

Fulfilling the Dream



The Story of
National Garden Clubs, Inc.

1929-2004

Mary Leffler Cochran



Wreath illustration by Myrta Spence, Cape Fear Garden Club, Wilmington, NC, incorporates all of the state flowers.

STATE FLOWERS

Alabama	Camellia	Louisiana	Magnolia	Ohio	Scarlet Carnation
Alaska	Forget Me Not	Maine	White Pine Cone and Tassel	Oklahoma	Mistletoe
Arizona	Saguaro Cactus Blossom	Maryland	Black-eyed Susan	Oregon	Oregon Grape
Arkansas	Apple Blossom	Massachusetts	Mayflower	Pennsylvania	Mountain Laurel
California	California Poppy	Michigan	Apple Blossom	Rhode Island	Violet
Colorado	Rocky Mountain Columbine	Minnesota	Pink and White Lady's-Slipper	South Carolina	Yellow Jessamine
Connecticut	Mountain Laurel	Mississippi	Magnolia	South Dakota	Pasque Flower
Delaware	Peach Blossom	Missouri	Hawthorn	Tennessee	Iris
Florida	Orange Blossom	Montana	Bitterroot	Texas	Bluebonnet
Georgia	Cherokee Rose	Nebraska	Goldenrod	Utah	Sego Lily
Hawaii	Pua Aloalo	Nevada	Sagebrush	Vermont	Red Clover
Idaho	Syringa - Mock Orange	New Hampshire	Purple Lilac	Virginia	American Dogwood
Illinois	Purple Violet	New Jersey	Violet	Washington	Pink Rhododendron
Indiana	Peony	New Mexico	Yucca Flower	West Virginia	Rhododendron
Iowa	Wild Prairie Rose	New York	Rose	Wisconsin	Wood Violet
Kansas	Sunflower	North Carolina	American Dogwood	Wyoming	Indian Paintbrush
Kentucky	Goldenrod	North Dakota	Wild Prairie Rose		

DEDICATION



- TO:** The Founders who had the dream for this dynamic organization.
- TO:** The Presidents and the more than million members who have had the courage to make the dream a reality.
- TO:** The leaders and the members who will follow, nurturing the dream.



COLLECT



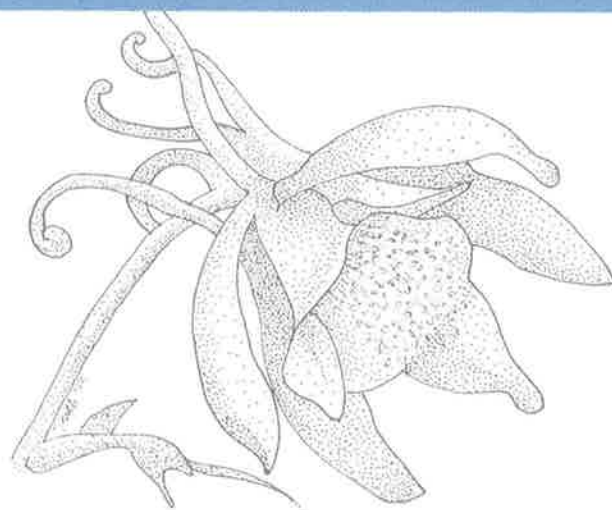
TO THE GLORY OF GOD and in grateful appreciation of His manifold expressions of beauty, we, the National Garden Clubs, Inc., proudly acknowledge our horticultural stewardship and humbly seek, by faithful service and understanding purpose to be worthy of our ancestor conservationists, who preserved for posterity the myriad bounties of nature, and to emulate those early horticulturists, who, through experiment and continued endeavor, increased and developed them.

Let us be ever mindful of our heritage, considering it a sacred duty to protect and conserve those natural resources so generously loaned to each of us for the infinitesimal span of a lifetime. Let us remember that the vision of beauty, the urge to create it, and its ultimate appreciation lie deep in the heart of everyone. And let us learn, O God, that only through increased knowledge and patient perseverance comes eventual success.

In our design for daily living and in our constant association with others, let us reflect the order, harmony and loveliness of our gardens. And let us rejoice in the faithful recurrence of the seasons, knowing that each brings its own abundant and diversified glory. So may we draw courage and inspiration, realizing that we all, in our individual sphere according to our given capacities, may make lasting contributions to the goal of horticultural achievement, now and forever, down through the ages.

By Helen Hussey Champlin
September 1946

Fulfilling the Dream



The Story of National Garden Clubs, Inc. 1929-2004

By
Mary Leffler Cochran
Historian, National Garden Clubs, Inc.



Published by
National Garden Clubs, Inc.
4401 Magnolia Ave. – St. Louis, Missouri 63110-3492
2004



This history was made possible in part by a grant from
The Principal Financial Group®

MISSION STATEMENT



**National Garden Clubs, Inc. provides education, resources
and national networking opportunities for its members
to promote the love of gardening, floral design,
and civic and environmental responsibility.**

Adopted
May 17, 1999
Board of Directors
Atlanta, Georgia

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Published by
National Garden Clubs, Inc.
4401 Magnolia Avenue, St. Louis, Missouri 63110-3492
Web site: www.gardenclub.org

Printed in the United States by
Arizona Lithographers, Tucson, Arizona
First Printing 2004
ISBN 0-941994-19-8

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FOREWORD



Mary Leffler Cochran Historian, National Garden Clubs, Inc.



As I write this foreword, I literally have the world at my fingertips through my computer and the Internet. Back in 1929 when our founders envisioned this organization, they relied more on themselves than technology to get their message across. Today I am able to use these modern techniques to tell a story that stretches across nine decades.

I marvel at how these founders aroused such interest in garden clubs at a seemingly steady but measured pace. Now, speed anchors everyday life. We expect the Internet to provide instant information and we become annoyed when it pauses to search. Perhaps a pause is what we need as we look to the future.

My appreciation and love of history began as a young child listening to my teacher-father spin tales of Davy Crockett and Abe Lincoln. This interest took a scholarly turn as I studied American history as a graduate student at Harvard University.

When President June Wood invited me to write National Garden Clubs' 75-year history, I delighted in the opportunity to dig deep into the heart of this organization. This is a story of achievement and high aspirations. How do you begin to tell that story? To do it justice required research that took the better part of two years.

Issues of the *Bulletin* and *The National Gardener* from 1930 to the present became primary source material, supplemented by the previous printed histories of NGC and various State Garden Clubs and Regions. The Internet expanded my information base. Talking with members, including many of the former Presidents, gave me first-hand insights. Of course, e-mail and even the old-fashioned phone came in handy. It was a task requiring daily devotion. It became a work of love.



That led me to the realization that the history of an organization is not just a recitation of facts. History comes alive through the stories of the people within the organization. From rooming with a cobra, to being rescued from the Titanic, the presidents' adventures and misadventures form a colorful backdrop to the more serious work at hand for an organization of hundreds of thousands of dedicated volunteer gardeners.

This history never would have been completed without some special assistance. The professional look of this history can be attributed to the generosity of my son-in-law, Bruce Johnston. Bruce, an editor with the *Tucson Citizen*, designed and edited the book *pro bono*. Without him this book would still be on the drawing board.

The Manuscript Advisory Committee, comprised of LaVerne Collard, Mary Louise Michie and Marvina Northcutt, provided many useful suggestions. I dubbed Executive Director Fran Mantler my research assistant as she helped fill in gaps. My thanks go to NGC's Finance Committee and the Board of Directors, both of whom had confidence enough in this project to give their approval. I am deeply grateful for the unconditional support given me by President June Wood. The list of contributors is included at the end of this history. Columbine to all of you. A special Columbine should go to Myrta Spence, the artist who, at age 90, designed the state flower wreath you see at the front of this history!

When my research was finished, it reaffirmed what I already knew: that NGC is a vibrant organization committed to service throughout its 75 years. As you read this *Story of the National Garden Clubs, Inc.*, pause to reflect on how the dreams of many were fulfilled. It should provide the road map to a magnificent future.

"More grows in the garden than the gardener sows." – Old Spanish Proverb



PRESIDENT'S MESSAGE



June P. Wood

President, National Garden Clubs, Inc., 2003-2005



he term of 2003-2005 is an exciting and privileged time to be serving as President of National Garden Clubs, Inc., since these years coincide with the celebration of our 75th

Anniversary. This history not only documents an inspiring past, but it also provides the foundation for planning and executing a promising, productive future.

It is essential for every organization to re-examine its past periodically. We should know about the contributions of those who played important roles in NGC's development and evolution. That knowledge helps us evaluate projects and activities from NGC's past and enables us to make informed decisions for securing our future. A reading of this history not only entertains us, it instructs us.

Since its beginnings on May 1, 1929, National Garden Clubs, Inc., has been "a force for good," inspiring members with enthusiasm and commitment for its mission. Our members have been brought together through common interests, concerns and goals. We work together to provide focus for those interests, to address concerns and to enable achievement of mutual goals. It was true in the beginning, it is true today, and it will be true in the future.

Every National President has a dream and a vision for this organization, which is why they serve in a position so demanding of time and energy. This history succeeds in making past administrations come to life for us and helps us to understand how these diverse personalities combined to create the unified, dynamic organization that we know today.

Because this administration falls within such an important period, my theme of "Preserving the Past – Forging the Future" was selected to focus attention on two vital elements in the life of National Garden Clubs, Inc. – its past and its future. This



administration's primary project emphasizes the creation of appropriate gardens where no such gardens exist at historic sites throughout the nation. The project also encourages restoration or preservation of gardens. Every community in the nation has sites that are important in the life of that community, and that are worthy of being preserved for future generations. A new corporate sponsor, the Principal Financial Group[®], will help to make these preservation efforts a reality.

Issues contributing to a more positive, livable and enjoyable future will be addressed. National Garden Clubs will continue its efforts to preserve the environment in which we all live. An education initiative on the quality and conservation of water will be promoted, as will the planting of flowering trees in individual private gardens and civic beautification projects.

A concerted public relations effort will be emphasized to make members of the public more informed about who we are and what we do. Name recognition for National Garden Clubs, Inc., is a major goal, coming as an "end result" of every activity of the organization. The history of National Garden Clubs, Inc. is an important tool in this "awareness" campaign. As a result, we can not only gain new members, but we can instill a greater appreciation among current members for the organization's many contributions and achievements – past, present and future.

Garden clubs in every state participate in National projects to preserve and honor the past, as well as to forge a more sustainable future for all of us. The local garden club and its members are the foundation and the life of National Garden Clubs, Inc. Each one will have a vital part in writing the future history of our organization. Without question, it will be an inspiring, enduring one due to their dedicated and combined efforts.



HONORARY LIFE PRESIDENT'S MESSAGE



Deen Day Sanders
Honorary Life President, 2003- , National Garden Clubs, Inc.

“A Legacy of Excellence – A Future of Promise”



here are pivotal moments in the history of every organization. The seventy-fifth anniversary celebration of National Garden Clubs, Inc., is such a time. It

helps to remind us of our heritage as we reflect on our accomplishments of the past. Our legacy of excellence inspires us to excel in the future.

We must examine where we have been and what we are about before we can embark on the challenges of the future. It is an encouragement to all garden club members to remember the “greatness” that is evident in our past.

Our organization was founded in 1929 as the nation was moving into the economic downturn that resulted in the Great Depression. We survived those lean years and moved forward to be confronted by the conditions brought forth by World War II. Our garden club members adopted programs that helped us face the sacrifices that we had to endure. As environmental issues became



significant, the membership responded with programs that were on the cutting edge.

September 11 has left an indelible mark on all of us, but we will proceed with faith that will carry us forward. Whatever has transpired in our nation, we have reacted positively with confidence in the future. We have experienced good times and bad, but we have used gardening to enrich the lives of others and add intrinsic value to our own well-being.

We have been a driving force for good and will continue to help shape the nation as we work on beautification, conservation, civic and environmental projects.

We are an organization dedicated to serving others. Our many projects reveal our commitment. May you be encouraged to see possibilities if none seems to exist, to visualize that which is not evident, and to be creative enough to face the challenges that confront this organization. May hope and faith be the watchwords for the future.



F U L F I L L I N G T H E D R E A M

P R O L O G U E



Since the first explorers arrived in Jamestown, VA, in 1607 and the Mayflower landed at Plymouth Rock in 1620, settlers by necessity have needed to garden. However, necessity turned into

something more as the beautiful gardens of Colonial Williamsburg emerged.

Still, the idea of joining together into an organized garden club with officers and bylaws did not take root until 12 farsighted women met in the antebellum home of Mrs. Edwin King Lumpkin on a frosty January day in 1891 in Athens, GA, to form the Ladies' Garden Club of Athens. The founders probably could not have envisioned that they had set in motion a movement that would spread across the country and eventually encompass affiliates around the world.

This came at a time from the 1860s through the early 1900s when women were seeking knowledge about a variety of subjects in study clubs with those of like interests. Garden clubs seemed to grow in tandem with the women's study club movement. Study clubs had developed out of a need felt by some women, often middle class and married, who had not had the benefit of a formal higher education.

More leisure time was available to pursue these interests and was the leavening agent that allowed the clubs to rise. Ready-made garments freed them from duty at the treadle sewing



Marvina Northcutt, The Garden Club of Georgia President, 1983-1985, and Deep South Regional Director, 1987-1989, enjoys the statue in the Founders Memorial Garden.

*“For Every Good Thing Has A
Beginning
And The Beginning Was Here.”
Athens, Georgia*

machine. Hot and cold running water and store-bought soap spelled relief from the Monday morning washday blues. Even bread didn't have to be something loving from the home oven, but now could come from the store. These may seem like small achievements when compared to our high-tech, computer-driven society, but for the 1890s woman, these were cause for celebration.

For some of the women in Athens, gardening was a logical choice. Athens had been selected as the site of the University of Georgia in 1785 and interest in a botanical garden began as early as 1833 when a university professor conceived the idea. This garden grew into a collection of thousands of rare plants. After many years the botanical garden failed because of financial difficulties; however, residents in that part of Georgia continued to foster an interest in exchanging plants among themselves.

The idea to have a garden club came from Dr. Edwin Dorset Newton, an Athens physician who had a keen interest in horticulture. Thus, it came as no surprise that when the Ladies' Garden Club of Athens organized, a primary purpose was to study plants, with each member studying a particular variety.



While membership was at first limited and by invitation only, later “every lady in Athens who might be interested in growing anything from a cabbage to a chrysanthemum” was encouraged to join.

The new club elected Olivia Newton Cobb, Dr. Newton’s sister, as president. Mrs. Lumpkin, hostess for the day, got the nod to be vice-president. These founders dedicated themselves to the study of horticulture and the exchange of plants and ideas for the betterment of the community. Members were encouraged “to carry out experiments with different vegetables, flow-



At a turn-of-the century garden club meeting, members made a fashion statement in their elegant hats. Some even came prepared with parasols.

ers, seeds and so forth to find out which varieties were best.”

According to the *Athens Banner* in February 1892, “The Ladies’ Garden Club will accomplish much good if its members take a proper interest in it.” These ladies were up to the task of showing a “proper interest” as they planned a flower show in May 1892. The *Athens Banner* must have been pleased as it gave its stamp of approval, saying “the display of flowers and vegetables, as arranged by the ladies of the club, is certainly one of the most beautiful ever seen in Athens or to be seen anywhere else.”

Following such lavish praise, it is not surprising that flower

exhibits continued. The 1894 Chrysanthemum Show and Floral Fruit and Vegetable Exhibition published a prize list. These awards included a barrel of flour for the best display of home-grown seeds while a \$5.00 gold piece went to the lady “whose kitchen garden paid the best profit on money invested.” After the prizes for celery, tomato, and Irish potatoes were awarded, the vegetables were sold. The cash prizes totaled \$173 plus 44 other prizes.

The 1894 show broke new ground with its first printed lists of *General Rules and Regulations and Rules for Judging* to be used by a garden club. When judging a bloom, they considered many of the same qualities that are in current usage: form, size, brightness and substance. However, the scale of points for judging differed from modern standards. Rules for Judging specified that “three points be given for the best blooms, two points for mediums and one point for those not so good.” No record could be found of any club member exhibiting “not so good blooms.”

As garden clubs do today, they had special exhibits. One that attracted attention at an early show was Club President Cobb’s goldfish. Some of the goldfish were 3-5 weeks old and some only 2 days old. Yes, goldfish came to the flower show.

These flower shows weren’t just for the adults. Children came with their parents. Many of the children had been encouraged to enter the show and they eagerly awaited the results. The Ladies’ Garden Club of Athens might be credited with starting the youth programs in the garden clubs.

Over the years, the national organization has paused to pay tribute to these founders. As part of NGC’s 25th Anniversary celebration in 1954, the statue of a lady holding a rose was dedicated in the Founders Memorial

Garden in Athens with the words “For Every Good Thing Has A Beginning And The Beginning Was Here.”

