

CREATING NATIONAL AND LOCAL BEAUTIFICATION AND CLEANLINESS COMMITTEE TO UNDERTAKE A NATIONWIDE BEAUTIFICATION AND CLEANLINESS CAMPAIGN

EXECUTIVE ORDER NO. 257, September 14, 1970

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WHEREAS, beauty and cleanliness are basic ideals of all homes, communities and nations; and

WHEREAS, there is need to reawaken and strengthen the sense of beauty and cleanliness among Filipinos and to establish a national organization to pursue this goal;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby create a National Beautification and Cleanliness Committee to undertake a nationwide beautification and cleanliness campaign.

The National Committee shall be composed of the following:

Mr. Teodoro F. Valencia

Chairman

Any one of the incumbent Presidents of the Rotary Club, the Lions Club, or the Jaycees

Vice-Chairman

The Secretary of the PACD

Member

The Secretary of Social Welfare

Member

The Secretary of Health

Member

The Secretary of Education

Member

The Secretary of Public Works and Communications

Member

The Secretary of Agriculture and Natural Resources

Member

The Secretary of National Defense

Member

Dr. Estefania Aldaba-Lim

Malacañang Liaison

(To be appointed by the Chairman)

Executive Secretary

There shall also be created a committee in each province, city, municipality and barrio composed of the following:

Provincial/City Committee

The Lady of the Governor/Mayor

Chairman

Representatives from government, civic and religious sectors

Other officers and members

Municipal Committee

The Lady of the Mayor

Chairman

Representatives from government, civic and religious sectors

Other officers and members

Barrio Committee

The Lady of the Barrio Captain

Chairman

Ladies of the Barrio Council Officials

Other officers and members

The National Committee and the Local Committees are empowered to call on any government office, department, bureau, agency or instrumentality for such assistance as they may need to carry out their functions.

Proclamation No. 20 dated January 13, 1947, Proclamation No. 217 dated November 3, 1950, Proclamation No. 187 dated November 19, 1963, Executive Order No. 32 dated July 12, 1966, and all other proclamations, executive orders or administrative orders inconsistent herewith are hereby repealed and/or amended accordingly.

Done in the City of Manila, this 14th day of September in the year of Our Lord, nineteen hundred and seventy.

(SGD.) FERDINAND E. MARCOS

President of the Philippines

By the President:

(SGD.) ALEJANDRO MELCHOR

Executive Secretary

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