business community. As soon as he can arrange it, he plans to describe the Town program to the schools, clubs and other community groups. So, if you see an elf around town in the next few weeks, please believe it!

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Egbert the Elf says:

IF EVERYBODY HELPS, EVERYBODY WINS - A BETTER COMMUNITY!

Community-wide Participation. Egbert the Elf will soon be asking each resident and each student attending a school in Vienna to pledge his support and aid by carrying out these five points:



1. Make an inventory of everything that is beautiful, attractive, pleasant, and that contributes to making Vienna the type of community YOU would like for it to be.
2. Make an inventory of everything, both tangible and intangible, that is ugly, detracting, distasteful, unpleasant, unsightly, and that keeps Vienna from being the type of community YOU would like for it to be.
3. Decide what YOU can do to eliminate, correct, remove, or prevent those things which you have listed as undesirable. If a student, list what your parents can also do, what YOU think your school can do, and what YOU think the Town should do; if a member of a club or organization, what your organization can do.
4. Make a list of those things that YOU will do, both as an individual and as a member of a club or organization, or as a student.
5. Agree to set up a program of periodic review to see (a) what we have accomplished, (b) what still needs to be done, and (c) just to remind us that this is OUR town--our home--and we want to keep it nice.

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\*\*\* CONTEST RULES \*\*\*

1. All entries must be received in the office of the Vienna Town Manager by 5:00 PM, Wed., Feb. 1, 1967. All entries should be sealed and marked for identification as contest entries.
2. Any residents of the Town of Vienna may enter the contest.
3. Entries should be made on the official entry blank (below).
4. Suggested titles must contain five words or less.
5. No more than three entries shall be accepted from any one contestant.
6. The title should encompass every aspect of community improvement.
7. In case of ties, duplicate prizes shall be awarded.

FIRST, SECOND, AND THIRD PRIZE WINNERS WILL BE ANNOUNCED

Deliver to: OFFICIAL CONTEST ENTRY BLANK Entries must be received  
COMMITTEE OF JUDGES Town Beautification Program by 5:00 PM, Feb. 1, 1967  
c/o Town Hall

I WOULD LIKE TO RECOMMEND THE FOLLOWING TITLE \_\_\_\_\_  
\_\_\_\_\_ (five words or less)  
NAME \_\_\_\_\_; ADDRESS \_\_\_\_\_  
HOME PHONE \_\_\_\_\_