Always trying to seek its roots, a special committee was appointed at the 1936 Convention to investigate, if indeed, the Ladies’ Garden Club of Athens was America’s first garden club. After unearthing all available information, the consensus was yes.

From that beginning in 1891, interest in garden clubs spread across the country. When friends and relatives moved to other states, they became like Johnny Appleseed, spreading news about garden clubs and the benefits of sharing knowledge with

other gardeners.

An event that sparked interest in gardening and garden clubs was the publication of *A Woman's Hardy Garden* by Helena Rutherford Ely in 1903, followed by two more of her books in 1905 and 1913. She urged moving away from the rigid Victorian gardens to a more relaxed style using annuals and perennials. This idea caught on and the thrust for knowledge about plants became epidemic. Again, one way to exchange this information was in a garden club. Flower shows seemed to be one more reason to form clubs since they provided members a way to show what they grew.

One club founded in 1896, Georgia's Monticello Garden Club, had 23 charter members. In 1996 when it celebrated its 100th anniversary, the membership totaled 36. The early secretaries recorded some minutes worthy of note. For example, "There was no special program, but it was one of the best meetings the club had ever had, and real good was derived as there always is when a gathering of brainy women meet."

These women promoted, among other things, town beautification. The club maintains the city cemetery and still owns the majority of its stock.

The Monticello club recorded more than just business, as the minutes of one December meeting pointed out: "Our hostess treated us to syllabub and cake and we were more than jolly going home." Afraid of giving the wrong impression, she added, "But we are always 'jolly' after a Garden Club Meeting."

Another advocate for garden clubs after the turn of the century was Louisa Yeomans King of Elmhurst, IL, and Alma, MI, who became a one-woman recruitment force through her persuasive articles about why to have garden clubs. She is recognized as one of the founders of The Garden Club of America in 1913. She wanted clubs everywhere and praised the efforts of her friend, Mrs. John M. Paris, in founding the Federated Garden Clubs of New York State. Mrs. King is credited with suggesting the circle plan to Florida to accommodate the growing numbers joining garden clubs.

As more and more clubs were formed, these groups saw the advantages of joining together into state federations to address common concerns such as groundwater and parks. New York became the first to federate in 1924, followed by New Jersey, Florida and North Carolina in 1925; Maryland, Tennessee and

Olivia Newton Cobb served as the first president of the Ladies' Garden Club of Athens. Her brother, Dr. E. D. Newton, first suggested having a garden club.



Kansas in 1926; Massachusetts, Ohio, Illinois and Oregon in 1927; Georgia, Iowa, Wisconsin and Texas in 1928 and Connecticut, Mississippi, West Virginia and Oklahoma in 1929. By 1929, 19 states boasted state federations.

Having this sizable nucleus of federated states by 1929, Mrs. Paris sent out a call for these states to send representatives to a meeting in New York City at the Park Avenue home of Mrs. Samuel Brown on March 11 at 3:00 p.m. They would discuss the possibility of forming a national organization. Since many garden club members were already attending an International Flower Show in that city, it was possible for 14 representatives from eight states to attend this exploratory meeting. In attendance were five from New York, two each from North Carolina and Illinois and one each from Texas, New Jersey, Massachusetts, the National Capital Area and Iowa. Early historians marveled that they came from far away Iowa. At the next meeting in May, they came from even farther away – Oregon.

The lively discussion that ensued resulted in the group going ahead with the idea of this new organization. Two major committees were formed: one for nominating officers and the other to write bylaws. The group planned a second meeting to be held in Washington, D.C., on May 1, 1929, for the purpose of organizing what is now called National Garden Clubs, Inc.

During much of this story, the organization carried the name National Council of State Garden Clubs, Inc. (NCSGC). However, in May 2001, the official name was shortened to National Garden Clubs, Inc. (NGC). For continuity in this history, the name National Garden Clubs will be used. This story will relate events in each administration, while getting to know the National Presidents. A Time Capsule provides national and world highlights to create a backdrop for many of the garden club activities during that period. Now we travel to Washington, D.C., for the birth of this new organization.



Mrs. E. K. Lumpkin hosted the inaugural meeting of the Ladies' Garden Club of Athens, GA, and became vice-president of the new group.

MARGARET
MOTLEY



Thirty-eight years had passed since that initial garden club meeting in 1891. The world hadn't stood still. The women of the 1920s now had the right to vote and had liberated themselves

with bobbed hair, waistless gowns and headbands. They traveled by train or car. They danced the Charleston with abandon. When did they find time to garden?

Early in 1929, prosperity still seemed a way of life, but by year's end, the Wall Street Stock Market crash signaled the beginning of an economic upheaval. Gardeners are by nature optimistic or why would they continue planting seeds each spring? Before the 1930s ended, the nation had been plunged into the Great Depression, but the seeds for a great organization had been firmly planted.

After the March 11, 1929, meeting in New York City, (described in the Prologue,) 28 delegates accepted the invitation of the National Capital Federation of Garden Clubs to come to Washington, D.C., on May 1, 1929. Another 75 joined the meeting as observers. The group's main objective was to form an organization emphasizing horticulture. They had been concerned about groundwater and parks issues, but the Quarantine 37 Law, which prohibited the importation of Dutch bulbs, also had captured their attention.

Most of the states that attended were clustered along the Eastern seaboard, with only three west of the Mississippi. Missing from this list of charter states was Georgia, the birthplace of the garden club movement. While the President of Georgia, Mrs. Phinizy Calhoun, signed the Bylaws, Georgia decided not to become a member since the five cents per capita



Reflecting on the new organization in *The First Twenty Years:*

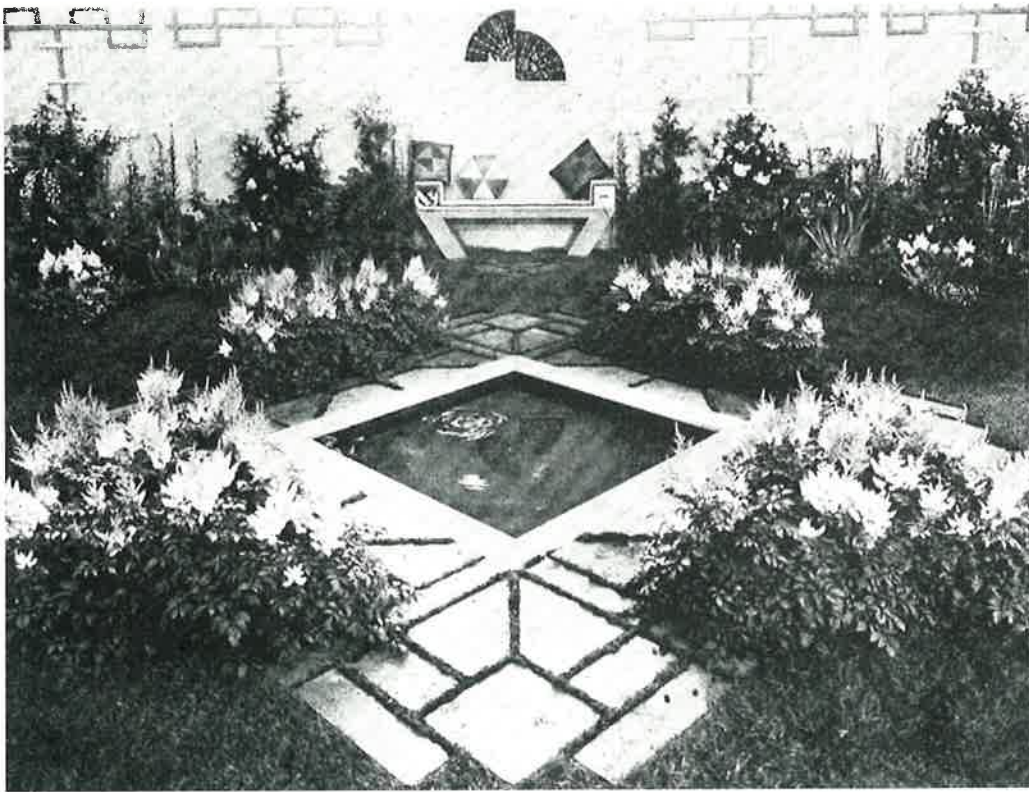
"I look back at the temerity of this small group of women who had the foresight to take up this task."

Margaret Motley
Hyde Park,
Massachusetts

dues seemed too high. They must have felt more prosperous in 1931, since they joined then.

The group selected the name, The National Council of State Garden Club Federations, which was changed first in 1935 and again in 2001. It was incorporated in New York State on April 18, 1930, using the first name. The Bylaws stated the objective: "To bring into relations of mutual helpfulness the State Federations of Garden Clubs, and to make combined action possible when deemed expedient."





The Chicago Flower Show, held at West Side Stadium in conjunction with the 1930 National Convention, featured what they termed "a modernistic garden in June." Reports indicated that the quality of the exhibits was so exceptional "that one felt keen sympathy for the judges who had to decide between them."

It was decided the first president should be a state president. Finding one to serve was the challenge. Writing from an historical vantage point in 1954, Cornelia Kellogg described the problem. "Mrs. Paris declined the honor as she was to be abroad for sometime. Mrs. Arthur Decker of New Jersey was in a sanitarium recovering from the burdensome task of being a state president; the Garden Club of Virginia was not affiliated with us. In despair, we decided to elect Mrs. Arthur G. Cummer, first President of Florida, and hoped she would accept the arduous position without realizing its dangers. Her physician forbade her to accept, and so Margaret Motley, the wise, imaginative and lovely first vice-president, carried on. I, as second vice-president, succeeded her the next year."

When Margaret Motley heard the news that Mrs. Cummer had declined the position, it came as a bombshell. She accepted being acting president for one year with the understanding that Cornelia Kellogg would assume the role after that. Mrs. Motley became First Vice-President under Mrs. Kellogg for one year after being President.

This seemingly unorthodox change in positions apparently wasn't unusual in the early administrations. For example, Iowa's Mrs. Forrest Huttenlocher was elected Third Vice-President for the 1931-1933 term and then served as First Vice-President from 1933-1935. She became Recording Secretary in 1935 and Central Region Vice-President from 1937-1939. As a footnote, Mrs. Huttenlocher died in 1998 at the age of 102.

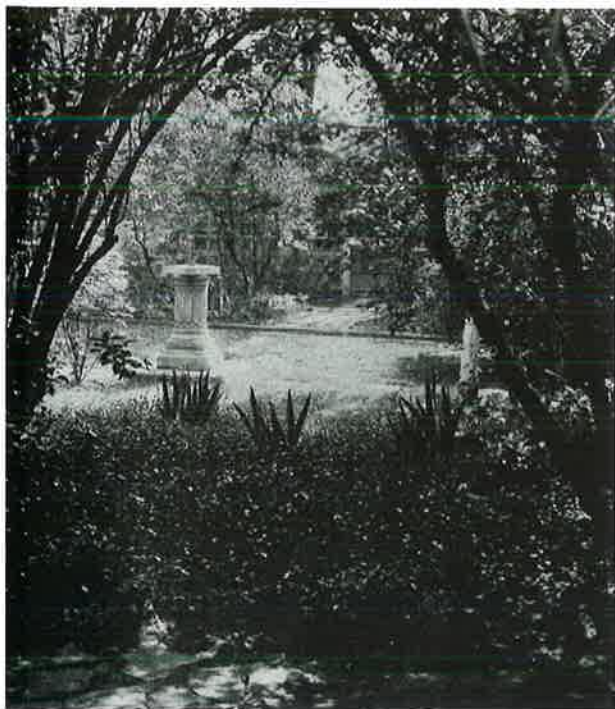
The new organization planned on having five vice-presidents, but when Mrs. Motley became President the office of first vice-president remained vacant. However, she did have four vice-presidents, including Judge F.L. Martin from Kansas. This was an interesting selection for Kansas was not yet a member of NGC. His length of service was short since he died on January 9, 1930. The Recording Secretary, Margaret Lancaster of Washington, D.C., was also from a group that had not joined the national organization. Evidently, it was not in the job description that your state or area join the new federation in order to hold office.

TIME CAPSULE

- ◆ Herbert Hoover is the U.S. President.
- ◆ New York Stock Exchange sets record volume in March 1929.
- ◆ Stock market crashes in October 1929.
- ◆ Roaring 20s era of optimism and jazz ends.
- ◆ Empire State Building construction begins in New York City.
- ◆ Gerber invents canned, strained baby food.
- ◆ Bell Laboratories demonstrates first color television.
- ◆ Hemingway publishes *A Farewell to Arms*.
- ◆ *All Quiet on the Western Front* (1930) wins Academy Award.

THE MOTLEY YEAR

- ◆ **Group Meeting:** March 11, 1929, New York City.
- ◆ **Organizational Meeting:** May 1-2, 1929, Washington, D.C. Attendance: 103.
- ◆ **Convention:** April 8-9, 1930, Chicago. Attendance: 135.
- ◆ **Charter States:** Connecticut, Florida, Illinois, Iowa, Maryland, Massachusetts, New Jersey, New York, Ohio, Oregon, Tennessee, Texas and Wisconsin.
- ◆ **New State Garden Clubs:** 1930: North Carolina, West Virginia.
- ◆ **Membership:** 25,000
- ◆ **Life Memberships:** Began in 1929 with Cornelia Kellogg as first member. Fee \$100. Raised in 1994 to \$200.
- ◆ **Major Accomplishments**
 - ◆ Developing structure of organization.
 - ◆ Establishing the following committees: Billboards and Roadsides, Conservation, Finance, Lectures and Lantern Slides, Legislation, Organization and Membership and Advisory.



The Longfellow Garden Club, which was founded in 1924 in Portland, ME, restored and maintains the boyhood playground of Henry Wadsworth Longfellow, who they felt was "America's most loved poet." A list of the plants used in restoring the garden can be found on the Web.

For a group to function efficiently, committees were needed. During this first year, seven were created: Billboards and Roadsides, Conservation, Finance, Lectures and Lantern Slides, Legislation, Organization and Membership and Advisory.

With the committees in place, President Motley felt they were all "rarin' to go." Where they went was to the first Convention in Chicago, IL, April 8-9, 1930, at the Palmer House. The Illinois group didn't just serve as the host for the convention; it staged a flower show at the Navy Pier for the 135 delegates.

The agenda for the Convention included a report on the Plant Quarantine Act of 1912, which was directed against insect pests, but resulted in the ban of Dutch bulbs. Feeling that the efforts of the government should concentrate on "scientific research on extermination and control," the delegates sent a letter to President Herbert Hoover urging a non-partisan committee investigate the problem. President Hoover replied "that action of some sort must soon occur."

The final event was Margaret Motley turning the gavel over to Cornelia Van Wyck Kellogg. While Margaret Motley thought of herself as an acting President, the national organization recognized that she was much more than that. Often, great ideas and great movements come from the dreams of a very few. We can only be thankful that the garden club movement had such dreamers and leaders as Margaret Motley. Her wise leadership helped set a course so that decades of gardeners could be a "force for good" around the world.



The first name, The National Council of State Garden Club Federations, was used on the official seal selected at the 1931 Chattanooga Convention.

GETTING TO KNOW MARGARET MOTLEY

Born in 1882 in Boston, Margaret Motley was an ardent horticulturist who was also described as an early women's libber. She fiercely defended this organization, saying: "We'll show those men on Beacon Hill that we are more than a social club."

Serving as a State Garden Club President and a National President at the same time could be a challenge. Not so for Mrs. Motley, it seems. She was the founding President of The Garden Club Federation of Massachusetts, Inc., in 1927 and continued in that office until 1930. As Massachusetts President, she saw the federation thrive, going from 14 clubs in 1927 to 39 clubs in 1930 with 3,000 members. Massachusetts' first scholarship was named for her.

Then in 1929, at the same time she was State President, she assumed the duties of Acting President of the new national organization. Mrs. Motley had accepted being President because of the friendship she had developed with Cornelia Kellogg. Mrs. Motley explained: "Due to Mrs. Kellogg's golden and persuasive words, to my surprise, I found myself saying 'Why, of course I will' when asked to serve as President of the Council."

Our first President tied with Evelyn Mooney for being the youngest President. Both were 47.

A graduate of the Baldwin School in Philadelphia, she held memberships in the Massachusetts Horticulture Society, Chilton Club of Boston and

National Society of Colonial Dames of America as well as the garden club.

She also gave a new meaning to the word "absorbers." LaVerne Collard, former Massachusetts President, served as her page at one of its Conventions. LaVerne brought Mrs. Motley a beverage and was asked: "Where are my absorbers?" The puzzled page found out that absorbers are hors d'oeuvres.

Mrs. Motley was married to Thomas Motley, Jr. They had two daughters and seven grandchildren. While she was President, they made their home in Hyde Park, MA. Later she moved to Milton, MA, where she lived for nearly 40 years. She died there in October 1969 at the age of 87.

