



FOR A LIFE OF ORDER

We gather here this afternoon to celebrate beauty and cleanliness. These are imperatives of nation-building. That is why, it is a great joy to me to join you here so that together we could give proper recognition to those who have contributed in a very essential way, to making a better nation. By means of this awards ceremony that we have come to witness, we are encouraging among the Pilipino people a greater awareness of the relationship between beauty and nation-building.

One of the proofs offered by Scholastic philosophy to show the existence of God is that there is order in the universe. The planets move on appointed orbits; they do not clash and collide. The seasons change according to some master plan, with a rythm that is a joy to experience and behold. All this means there is an unseen hand and an intelligent mind that guides all things according to a definite order. And the result of order is beauty.

This is the principle that underlies our effort at beautification. In a real sense, we are calling on everyone in society to live according to this principle. We are asking them to bring greater dicipline into their lives. Our efforts in this direction may, at least to compulsive cynics, seem merely formalistic and superficial. *But when we clean our streets, beautify our yards and gardens, and bring the sparkle of cleanliness to our communities, we give testimony to the rest of the world of certain inner values.*

We are in that way giving eloquent proof of important human attributes — a sense of order and discipline, a dedication to excellence, and finally an aesthetic sense. How else can a people achieve their potential for growth? Can we rise to new levels of achievement, whether in our economy or in our social life, through carelessness, through clutter and chaos? Our visible life is the image of our inner life. *Disorder and dreariness in our hearts cannot make clean homes and orderly towns.*

This is the real meaning of our beautification and cleanliness campaign.

This is the real meaning of the New Society we are trying to create.

I hope that from here you will go back to your towns and neighborhoods with a greater resolve to help create a more disciplined and, therefore, a beautiful and more meaningful life.

I hope that the awards here this afternoon will encourage you to set up standards of cleanliness and beauty in your own communities, and in a sense carry out your own contests, perpetual ones which will lead to strive at all moments, year in and year out, to keep your homes and neighborhoods clean and beautiful.

Let us, in a sense, return to ourselves. For our original selves, the men and women concealed by trappings and speeches, are dedicated to order, discipline, beauty and goodness.

MRS. IMELDA ROMUALDEZ, MARCOS
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