CORNELIA VAN WYCK
KELLOGG



W

hile the national organization had traveled uncharted territory during its first year, it was growing in a positive direction despite the looming Depression. With the economic turmoil developing

in the country following the Stock Market crash in October 1929, it would have been easy for the fledgling organization to disband. However, the exceptional leadership of Cornelia Kellogg kept the organization moving forward. The original 13 charter states welcomed 12 more states and the membership grew nearly two and a half times.

Many of the major Committees and the structure of the organization evolved during Mrs. Kellogg's tenure. She underlined the importance of the Committees, writing: "The history of the Council is, to a great extent, the history of the National Committees, for it is through them that it largely functions." She added several Committees, including Visiting American Gardens and Visiting Foreign Gardens. She felt "real garden enjoyment" was important and by setting up opportunities to visit gardens, both here and abroad, members would find that enjoyment.

One major concept that still provides a cohesive network for the garden clubs was dividing the country into Regions, an idea advocated by Texas' Marian Scruggs. Seven Regions were created in 1933, but in 1961 an eighth Region was added when the 11 states of the South Atlantic Region were divided into South Atlantic and Deep South. A Regional Vice-President headed each



"Behind and beneath all our efforts is the real reason for our existence.... It is the deep and abiding love of beauty and of nature and the desire not only to enjoy them, but to open the way for every one else to appreciate and enjoy them, too."— Greetings from *The First Twenty Years, 1929-1949*

Cornelia Van Wyck Kellogg
 Morristown,
 New Jersey

Region until 1943 when the title changed to Regional Director. It was thought that "the parts of the country with similar gardening conditions and interests would meet together regularly for mutual pleasure and assistance." Over the years, each Region continues to enjoy the friendship of its members even if growing conditions may not always be similar.

Events were moving fast. The nodding, graceful Columbine, *Aquilegia*, was chosen as the official flower



in 1930, after first being suggested by Oregon, according to Mrs. Kellogg. At the time, this beautiful flower ranked next to the rose in popularity and seemed a perfect choice as it grew from coast to coast.

A contest was held to select a seal. At the 1931 Tennessee Convention, a \$10 prize was offered for the best entry. Fourteen sketches were submitted and the design of Mrs. Charles W. Perry of High Point, NC, was voted the winner. This seal, with its Columbine focal

point, has become one of the most widely used symbols of this organization, being placed on all official documents. The design of the seal has reflected each name change.

Even back in 1933, a Save the Redwoods committee had been formed. By 1949, 40 acres of redwoods in California were purchased as NGC's 20th Anniversary gift and donated to the California Parks System. An additional 40 acres was given in the 1949-1951 administration of Elvenia Slosson.

Realizing the importance of getting the garden club message out, the *Bulletin* became the official publication upon its first issue in July 1930. The periodical began as a 16-page quarterly with articles limited to news of importance to clubs and general horticulture information. Advertising was solicited to help defray the cost.

It didn't take long for garden clubs to take on the menacing highway billboards. In Long Island, NY, quick action was needed to save sand dunes and wooded headlands of the sea from encroaching advertisements. The approach to Washington, D.C., had some of the worst billboards in the country. The zeal to rid



Attendees assembled at the 1931 National Convention in Chattanooga, TN, where Cornelia Kellogg felt they had too good a time. Mrs. Kellogg, president at the time, is in the center of the photo.

TIME CAPSULE

- ◆ Great Depression brings economic chaos.
- ◆ U.S. elects Franklin D. Roosevelt as President (1932).
- ◆ *Star Spangled Banner* designated national anthem (1931).
- ◆ Women sew more.
- ◆ Boyish flapper era ends.
- ◆ Rockefeller Center being built in New York City.
- ◆ Radio headsets tune into *Amos and Andy*.
- ◆ *Cimarron* (1931), *Grand Hotel* (1932) and *Cavalcade* (1933) win Academy Awards.

THE KELLOGG YEARS

- ◆ **Installed:** April 8, 1930, Chicago, IL.
- ◆ **National Conventions:** April 1931, Chattanooga, TN. Attendance: 137. June 1932, Boston, MA. 19 State Presidents attended. March 1933, Miami, FL. Attendance: 131.
- ◆ **First Fall Conference:** October 1932, Des Moines, IA.
- ◆ **Membership:** 65,509
- ◆ **New State Garden Clubs: 1931:** Georgia, Kansas, Pennsylvania; **1932:** Arkansas, California, Kentucky, Maine, Michigan, Rhode Island, South Carolina.
- ◆ **Regions:** State Garden Clubs grouped into seven Regions in 1933, each head-

- ed by a Regional Vice-President.
- ◆ **Publication:** *Bulletin* became the official house organ. Editors: Persis Crocker, 1930-1931, and Margaret Swift 1931-1933.
- ◆ **New Committees:** Historian, Horticulture, Junior Gardens, Publication and Printing, Resolutions, Visiting American Gardens and Visiting Foreign Gardens.

Major Accomplishments

- ◆ Columbine chosen the official flower in 1930.
- ◆ Columbine seal selected in 1931.

the nation of billboards was unabated.

Three conventions were held during this administration. The first was in Chattanooga, TN, in 1931, where its beautiful gardens and gracious hospitality resulted in delegates having so much fun that President Kellogg decreed the 1932 Boston Convention “would be business before pleasure.” They had some of both. The 1933 Miami Convention featured an International Flower Show, described as a “a dream of tropical beauty.”

The first Fall Conference convened in Des Moines, IA, in October 1932. Garden club members know how to make a statement and those Iowans certainly did. Instead of going to a hotel, members took the delegates into their homes, even having meetings there. This served as “a protest against advertising in the landscape – a favorite pastime of most hotels.” President Kellogg reported business was conducted, but time had been allocated to visit gardens, with teas, luncheons and dinners thrown in for good measure.

The garden club movement took root under Cornelia Kellogg’s outstanding leadership. Margaret Swift would assume office following the Miami Convention.

GETTING TO KNOW CORNELIA KELLOGG

A look back at the life of Cornelia Kellogg reveals a focus on service and dedication. She was born November 5, 1879, in a “home that belonged to the family since colonial days” in Rockaway, NJ. Studying at home until she was 12, she entered Mrs. Dana’s School in Morristown, NJ. At 16, she enrolled at Bryn Mawr College.

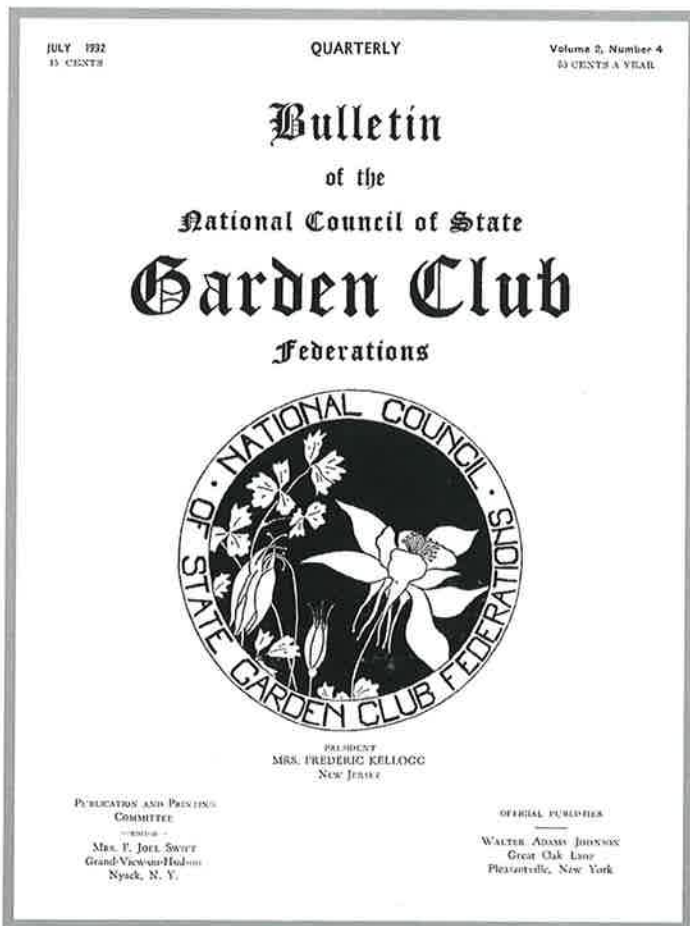
As a 1900 graduate of Bryn Mawr, she had received advice from the college president. He felt that women should not waste their time by getting married and having children. Instead they should fight for the education of women. Apparently Frederic Kellogg was more persuasive than the college president, for she did marry and had four children and 14 grandchildren.

She met her husband-to-be on a tour to the Grand Canyon in 1902, when he followed her to the bottom of the canyon. It was reported the acquaintance took place from the back of a burro. Riding a burro isn’t usually listed as the most romantic of activities, but it must have sparked something in this case. Two months later they were married. Romance followed a different pattern, since her mother went on the honeymoon with them. Then two months later on a trip to Russia, her mother and Frederic’s parents went along as well.

This stately President contributed her talents to many groups. In 1914, she joined the Morristown Garden Club and in 1927 became the second President of The Garden Club of New Jersey, Inc. She completed 23 years on the Central Bureau of Social Service of Morris County, NJ, and fulfilled the office of president of both the Women’s Association of the Morristown Hospital and the Bryn Mawr Alumni Association. She was also Morris County Director of Emergency Relief Administration. If that’s not enough, she served on the State Board of the League of Women Voters and also the Colonial Dames.

The name Cornelia Kellogg stands outstanding leadership. The largest room in the St. Louis Headquarters and the first endowed National Scholarship honor her. She became the first National Life Member. Each National President passes on the gavel that she provided. She donated the design for the Blue Star Memorial Highway marker and the Kellogg Medal for Civic Achievement, one of NGC’s highest awards. Her influence spanned a period from 1929 until her death in 1967. From 1930-1933 she served as President, the only one to serve three years, and from 1933-1967 she was Honorary Life President.

Cornelia Kellogg died July 8, 1967, at the age of 87, having given faithful service to her family, her community and the garden club. Her inspiration lives on.



The Bulletin started as the official house organ in July 1930. Its first editor was Persis Crocker, who served a year, followed by Margaret Swift.

MARGARET WELLES BARRON
 SWIFT



The Great Depression permeated everyday life in America, as the country struggled with rampant layoffs and dwindling financial resources. Margaret Swift's President's Letter in the August 1933

Bulletin reflected her understanding of the times. "We who are garden club members are a privileged class, for we have no fear of being unemployed. Let us continue to work intelligently, and with joy, knowing that we are helping to make the world better, and more beautiful day by day."

Despite the challenges facing the country, this new organization was finding ways to move ahead in terms of structure and adding new states and members. It did not, however, have a central headquarters. As Mrs. Kellogg reported, the "office" was the acting President's library. Having a home office is probably the norm today for many local clubs or even State Garden Club Presidents.

In addition, they didn't even own a mimeograph machine, considered a necessary tool for doing business in the 1930s. The acquisition of one became so important that it merited mention in *The First Twenty Years*, NGC's history. The machine was needed for printing minutes and sending out material from the Program and Lectures Committee.

The idea for a Headquarters had been endorsed for one year as a trial at the 1934 Michigan Convention with the location left to the discretion of the Executive Committee. This must have been a budget-minded Committee since it obtained space in the newly constructed Rockefeller Plaza in New York City for the sweetheart price of \$1.00 for that year.

Ralph Hancock, a landscape architect and lecturer, had

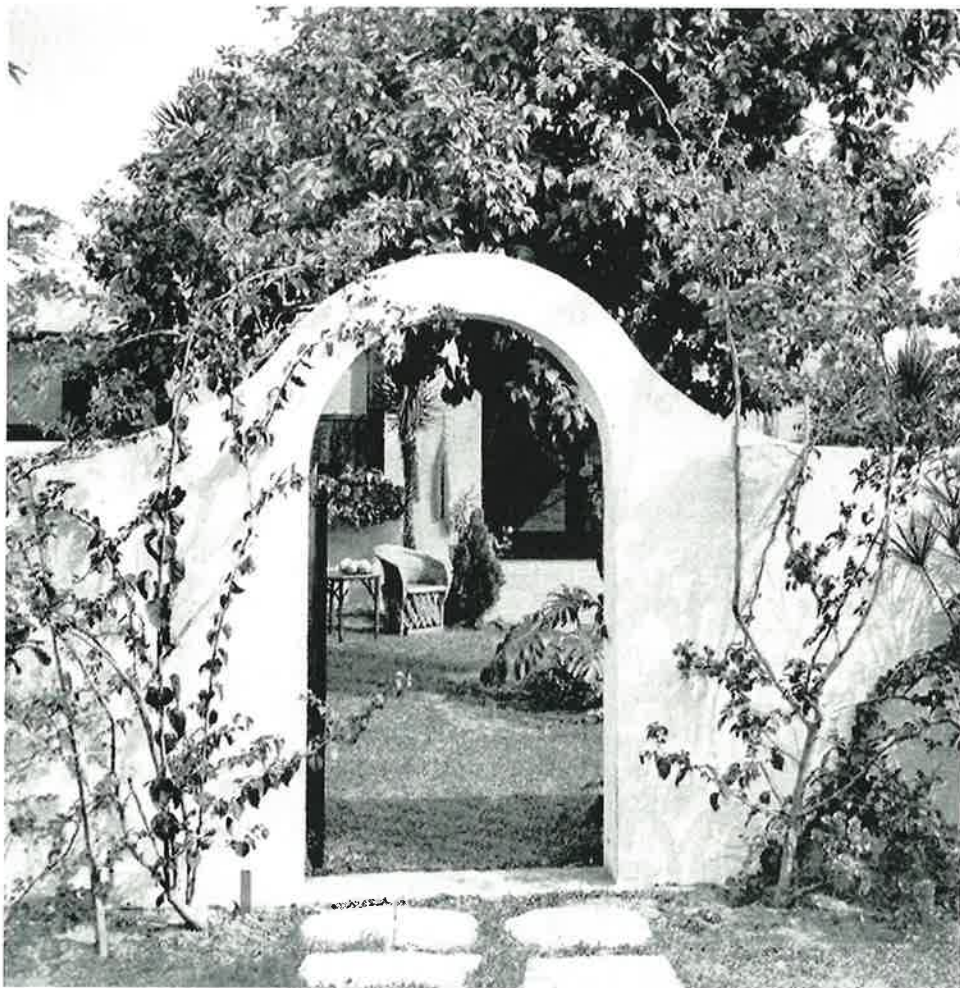


"Down through the ages, Horticulture has engaged the attention of both men and women. It remained for the Garden Club, however, to apply Horticulture to the home and to the community in a practical manner." – Bulletin, 1934

**Margaret Welles
 Barron Swift, L.L.M.**
 Nyack-on-Hudson, New
 York

leased the entire 11th floor of Rockefeller Plaza and made space available for NGC, and the state Headquarters of New York and New Jersey. He planned to develop this as the horticultural center of the United States with terraces being planted to showcase "The Gardens of the Nations." The formal opening of NGC's first office on February 26, 1935, coincided with the opening of "The Gardens of the Nations." It included a flower show with the 32 State Garden Clubs being asked to enter a class of "Sunday Night Buffet Supper Tables." It sounded like a





Margaret Swift had a walled garden in Florida, which she described as a dream come true.

massive undertaking.

NGC occupied 30 Rockefeller Plaza until 1941. By then NGC's rapid growth and the need for bigger facilities prompted a move to the Roosevelt Hotel in New York City.

The 1934 Michigan Convention was notable for its excursions to gardens and having lunches in members' homes. Delegates from the East made stops at Grosse Pointe and Ann Arbor, where they were royally entertained. Those coming from the West got similar hospitality in St. Joseph. So no time would be lost, the Executive Committee conducted business on the train when they traveled from Grand Rapids to Dearborn to visit Mrs. Henry Ford's extensive gardens. They took their responsibilities seriously.

For the 1935 Convention, members headed West to California. Half the fun was just getting there. Sixty-eight delegates took five days journeying by rail from Chicago to Los Angeles, with numerous stops along the way. On arriving, they got caught up in a whirlwind of activities, including lunch at Mrs. Alfred Smith's beautiful home in Beverly Hills, tea at the Garden Center, a Spanish supper at Santa Monica Canyon, a tour of Huntington Art Gallery and dinner in 13 private homes. They reported, "California's beauty is rivaled by the lavishness of its hospitality." It would seem so.

Despite all this festivity, the delegates did tend to business. National Presidents would be given an annual expense account of \$300. The question of the organization's name came under scrutiny. They voted at the 1935 Los Angeles Convention to shorten The National Council of State Garden Clubs Federations, Inc., to National Council of State

TIME CAPSULE

- ◆ Great Depression continues.
- ◆ Roosevelt inaugurates New Deal programs.
- ◆ Hitler rises to power.
- ◆ Radios convey information.
- ◆ Bungalows catch on with the middle class.
- ◆ Shirley Temple charms America.
- ◆ Big Bands rule dance floors.
- ◆ Monopoly becomes the board game to play. (1934)
- ◆ *It Happened One Night* (1934) and *Mutiny on the Bounty* (1935) win Academy Awards.

THE SWIFT YEARS

- ◆ **Installed:** March 29, 1933, Miami, FL.
- ◆ **Conventions:** June 1934, Grand Rapids, MI. April 1935, Los Angeles, CA Attendance: 184.
- ◆ **Fall Conferences:** October 1933, Philadelphia, PA. October 1934, Lexington, KY.
- ◆ **Membership:** 84,661
- ◆ **New State Garden Clubs: 1933:** Colorado, Indiana, Mississippi; **1934:** Alabama, New Hampshire, Virginia; **1935:** Arizona, Utah, Washington.
- ◆ **New Committees:** Birds, Garden Centers; Visiting American Gardens and Visiting Foreign Gardens combined into Visiting Gardens Committee.
- ◆ **Publications:** *Locator* listed gardens where members might visit. The quarterly *Bulletin* measured 7 x 10 inches. Editor: Mrs. Oliver B. Jacobs (1933-1935).
- ◆ **First Office:** Space leased on 11th floor of Rockefeller Plaza in New York City.
- ◆ **Name Change:** The National Council of State Garden Club Federations, Inc., shortened to National Council of State Garden Clubs, Inc. (NCSGC).

Major Accomplishments

- ◆ States presented successful projects at First Council of Presidents at 1935 Convention.
- ◆ Endorsed Certificates of Merit for roadside gas, oil and food stations.
- ◆ Emphasis placed on Junior Gardening and joining with Scouts or Campfire groups.



Gardens of the Nations at Rockefeller Center in New York, where the first headquarters was located in 1935.

Garden Clubs, Inc. dropping Federations, because according to records, “the name was too long to sign to a telegram.” In 2001, it was further abbreviated to National Garden Clubs, Inc.

At the 1935 Convention, the Court of States showcased plants from each state. Massachusetts exhibited herbs, including the trailing arbutus. Oregon featured its state flower, the Oregon grape, while Wisconsin sent a crate of native flowers in bud and bloom. California liberally displayed its native wildflowers, giving added color.

The Great Depression hadn’t missed the garden clubs. The *Bulletin* carried a report from Kansas with information on planting and harvesting for what they labeled “thrift gardens.” These gardens would help not only to provide needed food but also make healthier citizens by getting them into “contact with the sunshine and the earth.” It wasn’t just Kansas that saw a need to help. New York had gardens for the unemployed.

Mrs. Swift had a great interest in youth, believing “if we can make the children of this generation garden-minded the problem of conservation will be solved.” To that end, she encouraged joining with Scout and Campfire groups to form Junior Garden Clubs.

Reflecting on the national organization at its 10th Anniversary in 1939, Margaret Swift wrote, “We are ten years old . . . But we are not old in a poet’s sense, for we are still dreaming dreams and seeing visions.” That dream had helped the garden clubs survive the Depression as President Swift handed the gavel to Marian Scruggs.

GETTING TO KNOW MARGARET SWIFT

Margaret Swift was born following the end of the Civil War on September 30, 1865, in Bath, NY. Her Welles and Barron ancestry reads like an American Who’s Who. Two admirals of the U.S. Navy, 30 graduates of Yale and Harvard and a Revolutionary War physician made up part of the family tree dating back to 1654.

Educated at Susquehanna Collegiate Institute, Towanda, PA, she later attended Barnard and studied in Paris. After her marriage to Frederick Joel Swift, a graduate of Union Theological Seminary, she moved to Brooklyn, NY. Both Rev. and Mrs. Swift became heavily involved in Sunday school and social service work there. After her husband’s death she moved to Nyack-on-Hudson, NY, which became her home until her death on April 29, 1948, being the first National President to die. She was 82.

Mrs. Swift’s life spanned a period from the end of the Civil War to the peace following World War II. She wit-

nessed many traumatic events, not the least of which was the sinking of the Titanic in the North Atlantic in April 1912. Thankfully, she survived on Lifeboat No. 8. There were 28 passengers and crew on that lifeboat. This event so affected her that she committed her life to service, much of it dedicated to NGC.

As she approached middle age, she decided to return to college to study law, having no particular thing to do after adjusting to her husband’s death and roaming Europe for four years. She had read Rose McCauley’s novel, *Dangerous Age*. The book infuriated her because it implied that at middle age the brain atrophies because of disuse. This spurred her to talk with the Chancellor at New York University about enrolling in law school. She said, “My credentials are old and moth eaten, but I would like to enter your Law School.” He replied, “Modern education knows no age limit. We welcome you.” With that

encouragement, she began her studies and got both a Bachelor and Master of Law degrees from New York University.

Margaret Swift had a keen sense of responsibility. While she was attending law school, she honored a promise made “in a rash moment” to a beloved nephew to go to Europe with him when he turned 21. While she would lose a year of law school, he would be 21 only once, and she had made a promise. After the trip, she returned to finish her degree.

Before becoming President, she edited the *Bulletin* from 1931-1933. Her dedication to the garden clubs had been evident earlier when she served as the second President of Federated Garden Clubs of New York State, Inc. and had been a signer in 1929 of the national organization’s first constitution. The first Bylaws carried her imprint. She became an important force as the new national organization took shape.

M A R I A N P R I C E
 S C R U G G S



Despite the Great Depression, these continued to be growing years for the national organization, as membership went over the 100,000 mark. Marian Price Scruggs, the architect of the

successful Regional plan, assumed the Presidency at the 1935 Los Angeles Convention.

NGC was moving ahead in an orderly fashion with horticulture and conservation receiving top billing. As a corollary to the interest in horticulture, garden clubs began holding more flower shows. To provide guidelines for the clubs, a pamphlet on flower show rules and regulations, *Judging the Amateur Flower Show* by Sarah V. Coombs, was introduced. Selling for 50 cents, states were urged to publicize it.

The Program Page of the *Bulletin* outlined the availability of lecturers traveling about the country, enabling clubs to get quality speakers at a reduced fee. The Depression fee for some of these programs amounted to \$50 and expenses. If it was an outstanding horticultural program, it was suggested that the meeting be held at night so the husbands could attend. It was felt that "husbands and sons won't waste their time on a dissertation of artistic arrangements...they want information, not entertainment."

Another way to provide tips on gardening, conservation, and civic beautification was at Garden Centers. These Centers became an especially valuable link between garden club members, other gardeners and the public. In 1937, Mrs. Frederick T. Fisher donated the National Garden Center Medals. Her early interest in Garden Centers dated back to 1929 when she gave an old barn to the Hackensack Garden Club in New Jersey.



"By unity of effort and purpose, by loyalty, cooperation and untiring devotion to a splendid cause shall untold miracles be wrought." –
 President's message,
Bulletin, May 1935

Marian Price Scruggs
 Dallas,
 Texas

Those ingenious members converted it into a clubhouse and it became the first Garden Center in the United States. Garden Centers took on added importance as they were used by Victory Gardeners in World War II.

Conservation concerns ranked high, with the *Bulletin* being peppered with information on the subject. Conservation in this period tended to focus on particular plants rather than the more global environmental approach it took in later decades. Florida sought to enforce the laws to protect its native hollies.



Californians were zealous about saving the Yosemite Sugar Pines. Georgia, with the official blessing of the Governor, observed November as Conservation Month. Arizona asked each club to spend five minutes on conservation at its March meetings.

Garden clubs were fervent about preventing billboards from blemishing America's roadways. With car sales in the 1930s being more than 2,787,400, it wasn't surprising that highways were being used more and more for business and recreational travel. Beatrice Frost, Roadside Development Chairman, promoted the slogan "Favor the Firms that Favor the Scenery."

Members suggested legislation to protect trees, shrubs, wildflowers, and to establish roadside parks. In addition, they objected to having political signs on the highway. Suggestions for the local campaign against billboards included two essentials. First was to develop a strong backing for making the highways beautiful by addressing Men's Civic Clubs and Chambers of Commerce. Second, obtain publicity showing support for



The 1936 Fall Conference at White Sulphur Springs, WV, attracted a prominent group that included former President Cornelia Kellogg (back row, far left) and then-President Marian Scruggs (front row).

restriction of billboards, which garden clubs wanted limited to commercial districts.

The economy was on the minds of attendees at the 1935 Fall Conference in Princeton, NJ. Word was that "the Council treasury with its national family needs, is subject to great drain." To ease this financial pain, *The National Council Cookbook* edited by Margaret Swift was offered for \$1.00 and promoted as "beautiful as well as practical."

Delegates to the Princeton meeting must have been delighted at the price of the rooms at the University Inn, which cost \$4.00 per person, two in a room. This included a bath and breakfast. Advertising rooms with baths gave a hotel class.

Marian Scruggs found herself back in Texas at the 1936 Convention in Dallas. It was reported that the 187 delegates "were never idle and worked hard and played enthusiastically." They passed three Bylaw amendments. Meeting sites were on the agenda. White Sulphur Springs, WV, was selected as the location for the 1936 Fall Conference. Apparently, it wasn't necessary to commit too

TIME CAPSULE

THE SCRUGGS YEARS

- ◆ Jesse Owens wins four Olympic gold medals in Germany (1936).
- ◆ U.S. re-elects Roosevelt as President (1936).
- ◆ Golden Gate Bridge opens in San Francisco.
- ◆ Nylon patented in 1937.
- ◆ Dust storms wreak havoc in Midwest.
- ◆ Social Security Act signed into law, August 14, 1935.
- ◆ *The Great Ziegfeld* (1936) and *The Life of Emile Zola* (1937) win Academy Awards.

- ◆ **Installed:** April 15, 1935, Los Angeles, CA.
- ◆ **Conventions:** April 1936, Dallas, TX. Attendance: 187; May 1937, Cleveland, OH.
- ◆ **Fall Conferences:** October 1935, Princeton, NJ; October 1936, White Sulphur Springs, WV.
- ◆ **New State Garden Clubs: 1935:** Louisiana, Oklahoma; **1937:** Missouri, Nebraska.
- ◆ **First Extra-territorial Affiliates:** Vancouver Island Rock and Alpine Garden Society (1935) Garden Club of Bermuda (1936).
- ◆ **Membership:** 108,311. **Clubs:** 2,425. Affiliated with The Royal Horticultural Society (1936).
- ◆ **Life Memberships:** From 1929-1936 had 6 members; added 23 at 1937 Convention.
- ◆ **Committees:** Lecture and Lantern Slides became Program and Lectures. Billboards renamed Roadside Development.

Awards first given in 1937

- ◆ **No. 1:** Kellogg Medal for Civic Achievement.
 - ◆ **No. 2:** Fisher Garden Center Medals.
 - ◆ **No. 3:** Certificate of Merit for a literary production of horticultural merit. In 1975 this became the Helen S. Hull Literary Plaque.
 - ◆ **No. 4:** Purple ribbon for Creative Horticultural Achievement. It became the Evelyn Mooney Certificate for Creative Horticultural Achievement.
 - ◆ **Nos. 5A and 5B:** Purple ribbon for Flower Show Achievement.
- ### Major Accomplishments
- ◆ *Bulletin* increased to eight issues, with seal on cover. Price: \$1.00 for two years. Editor: Etheldreda Anderegg (1935-1939).
 - ◆ Budget Committee created.

far in advance for conventions since Cleveland's offer for the one in 1937 was accepted; however, they remained undecided about the place for the 1938 meeting.

Part of the enthusiastic play included luncheons, hailed as "culinary masterpieces," at the homes of 25 Dallas garden club members, a flower show with period arrangements and a quilting party.

The announcement for the 1936 Convention included information on what to wear, but it should have advised an extra bag for favors. No wonder garden club members earn such a reputation for their luggage needs. A patented rose bush, 'Texas Centennial,' an iris rhizome and handmade dolls joined other items to transport home. Of course, hatboxes remained a staple.

At the 1936 Fall Conference in White Sulphur Springs, the 21 National Chairmen were asked to give ten-minute reports. If all of them reported, three and one-half hours would have been required. Imagine the length of a meeting in the 1990s and 2000s if the 125 Chairmen, Committee members and Executive Committee reported. In 2001, a Chairman was allowed two minutes, if needed, and most didn't need to report.

The 1937 Convention provided exceptional entertainment and garden tours, including one for tea at the home of Mrs.

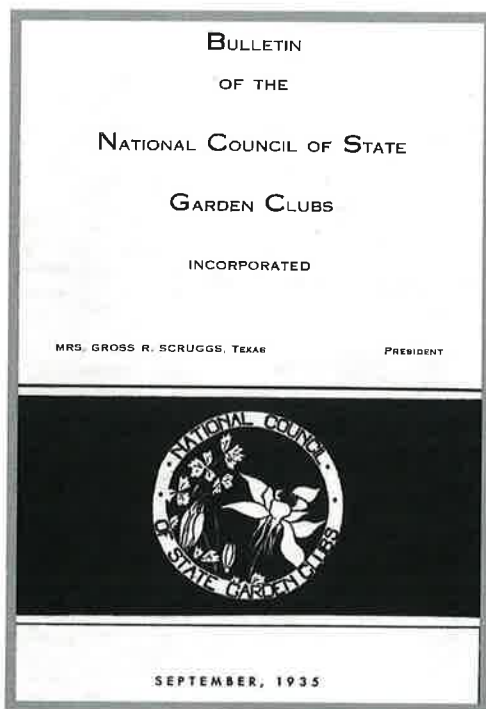
Kermode F. Gill, founding President of The Garden Clubs of Ohio. Visiting these gardens was in step with Mrs. Kellogg's early objective of providing "real garden enjoyment."

Garden clubs enjoy doing things on a grand scale. The 1937 attendees had such an event at the luncheon for 300 guests, all seated at the same time, at the Akron home of Mrs. F.A. Seiberling.

With its emphasis on horticulture, conservation and roadside protection, this administration could take pride as the garden club movement forged ahead. The dream continued as Marian Scruggs gave the gavel to Mary Dynes at the 1937 Convention.



The Kellogg Medal for Civic Achievement was first awarded in 1937. It became one of the most coveted NGC awards. The Freewater Garden Club in Oregon won the first award.



The new seal after the name was shortened to National Council of State Garden Clubs makes its appearance on the Bulletin cover.

GETTING TO KNOW MARIAN SCRUGGS

Marian Scruggs, who has been described as looking "like a French marquise, but who had the originality and driving force of a Napoleon," left an indelible mark on the garden club world. Born in 1870 in the Bluegrass section of Kentucky, in a beautiful colonial home, she came to Texas as a young child. Her academic ability won her the Medal for Mathematics and General Excellence from Mary Nash College in Sherman, TX. After she married Gross R. Scruggs on November 18, 1890, they lived in Dallas.

She was instrumental in starting the Texas Garden Clubs, Inc., and was its first President, 1928-1931. She attended the meeting in New York City on March 11, 1929, to explore having a national garden club organization. Her first NGC position came as Chairman of Legislation. From 1931-1933, she was Second Vice-President and became National President in 1935.

Her interests led her to be active in numerous horticultural and patriotic organizations such as the American Rose Society, Royal Horticultural Society of Great Britain and Daughters of American Colonists. She was American Red Cross County Chairman and on the YWCA National Field Committee during World War I.

In collaboration with her daughter, Margaret, she wrote for several magazines, including *The National Horticultural Magazine*, *House and Garden* and *Better Homes and Gardens*. They also authored a handbook, *Gardening in the Southwest*. The Garden Club of America honored her with a membership-at-large for her achievements in horticulture.

Her keen mind continued for more than 91 years. When she was 90, she addressed the 1960 Houston Convention and was said to have spoken "beautifully and clear – a truly inspiring experience for the listeners." After serving the national garden club movement since its beginning, she died in 1961.

MARY (LUCILLE MAE) CROSBY
DYNES



W

hen Mary Dynes assumed the presidency of the national organization, the Great Depression still lingered. To deal with the harsh realities of the time, people in the 1930s tuned in radio comedies

to help dispel gloom with humor. The board game, Monopoly, became their avenue to economic success. It was an era of escapism.

Whether it was another way to escape or just the love of gardening, more and more people joined garden clubs. Membership moved up to around 120,000 during these two years. This increase, coupled with noteworthy programming, provided reasons to celebrate the progress NGC had made during its first 10 years. To mark the event in 1939, a deluxe 10th Anniversary *Bulletin* cataloged the decade and sold for 25 cents.

The study of horticulture remained a marquee attraction for garden clubs. The publication of Sarah Coombs' *Horticultural Programs and Horticulture Work* in 1938 provided source material for gardeners. In addition, more Garden Centers were springing up to provide free horticulture information to the public.

Garden clubs were on a mission to control highway billboards and improve the appearance of refreshment stands and service stations. Roadside Development Chairman Beatrice Frost urged the use of the Award of Merit as an incentive to perk up these stations. Many states reported placing the plaques prominently in front of stations meeting specified criteria to make them more



"Garden Clubs are successful when they are founded upon unselfishness and a willingness to make sacrifices to the end of spreading beauty and adding to the happiness of home life." – Message in *Bulletin*, May/June 1938

Mary Dynes
 Hinsdale,
 Illinois

attractive.

In November 1938, National Garden Clubs teamed up with Garden Club of America to sponsor a joint conference on roadside development. The National Roadside Council and American Planning and Civic Association presented the program. Representatives came from 15 states.

Keeping in touch with the expanding membership became a priority for the National President. Mary





The Award of Merit was approved in 1938, but discontinued in 1943. It went to projects devoted to the improvement of refreshment stands and service stations.

allowance.

The 1938 New York City Convention was followed by a Post-Convention trip to Bermuda where the Garden Club of Bermuda provided hospitality. Garden club members explored the island in a "surrey with the fringe on top" and went to a garden party hosted by His Excellency, the Governor and Lady Hillyard.

One of the highlights for President Dynes in Bermuda was planting a *Pittosporum tobira* in a library court. Plantings became Mary Dynes' specialty: a *Parkinsonia* at the dedication of the Valley Garden Center in Phoenix, AZ, and a crabapple tree at the Morton Arboretum in Lisle, IL. However, she missed the planting of a native Colorado Spruce in her honor at the Garden Club Center in Denver, CO, in 1939 because she was recovering from an appendectomy.

In fact, Mrs. Dynes couldn't even attend the 1939 Colorado Springs Convention because of her recuperation. One group that did

Dynes reported in her retiring message that she had "crossed or visited every state in the Union, traveling something over 36,000 miles on land, water, or air." During her travels, she was delighted at the 1938 Fall Conference in Hot Springs, AR, when she learned each guest would be allowed one free bath from the famous springs. While there she enjoyed a "real barbecue" and marveled food could be cooked outside as easily as in a modern kitchen, a commentary on the lifestyle of the 1930s.

She made a stop at the Fall Conference of The Garden Club of New Jersey. A hilarious program spoofing flower shows caused her to laugh "so hard she fell off her chair." Being a President might qualify for hazardous pay, except for the fact that they serve as dedicated volunteers and receive only a modest expense

JOIN THE ALL-EXPENSE TOUR TO

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Country Club Estate
Wichita Falls, Texas

FOR MEMBERS AND FRIENDS EVERYWHERE

Ads such this one promoting a tour of Mexico by the Texas Federation of Garden Clubs (now Texas Garden Clubs, Inc.) were common in the early issues of the Bulletin.

TIME CAPSULE

- ◆ Edward R. Murrow broadcasts signs of impending war in Europe.
- ◆ *Grapes of Wrath* chronicles Dust Bowl.
- ◆ Vanguard Press publishes *Mulberry Street* by Dr. Seuss.
- ◆ Comedians Fred Allen, George Burns and Gracie Allen popular on radio.
- ◆ Nylon stockings appear.
- ◆ Ballpoint pen invented.
- ◆ The race horse, Seabiscuit, captures America's fancy.
- ◆ Chicago's Cook County Hospital opens first blood bank.
- ◆ *You Can't Take It With You* (1938) and *Gone with the Wind* (1939) win Academy Awards.

THE DYNES YEARS

- ◆ **Installed:** May 25, 1937, Cleveland, OH.
- ◆ **Conventions:** May 1938, New York City; May 1939, Colorado Springs, CO.
- ◆ **Post-Convention Trip:** May 1938, Bermuda.
- ◆ **Fall Conferences:** October 1937, Camden, ME. October 1938, Hot Springs, AR.
- ◆ **New State Federations: 1937:** Vermont; **1938:** Montana.
- ◆ **Membership:** 120,000
- ◆ **Life Memberships:** 50 (1939)

Major Accomplishments

- ◆ Conference on roadside development held in New York City.
- ◆ Award of Merit: Bronze plaques were available for awards related to the improvement of Refreshment Stands and Service Stations. Approved in 1938. Discontinued in 1943.

Publications

- ◆ *Bulletin:* 10th Anniversary issue had 84 pages. Editor: Etheldreda Anderegg (1935-1939).
- ◆ Garden Centers booklets compiled by Mrs. Frederick T. Fisher.
- ◆ *Horticultural Programs and Horticulture Work*, by Sarah V. Coombs.

come was the “Hardy Perennials,” who thrived on laughter and dispensed it liberally.

Two years earlier during the 1937 Cleveland Convention, the Honorable Society of Hardy Perennials sprouted. As they said, they “sprang full-grown from The Compost Heap of the National Council.” They likened themselves to Athena, “fully armed who sprang from the brain of Zeus.”

National officers and state presidents whose terms were expiring comprised the 16 charter members of the Hardy Perennials. They weren’t going to join “The Realm of Forgotten Women” and embraced the motto “Gone, but not forgotten.” They felt “they had lived through the offices thrust upon them and arrived at the enviable Mecca where they could watch the



Semi-Annual Fall Conferences always drew a distinguished grouping such as this one that featured four NGC presidents: from left, Nannine Wallis, Mary Dynes, Margaret Swift and Cornelia Kellogg. They served on the Advisory Committee. They wore sensible shoes and, of course, always had hats.

new challenge for garden clubs loomed on the horizon with the coming of World War II. Nannine Clay Wallis would take up these responsibilities in 1939.

others work.” However, three members – Augusta Brewer, Elvenia Slosson and Beatrice Frost – went on to be National Presidents. So much for “watching the others work.”

Mary Dynes seemed pleased that she had been inducted into the Hardy Perennials at the 1937 Fall Conference. No record was found as to the length of time the group existed but they did engage in merrymaking at the 1940 New Hampshire Convention.

A resolution at the 1939 Convention honoring Mary Dynes showed she was not forgotten, as NGC expressed its love and devotion to her. A

GETTING TO KNOW MARY DYNES

Mary Dynes was born on a farm near Kenosha, WI, on February 23, 1874, and christened Lucille Mae Crosby. When her love of gardening was discovered early in life, she became known as Mary because of the nursery rhyme, “Mary, Mary quite contrary, how does your garden grow?” For Mary Dynes, her garden grew well, as did the garden clubs.

Before marrying Owen W. Dynes on September 3, 1900, she taught in rural schools in Wisconsin and Illinois. He had been the general manager of the Milwaukee Railroad.

She had developed an interest in 4-H work, a natural outgrowth of living on a farm near Hinsdale, IL. As the founder of the 4-H movement in DuPage County, IL, she later served

on the 4-H National Board. She awarded yearly a purebred Duroc pig to the 4-H child who showed the most aptitude in agriculture.

In 1916, the couple moved from the farm into Hinsdale and became a part of the activities of the town. She joined the Hinsdale Golf Club in 1924 and by 1925 was named the women’s golf chairman. At the age of 59, she won the women’s golf championship. For 30 years, she was chairman of the landscape committee. The Hinsdale Golf Club still honors her at a one-day tournament called Mary Dynes Legacy.

Mary Dynes became active with The Garden Clubs of Illinois, Inc., becoming State President in 1932. She also held the position of General Chairman of the highly

acclaimed Chicago Flower Show from 1933-1944. The Garden Clubs of Illinois used the revenue from that show to fund their activities in the early years. Imagine what it must have been like to open the show in 1933, the same day the banks of the nation closed during the Depression. What managers they must have been for they reported they made a little money! The *Christian Science Monitor* praised Mary Dynes’ leadership of the Chicago Flower Show, writing “she has a laugh that lifts burdens.”

When she died in August 1958 she had given long and devoted service to the garden club movement. One of her friends wrote of her that “Mary lived triumphantly.”

NANNINE CLAY
WALLIS



During this administration, the gloom of the Depression lifted only to be replaced by uneasiness about the war in Europe. This unrest and the need to help England weighed heavily on Mrs.

Wallis' administration. During World War I, members of existing garden clubs, which predated NGC, provided food. The obituary of one of NGC's founders, Mrs. John M. Paris, referenced this.

Following that tradition, in the summer of 1940 New Jersey set up canning kitchens, sharing in the work of the Community Cannery. The project started slowly with 200 quarts a day being canned. On September 25, in one day they canned 1,000 quarts (the equivalent of one ton of food), which might have qualified for a mention in the Guinness Book of Records. String beans, peas, tomatoes, peaches, apple sauce and beef stew were among the items packaged.

However, it looked like the effort would go for naught, as the British Ministry of Shipping needed ships for uses other than transporting food. Nonetheless, the New Jersey group worked on "like the ant of Aesop's Fable, storing away the harvest against the famine to come." The U.S. State Department finally made it possible for them to send 28 tons of food to England.

NGC felt it valuable to continue its work in horticulture, conservation and roadside development. What a group publicizes tells a lot about it. The masthead of the *Bulletin* from 1940 to 1947 showed NGC held membership in the Royal Horticultural Society of London and the



"This has been a summer of great tension and uncertainty. Notwithstanding the stress of world affairs and after careful study of many suggestions from different sources, I am fully persuaded that it is highly important that we hold fast to the work of our garden club development in this nation." – *Bulletin*, Sept. 1940

Nannine Clay Wallis
Paris, Kentucky

National Roadside Council of New York.

The Horticulture Chairman began a project with The Garden Club of America to compile lists of the characteristic trees, shrubs and herbaceous plants in each state. This would provide a horticultural travel guide as well as allow members to know more about each Region. In 1949, *The Guidebook – What Grows Where You Are* was printed under the title *A Traveler's Guide to Roadside Wild Flowers, Trees and Shrubs*.



Showing off horticulture at flower shows was considered beneficial. State Garden Clubs exhibited in large shows like those in Philadelphia, Cleveland, New York, St. Louis, Seattle and Chicago. Attendees at the 1940 New Hampshire Convention enjoyed the Gardens-on-Parade at the New York World's Fair. June 26, 1940, had been designated as National Council Day there. Officers took advantage of an opportunity after the March 1941 Board Meeting to view the Chicago Flower Show.

Critiquing flower shows was on the mind of Aunt Sally, probably a judge, writing in the September 1939 *Bulletin*. There were harsh words for some exhibitors, who thought an entry in a flower show was a design if flowers were "not shown in a specimen container." She said it would be hard to judge such a show, but added: "Where ignorance is bliss, 'tis folly to be wise and give the award to the one that . . . would be easiest to live with if placed in your own living room table." Help was on the way as she



Mrs. Alfred Kay (left) and Mrs. Charles Suydam Cutting can surplus food in the fireproof carriage room of the stable on Mrs. Cutting's estate. In all, 25,000 quarts of food were processed – more than 28 tons of food, all surplus, that would have otherwise been destroyed.

outlined what makes a good design.

The campaign against billboards rolled on with unrelenting vigor. It was suggested members write offending manufacturers advising them they would buy their products again when they stopped roadside advertising.

At the Semi-Annual Meetings and Conventions, conservation remained a vital concern. Support for it centered on the release of a conservation cartoon movie, sale of conservation stamps and endorsement of a booklet that had been prepared for classroom use by the National Education Association and the

National Wildlife Association. Promoting conservation, Pulitzer Prize-winning cartoonist J.N. "Ding" Darling of *The Des Moines Register* lent his talent as an advisor.

This 1940 New Hampshire Convention drew 732 attendee – the largest to date – but it wasn't all business. Delegates, it seems, made a fashion statement. The *Bulletin* reported that at the Annual Banquet "even the lilies of the field were surpassed" by these beautifully

TIME CAPSULE

- ◆ New York City hosts 1939-1940 World's Fair.
- ◆ France capitulates to Hitler (June 22, 1940).
- ◆ Battle of Britain begins (July 10, 1940).
- ◆ U. S. re-elects Roosevelt as President for third term.
- ◆ Census reports 131 million Americans (1940).
- ◆ Jeep invented.
- ◆ Walt Disney's animated feature *Fantasia* released.
- ◆ Hemingway writes *For Whom the Bell Tolls*.
- ◆ *Rebecca* (1940) and *How Green Was My Valley* (1941) win Academy Awards.

THE WALLIS YEARS

- ◆ **Installed:** May 25, 1939, Colorado Springs, CO.
- ◆ **Conventions:** June 1940, Portsmouth, NH. Attendance: 732; May 1941, Asheville, NC. Attendance: 314.
- ◆ **Semi-Annual Meetings:** October 1939, Milwaukee, WI; October 1940, French Lick, IN.
- ◆ **Board of Directors Meetings:** March 1940, New York City; March 31, 1941, Chicago, IL.
- ◆ **Membership:** 152,155. **Clubs:** 3,780.
- ◆ **Life Memberships:** 80 (1940)
- ◆ **Extra-territorial Members:** 4, with 3 in Canada and 1 in Bermuda.
- ◆ **Regions:** North Atlantic Region became New England Region.

Publications

- ◆ *Outline of Simple Botany*, Kathryn S. Taylor used for study groups.
- ◆ *Bulletin:* Cover featured black and white photos. Editor: Mildred Jenkinson (1940-1941).

Major Accomplishments

- ◆ Aided British War Relief with canning kitchens.
- ◆ Conservation project: National Wildlife Federation and National Education Association booklets for elementary schools.
- ◆ Cash prizes given to State Garden Clubs for placing Award of Merits for Improvement of Conditions at Service Stations and Wayside Stations.

gowned women. Soon these high-fashioned gowns would be unavailable with the cloth restrictions imposed during World War II.

Asheville, NC, provided the backdrop for the 1941 Convention. Bylaws were amended so that of the five cents dues per member, three cents would go to the *Bulletin*. Funding the *Bulletin* and increasing subscriptions remained a persistent concern.

Awards were at a minimum. The immediate past National President served as Awards Chairman until 1945. This job probably didn't tax her since Mary Dynes needed to present only 16 awards in contrast to the 400 or 500 awards given in the 1990s and 2000s. No wonder they had time for a speaker after the awards ceremony. He told them "How Research Helps to Grow Flowers."

President Wallis' final report expressed this feeling. "Surely now, more than in times of peace, do we need our gardens and the Garden Centers reinforced and afire with zeal and patriotism for a better and more beautiful America." Now it would be up to Augusta Brewer to meet the wartime emergencies.



President Nannine Wallis' garden in Paris, KY, covered three acres. This view was featured on the front cover of the Bulletin in February 1940. Mrs. Wallis' cutting garden was shared with the community, and she became, like her parents before her, official decorator for anything in the town.

GETTING TO KNOW NANNINE WALLIS

Nannine Clay Wallis, often described as queenly and regal, fittingly enough grew up in one of the earliest and most prominent families in Kentucky. A collateral descendant of Henry Clay, she was born February 18, 1881. Her early education started with a governess and her formal education ended at the private finishing school of the Misses Ely on Riverside Drive in New York City. Her education emphasized piano and voice.

On April 10, 1901, she married Frederick Alfred Wallis at what was described as "the social event of the season in Central Kentucky." Her wedding dress is on display at Duncan Tavern in Paris, KY. Her husband, who was a cousin of Adlai Stevenson, served as U.S. Commissioner of Immigration under Presidents Wilson and Harding.

In 1900, her parents purchased a home and seven acres in Paris and moved from their country estate. When her parents died in 1925, she inherited the property which now houses The Garden Club of Kentucky, Inc. This remodeled home consists of 18 rooms, three baths and an elevator.

Mrs. Wallis had a romance with this home and its gardens. The February 1940 *Bulletin* described the home as standing on a bluegrass lawn with many trees and two pools for water plants adding to its beauty. Borders of flowering shrubs provided the backdrop for jonquils, narcissi and tulips. She shared her cutting garden with the community.

The Wallises lost their only child when only a few months old. This may explain her deep interest in opening her yard for teachers to bring young students.

A charter member of the Bourbon County Garden Club, she was elected President of The Garden Club of Kentucky, Inc., in 1933 and later became its Honorary Life President. Her membership in other organizations was extensive, many of them because of her distinguished family ties. She also became active in the fight against polio.

Ever the regal lady, she wore her hat and gloves to a garden club meeting just two months before her death, winning numerous blue ribbons for her flowers. On November 20, 1970, she died, having lived life to the fullest and giving great service to her church, her community, and the garden club movement that she loved so much. She was nearly 90 years old.

AUGUSTA HILLYER
BREWER



Six months after Augusta Brewer became President, the bombing of Pearl Harbor on December 7, 1941, galvanized America into action as the nation geared up for all-out war. Like the rest of the

country, garden club members were patriotic.

It didn't take long for the *Bulletin* to carry stories about temporarily suspending garden club meetings or postponing flower shows; however, the benefits that garden clubs could provide became apparent. Their vast pool of horticultural experience allowed members to become allies for the new Victory Garden program and to create needed beauty at home.

The term "Victory Garden" entered our vocabulary as a symbol of food and its use in the fight for freedom. Citizens were asked to furnish their own food, so that the current food supply could be used by the armed forces.

On December 19-20, 1941, Secretary of Agriculture Wickard assembled 250 representatives of agriculture, seed, garden, radio and press organizations to promote the National Victory Garden program. Helen Hull, Program Chairman, and Mrs. Clarence W. Avery, Conservation Chairman, represented NGC.

The national government set a goal of 5,700,000 farm gardens for 1942, which would be an increase of 1,300,000. Ideally, a community garden plot would be the answer, leaving space at home for flowers. Flowers were considered a morale builder, showing that we were still America the Beautiful. In addition, garden club members could supply flowers to military hospitals and furnish landscape plantings



"Our blessed country needs our every effort in all good works, and it is the responsibility of the garden club members to keep it as beautiful as possible until Peace shall again reign in our 'Land of the Free.' "
– *Bulletin*, Nov. 1942

Augusta H. Brewer
Grand Rapids,
Michigan

around military bases devoid of trees and shrubs.

Though NGC had no official role in the Victory Garden program, unofficially it made a great contribution by providing valuable information to novice gardeners. Victory Garden exhibits showing what to do each month became popular at NGC's Garden Centers. One Chicago member devoted 50 nights in one season providing information to local gardeners and even visiting gardens to give on-the-spot help.



"A Fruit Arrangement of Yesterday" was used in the Bulletin to show various preservation techniques for arrangements, such as burning the stems of oak leaves before placing them in cool water.



By September 1942, 15,000,000 Victory Gardens had been planted. In 1944 this number grew to 22,000,000. In a 1948 letter, the Director of National Garden Programs praised the garden clubs' tremendous contribution in the success of Victory Gardens.

Having been successful at cultivating Victory Gardens, garden clubs were asked to participate with the Department of Agriculture in Victory Garden Harvest Shows in 1942. President Brewer felt these were "Command Performances" and every garden club should take part. Not only did it provide an opportunity to display what could be grown and even canned, but also the money earned from these shows was

targeted for Navy Relief and Army Emergency Relief. If you were in a garden club, it was patriotic to garden.

Even with the attention paid to wartime activities, the national organization inaugurated a program that would have far-reaching impact on the garden club world. It was the beginning of its Flower Show Schools in 1943, which expanded opportunities to learn about horticulture and gave added importance to studying floral design as well as learning to judge shows. Already, in 1931, New York had started offering judging schools to instruct in the "gentle art of judging" and in 1943 planned its 13th Annual Judges and Exhibitors Course at New York City's Waldorf Astoria Hotel. Cost remained unchanged from past schools at \$9.00 for four days. A revision of the *Handbook of Flower Show Judging* also became available.

For more than 10 years the Chicago Flower Show had been staged at the Navy Pier. In 1942, wartime aviation activities at the Pier necessitated a change. The

granddaughter of J. Sterling Morton, the Arbor Day visionary, came to the rescue and offered the use of the estate of her late father, salt magnate Joy Morton. It became the first outdoor flower show of "national importance to be staged in the United States."

Decreased traveling during the war benefited the Roadside Development Committee in its fight to control highway billboards. With gasoline rationing and the cessation of the manufacture of automobiles after 1942, highway travel decreased by 75 percent. This prompted fewer renewals of billboards. However, the Committee urged garden club members to remain vigilant so that billboards didn't return in the same number after the war.



Garden clubbers everywhere were proud to display the Victory Garden logo.

TIME CAPSULE

- ◆ Japan bombs Pearl Harbor on December 7, 1941.
- ◆ Germany declares war on U.S. on December 11, 1941.
- ◆ GIs display pinups of Rita Hayworth and Betty Grable.
- ◆ Teenage girls swoon over Frank Sinatra.
- ◆ Rosie the Riveter symbolizes the working woman.
- ◆ Auto production ceases in 1942 and food rationing begins.
- ◆ Penicillin was in use.
- ◆ *Mrs. Miniver* (1942) and *Casablanca* (1943) win Academy Awards.

THE BREWER YEARS

- ◆ **Installed:** May 27, 1941, Asheville, NC.
- ◆ **Conventions:** May 1942, Philadelphia, PA; May 1943, Chicago, IL. Attendance: 125.
- ◆ **Semi-Annual Meetings:** October 1941, New York City; October 1942, St. Louis (cancelled because of World War II).
- ◆ **Membership:** Approximately 160,000 members.
- ◆ **Extra-territorial Members:** 4
- ◆ **New Committees:** Judging School Accrediting, Awards.
- ◆ **Headquarters:** Relocated from Rockefeller Center to Roosevelt Hotel, New York City. Blanche Wilks became the second Headquarters Secretary in 1941, serving until 1958.
- ◆ **Publications**
 - ◆ *Handbook of Flower Show Judging*, Sarah V. Coombs, Persis G. Crocker, Margaret Scruggs Carruth.
 - ◆ *Bulletin:* Black and white covers continued. Editor: Mrs. Albro C. Gaylor (1942-1943).
- ◆ **Major Accomplishments**
 - ◆ Flower Show Judging schools began in 1943.
 - ◆ Supported Victory Gardens.
 - ◆ Participated in Victory Garden Harvest Shows for benefit of Armed Services.
 - ◆ Furnished flowers at military hospitals and Red Cross Recreation Centers.



The cover of the August-September 1943 issue of the Bulletin asked the question: "Have you a Victory Garden, too?"

Planning of wartime Conventions and Semi-Annual Meetings required ingenuity. The invitations to meet in Seattle, St. Louis and Tulsa had been accepted prior to December 7, 1941. The 1942 Convention scheduled for Seattle moved to Philadelphia because of troop movements in the Seattle area. The 1942 Semi-Annual Meeting in St. Louis was cancelled. The *Bulletin* carried reports from the officers and chairmen.

Tulsa, OK, had been selected for the 1943 Convention. After emergency conditions suddenly developed in Tulsa, Illinois agreed to host it on short notice. Remarkably 125 members changed travel plans and came to Chicago, even bringing flowered hats with "kaleidoscopic gaiety." What a marvel garden club members are!

When the 1943 Convention adjourned, President Augusta Brewer wrote, "the meeting was successful and the President retired." She turned the gavel over to Beatrice Frost, who would face two more years of World War II and the hurdles this presented.

GETTING TO KNOW AUGUSTA BREWER

It would appear that being in a garden club agreed with Augusta Brewer. Born in 1874, she lived to be 94 years old and died in 1968. Of interest, her mother was a physician.

A resident of Grand Rapids, MI, she became the first President of The Federated Garden Clubs of Michigan, Inc., and served in that office for three years. Michigan organized in 1931 with 30 clubs. At the end of her term, the number had grown to 75. Michigan named her its Honorary President. She became the first Central Region Vice-President in 1933, serving until 1937. On her 90th birthday, Michigan placed her name on the *Friends of the Future* panel at NGC Headquarters.

In 1934, it was Augusta Brewer who stepped up to being National Convention Chairman. This Michigan

Convention listed no theme, but certainly "Come For Lunch and See Our Gardens" would have been appropriate since many garden tours were followed by lunch at members' homes. Augusta Brewer's Blythefield Farms was on the tour.

Married in 1894, Augusta and Joseph Brewer had one son. The couple's love affair extended to Blythefield Farms. When they first saw the area, it was "a plateau with wooded hills behind it, a widespread view, a brook running through it and great acreage of its own land about it." The Brewers worked fast, buying it after looking at the farm for only half an hour.

Then came the job of creating exactly what they wanted. The course of the brook was changed, a waterfall was created to mingle with wildflow-

ers and a reflecting pond was built. They planted lilacs, flowering crabs, cherries, evergreens, oaks, elms and maples.

In 1940 she reported that they were simplifying life now as they only had sheep and 10,000 chickens. Earlier they had farmed 1,000 acres of land and had a large herd of cattle.

The *Grand Rapids Mirror* reported after her election as National President that she wished to stress junior garden clubs, feeling that through "proper training of the younger people they may develop greater understanding of gardening, horticulture and conservation." This was a message she continued as President even with the demands that World War II placed on her and her administration.

BEATRICE WALTERS
FROST



World War II increasingly occupied the attention of the garden clubs when Beatrice Frost took office. In her acceptance speech, she urged the clubs to gear all activity to the war effort, asking

them to “work with greater unity of purpose and sincerity of effort than we have ever worked before. As women of America, as members of garden clubs, let us lean to our tasks equipped with garden seeds, intelligence and prayer. Let us do the job as becometh members of a great national organization.”

With that inspirational message, garden clubs planned how they could be effective during this war period. The Conservation Chairman stressed the necessity to preserve the topsoil for growing needed crops. Fire prevention and reforestation would be important. Garden Centers, many in libraries, could serve as the hub for gardening information. Club program chairmen should consider topics on food production and conservation. Special projects including plantings at military hospitals and working with junior gardeners should be included.

To accomplish these wartime goals, a slogan contest was promoted in 1943 with the winner receiving a \$50 War Savings Bond. Twenty-eight states, limited to three entries per state, submitted 84 entries. The Houston Council of Texas Garden Clubs won. Its slogan, GARDENERS MAKE AMMUNITION TOO, identified the important contribution of gardeners in supplying food. Slogans spurred on the war effort.

This administration emphasized the need to produce food, with Victory Gardens a top priority. Horticultural Chairman



“The need now, in the entire world, is food. Surely to meet this great need of humanity, we will plan and tend our gardens more enthusiastically and with more serious minds than ever before.” – Acceptance speech, 1943

Beatrice Frost
Fayetteville,
Arkansas

Dr. R.C. Allen introduced a Horticulture Fact-Finding Program and asked garden clubs to evaluate the harvest from their Victory Gardens so that the best food crops could be grown in the succeeding years. A form was distributed where clubs ranked the five best varieties of vegetables grown and the chief merits or faults of each. Garden clubs took on a research role.

Garden clubs saw the opportunity to serve in military hospitals doing horticultural therapy. They placed flowers in



the hospitals, decorated wards for holidays, had indoor garden experiments and supplied educational horticultural material.

Atlanta, GA, was the site of the 15th Anniversary Convention in April 1944 and The Garden Club of Georgia, Inc., had a surprise for NGC. They gave \$600 to start an educational loan fund. So delighted was President Frost, that she added \$400 more to initiate the project. Changed from a loan fund to a scholarship fund in 1948, this program will have benefited more than 840 students by June 2004. The students will have received nearly \$2.5 million in scholarship money. What started as a modest investment grew to have far-reaching results.

The Atlanta Convention was not without its celebrities. Louis Bromfield, Pulitzer Prize winner and innovative conservationist, and Margaret Mitchell, author of *Gone with the Wind*, were part of the guest list.

War emergencies kept the 1944 Convention small.

Delegates encouraged clubs to have flower, fruit and vegetable shows, charging a minimum admission of 25 cents. Twenty percent could stay with the club and the remainder would go to the war effort.



The proliferation of billboards was often a subject for discussion in the Bulletin, which reprinted this cartoon on the subject from the New York Herald Tribune in December 1941.

Awards didn't escape wartime restrictions. With metal in short supply, medals were not available. A certificate temporarily replaced the Kellogg Medal for Civic Achievement and books substituted for the Garden Center Medals.

World War II continued to impact the Chicago Flower Show since it had lost its Navy Pier location. Again it needed a new site. The 1945 show "Fashions in Flowers" had the perfect setting for that title. It was Marshall Field and Company's Chicago store.

Attendance at the 1945 Annual Meeting was limited to only 50 members outside the New York City area because of travel restrictions and housing shortages. Needing a democratic representation from the states to elect the new officers, they voted by mail. To keep the members informed, the booklet *Annual Reports of the State Presidents* was printed.

President Frost was asked to be an unofficial observer at the

history-making United Nations Conference in San Francisco, April 22, 1945. NGC had been invited because of its cooperation with the Government in helping with programs like Victory Gardens during World War II. The

TIME CAPSULE

- ◆ U.S. re-elects Roosevelt as President for 4th term.
- ◆ FDR dies April 12, 1945.
- ◆ Harry Truman becomes President.
- ◆ United Nations Conference begins April 25, 1945.
- ◆ VE Day celebrated May 8, 1945.
- ◆ First eye bank established in New York City.
- ◆ Ballpoint pens sold.
- ◆ Colossus Mark I computer built.
- ◆ *Going My Way* (1944) and *The Lost Weekend* (1945) win Academy Awards.

THE FROST YEARS

- ◆ **Installed:** May 4, 1943, Chicago, IL.
- ◆ **Conventions:** April 1944, Atlanta, GA. Attendance: 169; May 1945, New York City (Annual meeting cancelled. Board of Directors met but it was limited to 50 members outside of New York City area.) Total attendance: 65.
- ◆ **Semi-Annual Meetings:** October 1943, New York City; October 1944, New York City.
- ◆ **New State Federation:** South Dakota (1944).
- ◆ **Membership:** 165,897. **Clubs:** 4,193 (1943).
- ◆ **Regions:** Regional Vice-Presidents became Regional Directors in 1943.
- ◆ **Scholarships:** Loan fund established in

1944 with a \$600 gift from Georgia. President Frost added \$400.

Publications

- ◆ *Annual Reports of State Presidents.* Editors: Persis Crocker and May Duff Walters.
- ◆ *Bulletin:* The magazine contained 32 pages. Editor: Persis Crocker, 1943-1947.

Major Accomplishments

- ◆ Set up wartime objectives.
- ◆ Continued to support Victory Gardens.
- ◆ National Garden Week, April 15-22, 1945 began.
- ◆ President Frost attended United Nations Conference in San Francisco, April 1945.

United Nations Charter was signed on June 26, 1945.

The first National Garden Week was scheduled for the third week in April 1945 to coincide with Arbor Day and the birthday of J. Sterling Morton, who pioneered Arbor Day. NGC, General Federation of Women's Clubs, and National Congress of Parents and Teachers agreed to team up for the event. Garden Week, originally envisioned as a nationwide observance, became mainly a state-by-state activity because of the war.

The urgent need to plant trees became apparent. The February 1945 *Bulletin* reported that during World War II for every 15 trees planted 150 were destroyed. No wonder garden clubs took aim to reverse this alarming statistic.

World War II was nearing its end and a new era loomed on the horizon as New Hampshire's Helen Hussey Champlin assumed the presidency.



A 1944 article in the Bulletin by May Duff Walters paid glowing tribute to the first garden clubbers, portrayed in this 1934 painting depicting the first meeting in 1891 of the Ladies' Garden Club of Athens, GA.

GETTING TO KNOW BEATRICE FROST

Long before Beatrice Frost became President, she must have been a household name for garden club members. As the passionate and ardent Chairman of Billboards from 1935-1937, she led the efforts to ban billboards from the highways. At the same time, Arkansas Federation of Garden Clubs, Inc., made her its State President. Obviously, she wasn't afraid of multiple responsibilities.

She became Roadside Development Chairman from 1937-1939, and then took over as South Central Regional Vice-President in 1939. From 1941-1943, she served on the Budget Committee and as Convention Program Consultant before becoming President. It was another example that the road to the presidency during the first several decades didn't always follow an orderly progression.

Coupled with her garden club activities, she had a strong religious motivation, having conducted a Bible class for 17 years. A Boy Scout Camp was another interest, where she saw the need to provide the campers with horticultural knowledge.

Many groups sought her expertise, including a statewide Commission for Spinal Meningitis, a group that helped develop Hot Springs. Again the call came to be a member of the People's Mandate Commission, which was part of the South American Peace Conference. As mentioned before, she represented NGC at the historic United Nations Conference in San Francisco.

Married to E. Wesley Frost, she had made her home first in Fayetteville, AR, and then in Texarkana, AR. Beatrice Frost died on May 4, 1964, 21 years to the day she had been installed as President. Her friend and former National President May Duff Walters wrote that she "was an idealist – though always a practical one – adapting limitations, transforming restrictions into stepping stones for greater accomplishments." She had been an effective wartime leader.

HELEN HUSSEY
 CHAMPLIN

W

ith the ending of World War II came the dawning of the Atomic Age. Despite this danger, life took on the air of normalcy. Veterans returned to colleges and universities in record numbers;

baby boomers were born; women left wartime factories for home, and garden club membership spiraled upward. By 1945, membership reached more than 160,000. It grew to 226,000 by 1949 and climaxed at 437,000 in 1963.

Garden clubs had thrown themselves into aiding the war effort. Now with hostilities ended, the spotlight turned to peacetime service, with a priority to honor war veterans.

Garden clubs are by definition dedicated to gardening, but they have a strong service bent, too, which seems to motivate members to return year after year. The newly installed President, Helen Hussey Champlin, realized the importance of service in the life of the garden clubs. She took inspiration from Shakespeare's *As You Like It*: "It is all made of faith and service."

She outlined her plans in *Keynotes of Horticulture Service to Home, Community and State*.

For the home, she envisioned Victory and flower gardens, making them Garden Centers. Priority in the community would be given to veterans and civilian hospitals, church gardens and bird sanctuaries, as well as to education in the form of judging schools and flower shows. State Garden Clubs were asked to stress highway rest stops, living memorials, conservation and horticultural scholarships. To accomplish these goals, it was not a time to be an armchair garden club member. There was work to be done.

As the veterans returned home, the concept of living memo-



"Never in the history of the gardening world have the garden clubs been so necessary, never have they had such opportunity for our particular form of service, which is horticultural service, never have the avenues of endeavor been so varied and unlimited." –

Inaugural address,
1945

**Helen Hussey
Champlin**
Rochester,
New Hampshire

rials, rather than stone monuments, grew for garden clubs. At the 1945 Convention, New Jersey Highway Commissioner Spencer Miller Jr. proposed "a ribbon of living memorial plantings traversing every state" to be called Blue Star Memorial Highway. New Jersey's Blue Star Drive, a five-mile stretch of 1,000 dogwoods with no billboards, would be the prototype. The Blue Star symbolized the star in the World War II service flag.

At the 1945 Fall Semi-Annual meeting, the Blue Star

Memorial program was adopted. Highways needed to be identified across the nation so every state could participate. One east-west and seven north-south highways were selected. Approval by state legislatures or administrative action and cooperation with the highway departments became necessary. Rhode Island got the first endorsement, followed by seven more states in the first year. For the success of the program, teamwork was required. After official approval of the site, the garden clubs would buy identifying markers and landscaping material and the highway departments would plant and maintain the chosen location.



President Champlin wrote this poem about her garden (above):

Long years ago, so long ago it
seems
My memories are bits of vagrant
dreams,
I lived upon a busy city street
Filled with the sounds of restless,
hurrying feet.

But now my home is on a hillside
green
Where flowers bloom, and lawns
stretch out serene;
The only noises that I ever hear
Are voices of the friendly birds,
sweet-toned and clear.

Yet who could miss the city's gay
white light
When phosphorescent fireflies gild
the night?

also serving as secretary of the American Rose Society. He sent a single 'Peace' rose in a vase to each of the 49 delegations attending the United Nations Conference in San Francisco stating: "We hope the 'Peace' rose will influence men's thoughts for everlasting peace."

At the 1946 New Orleans Convention, NGC's chronicler of the lighter side, New Jersey's Louise Holton, described delegates as wearing evening gowns probably for

Veterans got another boost as garden clubs provided horticultural therapy at hospitals. Programs begun in the war continued. Garden clubs operated small greenhouses and gave courses in plant identification. Bedside bouquets were always welcome.

The Garden Club of New Jersey's flower show theme, "One World Through Gardening," reflected a growing global partnership. The International Flower Show in New York City returned to its pre-war glory. Dutch bulbs once again became available in quantity. At the 1945 Fall Conference in New York City, a delight was receiving Dutch bulbs, courtesy of Peter Henderson Co. and P. de Jager & Sons of Holland.

Dutch bulbs weren't the only floral treat at that Conference. A display of the new rose 'Peace' had been flown in from Portland, dazzling the more than 60 attendees. Francis Meiland developed this hybrid tea rose in France just as World War II began. The Pacific Rose Society christened it 'Peace' on April 25, 1945, the day Berlin fell.

This rose had an NGC connection. Dr. Ray Allen, NGC's Horticulture Chairman, was

TIME CAPSULE

- ◆ Atomic bombs drop on Hiroshima and Nagasaki. World War II ends as Japan surrenders in August 1945.
- ◆ GIs return to colleges in record numbers.
- ◆ Baby boomers are born.
- ◆ Commercial television becomes available in 1947.
- ◆ Computer age dawns with a 50-ton computer, ENLAC.
- ◆ *The Best Years of Our Lives* (1946) and *Gentleman's Agreement* (1947) win Academy Awards.

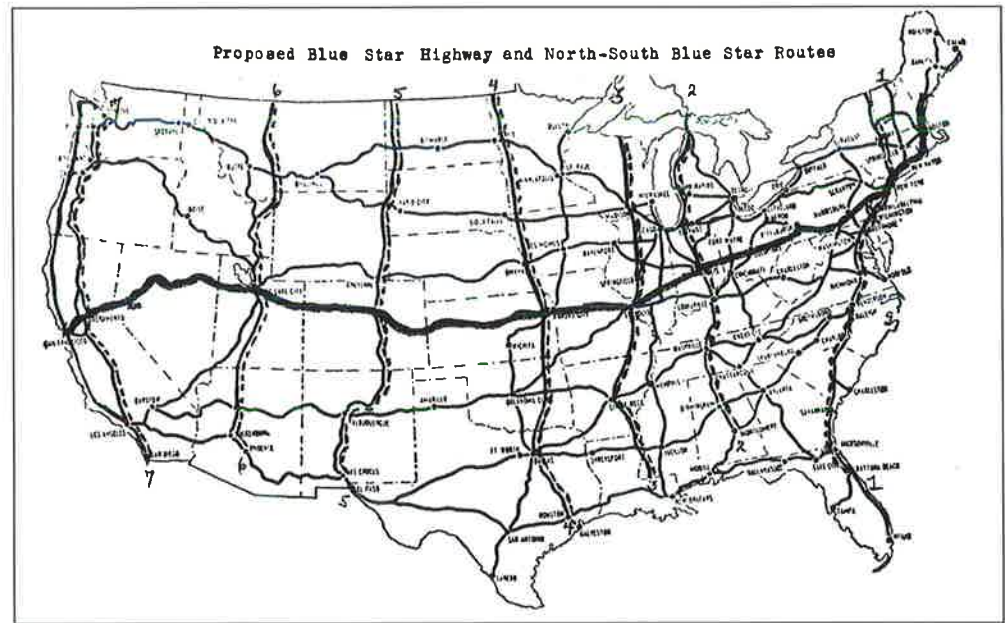
THE CHAMPLIN YEARS

- ◆ **Theme:** "It Is to Be All Made of Faith and Service" from Shakespeare's *As You Like It*.
 - ◆ **Program:** Keynotes of Horticultural Service to Home, Community and State
 - ◆ **Installed:** May 15, 1945, New York City.
 - ◆ **Conventions:** April 1946, New Orleans, LA. Attendance: 174; May 1947, Tulsa, OK.
 - ◆ **Semi-Annual Meetings:** October 1945, New York City; October 1946, Detroit, MI.
 - ◆ **Membership:** 175,665 (1947)
 - ◆ **Extra-territorial members:** 3
 - ◆ **Life Memberships:** 230. Junior Life Memberships became available.
 - ◆ **Scholarship Loan Fund:** Loans not to exceed a total of \$300 available for one or more students in each of the seven Regions. Loans phased out in 1948.
 - ◆ **New Committees:** Hospital Horticulture Service, International Representative, Living Memorials, Life Membership, Public Relations and Scholarship.
 - ◆ **New Award:** The Helen Hussey Champlin Award of \$25 for Outstanding Service Toward the Promotion of Gardening Among Youth.
- Major Accomplishments**
- ◆ Blue Star Memorial Highways adopted as a Living Memorial to honor veterans.
 - ◆ Provided horticultural therapy to veterans.
 - ◆ NGC *Collect* written by President Champlin.
 - ◆ Headquarters moved from Roosevelt Hotel to 500 Fifth Avenue, New York City.

the first time since the war “made them obsolete.” At the 1946 Semi-Annual meeting, it was reported a “galaxy of beauties” looked like “the haute couture of Paris had been at work.”

Attendance at the 1946 Semi-Annual meeting was limited. However, one group that got special attention was the Life Members, who were feted at a banquet and breakfast. Mrs. Kellogg, Honorary Life President, exhibited her sense of humor at the breakfast where 54 attended. She quipped there was “a full deck and two jokers.” The two jokers were not identified. President Champlin expanded Life Memberships to include Juniors and made her three granddaughters members. During this period, the \$100 donation for a Life Membership was invested in Government Bonds with the interest being used for current expenses. This changed in 1955, when the money was split between the Scholarship Fund and the Permanent Home and Endowment Fund.

As President Champlin looked back on her two years, she



Map outlines the main east-west highway and the seven north-south highways that would encompass every state. This concept for “The Blue Star Memorial Highway” was approved in October 1945 to honor World War II veterans. In 1951, the scope expanded so that all “who have served or will serve in the nation’s armed forces” would be included.

felt “it was services joyously given.” At the 1947 Tulsa Convention, Helen Smith Hull would take up the mantle of service National Presidents all assume.

GETTING TO KNOW HELEN CHAMPLIN

Born in 1887 in Newton, MA, Helen Champlin's parents moved to Rochester, NH, when she was a child. She went to Wellesley College, graduating in 1909. The Wellesley tie must have been strong. Her Corresponding Secretary, Mrs. Levi P. Smith, also called Wellesley *alma mater*. From 1934-1940, Helen served Wellesley as Alumnae President.

In 1939, Helen Champlin became President of New Hampshire Federation of Garden Clubs and followed that as NGC Regional Vice-President in 1941.

NGC's *Collect* remains a prayer as meaningful today as when she authored it in 1947. Her 1946 description of her Peace Garden revealed her caring nature. “I will

remember to include the special brilliant colorings so appreciated in all hospitals, as well as the more stately blooms for my month of service at the church. I will not forget berry shrubs for the birds, for the garden must be a shelter for them too, just as it's a sanctuary for the distressed in heart.”

She took pride in the home and gardens that she and her husband, William Champlin, had built up. They turned the meadows and hay fields around their 200-year-old, white, New England-style home into a beauty spot. It became the scene of many pre-World War II parties. She held a “Tulip Tea at the time her thousands of Dutch bulbs were bursting their drifting masses of brilliant color.” Refreshments fea-

tured sandwiches and cake tucked in a basket. She entertained at a costumed Continental Tea with Junior Gardeners serving guests who came from far distances before the war had curtailed driving.

During World War II, she turned some of the acreage into a Victory Garden, even having demonstrations on what would be the best use of the land. Her recreational building doubled as a canning center. She opened her swimming pool for the use of the Navy, Army and Marine Corps.

For 89 years, Helen Champlin believed in and lived a life of service, dying in 1976. It was not only service for the garden clubs, but also in her own personal life.

HELEN SMITH
HULL



In post-World War II America, it was hardly an exaggeration to say that being in a garden club was the “in” thing to do. In fact, the garden clubs entered into a 16-year period of their greatest

growth. During 1947-1949, 500 new members joined each week. The exodus to the suburbs probably heightened interest in garden clubs because the new homeowners wanted to beautify their homes and create inviting gardens.

Like the women of the 1890s who had been freed from many household tasks, the 1940s woman found the grocery shelves stocked with time savers like prepackaged cake mixes and Reddi-Wip. These products allowed time to explore volunteer activities.

What were these garden club members like? Helen Hull felt they were “a starry-eyed band, but as practical as the old shoes in which they garden.”

These members undertook a variety of practical projects. An early entry into World Gardening, “Seeds of Peace,” captured their imagination.

This program ran in tandem with America’s Marshall Plan, which was designed to help European countries ravaged during World War II become economically stable. Garden clubs raised \$40,682, which was used to purchase 70,000 “garden units.” Each unit contained 13 seed packages. Nine hundred sets of garden tools were also sent. W. Atlee Burpee and Earl May gave a price break on 17 tons of vegetable and flower seeds and Peter Henderson made tools available at a special price. The mail at Headquarters bulged



Reflecting on the 50th Anniversary of NGC: *“National Council is not a retreat. Here one comes face to face with the facts of life, and contributes to their solution. Through the looking glass we cherish traditions of the past, but we do not live by them.”*

Helen Smith Hull
Boonton,
New Jersey

with letters of appreciation from the recipients.

“The Blue Star Memorial Highway” continued to add additional miles. By May 1949, they totaled 16,000 miles in 33 states and stretched from New Jersey to California. Cornelia Kellogg, Honorary Life President, provided funds for the Highway marker design. The American Association of Nurserymen drew up a landscaping plan for the sites. Arizona created a Pima cotton Blue Star Memorial Highway flag for the 1948 Semi-Annual





New Jersey's Blue Star Drive, a five-mile stretch of 1,000 dogwoods with no billboards along U.S. Route 22, was the prototype for "The Blue Star Memorial Highway" program adopted in 1945.

Meeting, but in the course of time it has been lost. At this meeting, President Hull gave citations to State Garden Clubs for their participation. Elizabeth S. Hood and Helen Hull had nurtured the dream of a Blue Star Highway in New Jersey and now were seeing it being fulfilled on a national stage.

Another first was going across the border to Montreal

Grove on May 21, 1949, provided 130 garden club members a chance to celebrate with a picnic under these giant trees en route to the Portland Convention, which was billed as "The First Twenty Years." This was also the title of the NGC history, which could be purchased for \$1.25.

At the 1949 Convention, the first Gold Seal to honor exceptional achievement in gardening or horticulture was

for its 1947 Semi-Annual Meeting as guests of two extra-territorial garden clubs. The theme, "Hands Across the Border," showed that "gardening has no barrier, knows no national boundaries."

In 1949, it was time to celebrate NGC's 20th Anniversary. To commemorate this, 40 acres of giant redwoods were purchased and given to the California State Parks System. This grove was located in Humboldt County, the Western terminus of the east-west route of the Blue Star Memorial Highway. The \$5,000 needed to purchase the acreage came from donations by State Garden Clubs and from one-half of the \$100 Life Memberships purchased in 1948-1949. California paid for an adjoining grove and the next NGC administration added another 40 acres.

The dedication of the Redwood

TIME CAPSULE

- ◆ Chuck Yeager breaks sound barrier on October 14, 1947.
- ◆ U.S. elects Truman as President.
- ◆ Marshall Plan aids European countries.
- ◆ Exodus to suburbs begins.
- ◆ Howdy Doody and Kukla, Fran and Ollie appear on TV.
- ◆ Convenience foods like prepackaged cake mixes free housewives.
- ◆ Eating habits change with fast-food stands.
- ◆ *Hamlet* (1948) and *All the King's Men* (1949) win Academy Awards.

THE HULL YEARS

- ◆ **Installed:** May 7, 1947, Tulsa, OK.
- ◆ **Conventions:** May 1948, Lexington, KY, Attendance: 183; May 1949, Portland, OR.
- ◆ **Semi-Annual Meetings:** October 1947, Montreal, Quebec; October 1948, Tucson, AZ.
- ◆ **Membership:** 236,643
- ◆ **Life Memberships:** 320 (1949)
- ◆ **Extra-territorial Members:** 5
- ◆ **Regions:** Pacific Coast Region renamed Pacific Region.
- ◆ **New Committees:** Garden Enemies, Blue Star Memorial Highway.
- ◆ **Scholarships:** Loan fund converted to scholarships. One \$200 scholarship given in 1949.
- ◆ **Awards:** Gold, Silver and Bronze Seals approved to honor exceptional achievement. Gold Seal winner: Dr. Liberty Hyde Bailey, Dean at Cornell University, left his mark as the most important person to advance agriculture education in America. (1949)
- ◆ **Bylaw revisions:** Dues raised to \$.10 per capita. Board of Directors will not be less than 50 or more than 100 with State Presidents elected to the Board. (May 1949)

Publications

- ◆ *The First Twenty Years*, NGC History, Lottie A. Leach, Editor.
- ◆ *Bulletin* renamed *The National Gardener* and reduced to six issues. Editors: May Duff Walters, 1947-1948, and Betty Blossom Wister, 1948-1949.
- ◆ *Handbook for Flower Shows—Staging, Exhibiting and Judging*, Sarah V. Coombs.

Major Accomplishments

- ◆ "The Blue Star Memorial Highway" expanded.
- ◆ Redwood grove in California dedicated as 20th Anniversary gift.
- ◆ "Seeds of Peace" program assists European countries in 1948.
- ◆ National Book Service provides horticultural information.

awarded to Dr. Liberty Hyde Bailey at the age of 91. This longtime Cornell University Dean left his mark as the most important person to advance agriculture education in America. His three volumes of *Standard Cyclopedia of Horticulture* were heralded as masterpieces in the field.

Since that first show in Athens in 1892, flower shows have been a traditional garden club activity. With shows came the need for Flower Show Judges. In 1948, only five years after the first judging schools in 1943, 137 schools were approved in 28 states with around 5,000 students taking and passing the exams. These judges must have been busy as 6,061 shows were reported for 1947-1949.

Speaking of flower shows, there is always a certain amount of humor necessary to keep one's perspective. At the design program during the 1948 Tucson Semi-Annual Meeting, Iva Corpstein, Pacific Coast Regional Vice-President from 1937-1939, regaled the attendees with her commentary. She advised, "Always turn the ugly side of your arrangement toward your husband. He won't know the difference."

However, judges knew the difference as they critiqued the First

National Council Flower Arranging Contest, featuring photographs of line and mass plus rose and foliage designs. Thirty-three states entered the contest, but the Garden Club of Bermuda made the biggest splash with 17 entries, with one placing first in the mass design category. The proceeds from the contest, while not large, went towards purchasing the Redwood grove.

Since 1930, all of the above information would have been recorded in the *Bulletin*. Beginning in mid-1948, *The National Gardener* took over that role. It told the readers that this administration had been very successful and that a new President from California, Elvenia Slosson, would guide the fortunes of this organization now.



Dr. Liberty Hyde Bailey, at age 91, was awarded the first Gold Seal.



Novices take heart. Novice designer Mrs. Clarence Cobb garnered a top award at the Durham (NC) Flower Show for her design "Autumn Bounty." It also appeared on the cover of The North Carolina Gardener.

GETTING TO KNOW HELEN HULL

In the history of this organization in the 1940s, Helen Smith Hull's name appears frequently. She represented NGC at the initial Victory Garden Conference in 1941. In an interesting sequence of holding offices, she was Central Atlantic Vice-President from 1943-1945 and then became President of The Garden Club of New Jersey from 1945-1947, just prior to taking office as National President at the age of 50.

Born in 1897 in Conneautville, PA, she rode as a young child in a buggy with her father while he supplied schoolbooks in the neighboring counties and she explored the meadows. They often spent Sunday afternoons climbing hills in search of wildflowers. She felt these happy moments triggered her gardening interest.

As a young adult, it was not wildflowers that captured her attention as a student at Vassar, but mathematics and physics. After graduation in 1918, she went to Washington, D.C., where she researched the development of the radio. There she met another physicist, Lewis Hull. While he completed his PhD at Harvard, she taught at the University of California at Berkeley. In 1922 they married and moved to Boonton, NJ, where her husband set up Radio Frequency Laboratories with a group of other scientists.

After her marriage, Helen decided that one research physicist in the family was enough, so she expended her energies in different directions. She organized a nursery school for her daughter and took courses in botany and ecology from a teacher at Vassar. She used the 90 acres around her home as her nature laboratory. Her acreage included "swamp, streamside, open field, forest and even a hemlock ravine."

She received the following honors: first woman awarded the Silver Seal from the National Garden Institute; Bronze Medal from Alexandria Horticultural Society, Egypt, for friendship through gardening; and a citation from the American Horticultural Council. She died April 13, 1979 at age 82, and was remembered as a "dedicated garden club member, a born leader and a concerned citizen."

ELVENIA J.
S L O S S O N



W

hile problems with Korea loomed on the horizon in 1950, they would not have the same impact on the garden clubs that World War II had. This impending conflict didn't prevent the national

organization from celebrating its 21st Anniversary at the 1950 Convention using the theme "We're Coming of Age!" NGC continued to grow at a rapid rate, going from around 240,000 members to more than 287,000 members by 1951.

Elvenia Slosson was the first National President to come from the Pacific Region. Living in the West seemed to give her a heightened awareness of the geographical expanse of the country. She saw the need to fully utilize the seven Regions as a means of increasing understanding of national goals.

In 1949, Fall Board Meetings replaced Semi-Annual Meetings. President Slosson promoted "Bigger and Better Regional Meetings" to fill that void. Regional meetings had been shortened or curtailed during World War II. She took advantage of these Regional Meetings to spread the garden club message, attending six in her first year.

An award for a Unified Regional Project was inaugurated with five Regions entering the competition. Central Region won the Certificate of Merit by increasing its membership by 2,364. This winning entry fit in with the priority placed on membership through the reactivation of the Membership Chairman. Patron memberships costing \$500 each became available. California Garden Clubs



"The 250,000 members of the Council, among whom the smallest club is an essential link . . . now constitute a cultural force of pre-eminent worth in the life of the country." –
Excerpts from President's address, *The National Gardener*, Nov.-Dec. 1950

Elvenia J. Slosson
Los Angeles, California

honored Elvenia Slosson with one. Affiliate memberships were limited to national and extra-territorial groups.

While promoting the Regions and increasing membership received attention from the President, the project that became her greatest legacy was the collecting of information on early American gardens. During her administration, she solicited articles about "America's Horticultural Heritage" from garden club members in every Region. *The National Gardener* featured these articles, which



were printed with copyright guarantees. Elvenia Slosson compiled them into a book entitled *Pioneer American Gardening*. Published by Coward, McCann, Inc. of New York City, the 306-page book could be purchased for \$3.75. While the book was copyrighted in 1951, references to it could be found on the Internet in 2003, selling for as much as \$37.00.

This book was designed to afford glimpses of “how interdependent our states have been, how much each owes to the others and the world outside for its own developed horticultural wealth and loveliness.” The advance publicity for the book noted you could learn about “Johnny Appleseed: Apostle of the Orchards” and “The Romance of Maryland Trees and

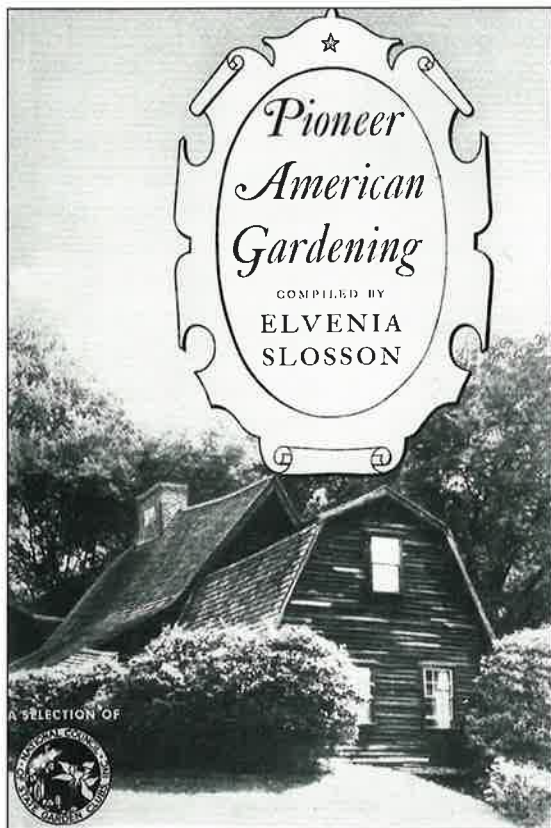
Gardens.” This Maryland romance involved the boxwood, a staple of nearly all the early Maryland gardens. Slips of boxwoods were stowed away in the ships from England as part of the gear that was described as “unnecessary items.” Yet it seems that they were necessary for the colonists.

The book detailed how the Spaniards brought citrus trees to Florida and that in 1648 Massachusetts Governor John Endicott traded 250 acres of land for 400 fruit trees. Apparently, land was plentiful and fruit trees were not. Governor Endicott imported a pear tree in 1630 from England that bore fruit for 300 years until it was damaged by an earthquake in 1938.

While it would be another 24 years before NGC adopted “Operation Wildflower”

as one of its flagship projects, the publication of *A Traveler's Guide to Roadside Wildflowers, Shrubs and Trees of the United States* by Kathryn S. Taylor showed the early interest in this subject. This book was the result of ten years of study by the Horticultural Committee, which listed the native plants along the highways of each state.

The Garden Therapy program of the garden clubs already assisted veterans. Now clubs would help in the organization of Garden Clubs for the Blind, coordinating them with the Foundation for the Blind. Special planting tools could be purchased. Instructions on how to line up wires as guides for sowing crops would be given. When Mrs. John Berry was appointed as the first Garden Therapy Chairman in the next administra-



Elvenia Slosson's book, published in 1951, is still available today on the Internet – at 10 times its original price of \$3.75.

TIME CAPSULE

- ◆ Korean Conflict starts on June 25, 1950.
- ◆ President Truman orders construction of hydrogen bomb.
- ◆ Era of McCarthyism begins.
- ◆ First-class postage costs \$0.03.
- ◆ Diners Club introduces first modern credit card.
- ◆ Charles Schultz creates *Peanuts* cartoon strip.
- ◆ Legos and Silly Putty entertain the baby boomers.
- ◆ *All About Eve* (1950) and *An American in Paris* (1951) win Academy Awards.

THE SLOSSON YEARS

Theme: Early American Garden Traditions

Installed: May 25, 1949, Portland, OR.

Conventions: April 1950, Richmond, VA.

Attendance: 417; June 1951, Missoula, MT. Attendance: 246.

Fall Board Meetings: October 1949, Omaha, NE; October 1950, St. Louis, MO.

Membership: 287,892 (1951)

Life Memberships: 367 (1951)

New State Federation: New Mexico (1951)

National Affiliate: Men's Garden Club of America (1950).

Extra-territorial Affiliates: 5

New Committees: National Council Projects, Patrons.

Gold Seal winners: John D. Rockefeller, Jr., New York, restored Colonial Williamsburg (1950); Dr. David Fairchild, Florida, one of the greatest pioneer plant explorers of all time, bringing to America such food as alfalfa, nectarines and dates (1951).

Scholarships: Recipients 2 (1950 and 1951); Amount \$300 (1950 and 1951). Total: \$1,200.

Publications

- ◆ *Pioneer America Gardening*, compiled by Elvenia Slosson.
- ◆ *The National Gardener*: An annual yearbook issue of between 68-76 pages contained reports from Officers, Chairmen and State Presidents. Editor Gertrude Smith, 1949-1955.
- ◆ *A Traveler's Guide to Roadside Wildflowers, Shrubs and Trees of the United States*, by Kathryn S. Taylor.

Major Accomplishments

- ◆ Headquarters moved to Essex House, 160 Central Park South, New York City.
- ◆ Garden Clubs for the Blind established.
- ◆ Unified Regional Project inaugurated.
- ◆ National Parks, Monuments, Forests, Public Domains and Recreation Areas studied.

tion, she had reason to believe in the program. Her mother was blind.

The scope of The Blue Star Memorial Highway was extended in 1951 to honor all “who have served or will serve in the nation’s armed forces,” not just World War II veterans. The Korean Conflict may have been the impetus for enlarging the group to be honored. Interest remained high: 170 Blue Star Memorial Highway Markers had been ordered from 1946 to 1951 and more than 85 dedication services had been held.

Convention sites underlined the emphasis on early American gardening and the study of National Parks and Forests of this administration. The 1950 Convention was held in historic Virginia with its early Williamsburg gardens. The 1951 Convention moved to Montana, the place of breathtaking



Comparative arrangements at the Philadelphia Flower Show in 1951 offered, as The National Gardener described it, “sugar-coated educational pills to the many visitors.”

National Parks and 12 National Forests.

The 1951 Post-Convention trip provided memories of sparkling blue lakes, mountain goats grazing, wildflowers on the trail and, of course, bears. However, one memory that seemed a little disquieting involved the room assignments at the Many Glacier Hotel in Glacier National Park. The hotel clerk must have been working on his ABC’s since he decided to dole out the rooms in alphabetical order. Turmoil resulted. The garden club travelers just altered his plan and found their own roommates. Peace

ensued.

Before they engaged in this Post-Convention excursion, Elvenia Slosson gave the gavel to Lorena Martin Spillers as the garden club story continues.

GETTING TO KNOW ELVENIA SLOSSON

Elvenia Slosson was born in San Francisco and embraced the West. Her father at age five had traveled the Horn from Boston to California in 1852. Her maternal grandparents journeyed across the prairie to California in the 1850s.

She married a prominent Los Angeles attorney, Leonard B. Slosson. The couple had one son, Paul, who was severely retarded. For the next 18 years, the care of Paul consumed most of her time, even though there were round-the-clock nurses for him. She spent many hours with Paul in a magnificent walled garden, which increased her love of gardening. After his death, she turned her attention to garden clubs.

On a trip East, she learned

about the national garden club organization and became determined to establish a state organization in California. In 1931 this mission was accomplished and she became California’s first President, serving to 1935. She became the first Pacific Coast Regional Vice-President from 1933-1937. While visiting former President Hessie Morrah in South Carolina, she died October 22, 1958. After her death, California placed her name on the *Stewards of Tomorrow Garden Wall* at Headquarters.

President Slosson had inherited wealth from the Casper Lumber Company in Mendocino County, south of Fort Bragg, CA. Because of this and other assets, the University of California received a

generous bequest after her death. It was to be used “for the advancement and promotion of the science and practice of horticulture, particularly including ornamental horticulture.” In 2002-2003, the income from that trust funded research amounting to \$246,446 on such subjects as root-knot nematode-destroying microorganisms and plants poisonous to people.

Described as having “a charmingly soft voice, fire in her eye and determination in her purpose,” she championed outstanding activities. While her early purpose may have been to study pioneer gardening, she made it possible for modern research pioneers to explore new frontiers.

LORENA MARTIN
 SPILLERS



All seemed right in the 1950s world of *I Love Lucy* and *Ozzie and Harriet*. When Lorena Martin Spillers took the reins, all seemed right with the garden clubs, too. New programs expanded opportunities to

learn and serve as membership continued to rise.

Lorena Spillers commented on being elected President that “she was not looking for a 40-hour week. What she’s looking for is a 40-hour day.” She must have gotten that wish, judging from her accomplishments. A garden therapy program in conjunction with the Veterans Administration was started to provide hands-on gardening. Landscape design got prominence by offering the Lorena M. Spillers Bronze Medal for Landscape Design to State Garden Clubs for promoting excellence in that area. University of Georgia Professor Hubert Bond Owens became the first Landscape Design Chairman.

The war on litter got help from a new species called “Litterbugs.” It dropped into the everyday vocabulary as NGC adopted the slogan “Don’t be a Litterbug.” Hilda

Fox, NGC’s Roadside Development Chairman 1951-1957, had promoted this catchphrase after she organized the Pennsylvania Roadside Council in 1939.

In 1952, Hilda commissioned Ben Brenner to create a perky figure to be used on posters, seals and signs to help sell the message. Other organizations could use the symbol as long as it was not changed and credit was given to NGC. Organized in 1953 by a group of business organizations, Keep America Beautiful, Inc., got on the



“Let us have more Garden Clubs, more members, more civic beauty and more improved roadsides, more knowledge of conservation and horticulture, that through better gardening we may have better citizens and better communities.” –
 Inaugural address,
 1951

Lorena Martin Spillers
 Tulsa,
 Oklahoma

anti-litter bandwagon and included the slogan and figure in its programs. Hilda Fox made sure the symbol would not appear on billboards.

NGC was getting recognition for its pursuit of horticultural excellence. In 1952, it accepted the prestigious Arthur Hoyt Scott Foundation Award, which goes to the organization whose members make the biggest contribution to further the cause of horticulture in the United States. This carried a \$1,000 prize. Then came the ques-





The Junior Nature Followers in South Dakota was a highly successful youth program that spread to several cities in the state.



Dr. Paul Shepard

tion of how to use the money. It was decided to give a fellowship to Paul Shepard Jr., a Ph.D candidate at Yale University in conservation biology. He went on to become one of the leading environmental philosophers in the country and held an endowed chair at Claremont College. Dr. Shepard must have appreciated NGC's award for he

Cornelia Kellogg. Two other endowed scholarships honored former Presidents Helen H. Champlin and Helen S. Hull.

The scholarship selection committee in 1952 must have enjoyed the application of New Jersey's William Frey, who had taken his horticultural interest and given it an entrepreneurial twist. At age 11, he wanted a greenhouse as his birthday present. An abandoned chicken house at the rear of his home was converted into one and

served six years as Conservation Chairman, beginning in 1953. He authored several resolutions to preserve the wildlife refuge system, protect watersheds and address mining-claim abuses on federal land.

Scholarships had been important to President Spillers, as she had made the original motion to establish a college scholarship program at the 1944 Convention after Georgia made the initial \$600 donation to establish a loan fund. In May 1948, the loan fund was converted to a scholarship fund. The first award was \$200. By 1953, the stipend had increased to \$300, with three students being awarded scholarships.

These first scholarships had been made possible by contributions from State Garden Clubs and individuals. In 1952, it was decided to set aside \$10,000 for each of three endowed scholarships. The first was named for

TIME CAPSULE | THE SPILLERS YEARS

- ◆ U.S. elects Eisenhower as President.
- ◆ England crowns Queen Elizabeth II.
- ◆ Korean Conflict ends.
- ◆ Car seat belts introduced.
- ◆ Tupperware makes storing food easier.
- ◆ Telephone area codes introduced.
- ◆ Swanson introduces 98-cent TV dinner.
- ◆ *I Love Lucy* rules the TV air waves.
- ◆ *Greatest Show on Earth* (1952) and *From Here to Eternity* (1953) win Academy Awards.

- ◆ **Installed:** June 28, 1951, Missoula, MT.
- ◆ **Conventions:** March 1952, Biloxi, MS. Attendance: 900; April 1953, San Francisco, CA. Attendance: 400.
- ◆ **Fall Board Meetings:** October 1951, Hot Springs, AR; October 1952, Swampscott, MA.
- ◆ **Membership:** 303,642 (1953). **Clubs:** 8,599.
- ◆ **Life Memberships:** 404 (1953)
- ◆ **Flower Show Judges:** 2,260 National Accredited Amateur Judges.
- ◆ **Gold Seal Winners:** Dr. Hugh H. Bennett, North Carolina, father of soil conservation (1952); Mrs. J. Norman Perry, Pennsylvania, botanical researcher (1953).
- ◆ **Scholarships:** Recipients: 4 (1952) 3 (1953); Amount: \$300 (1952 and 1953). Total: \$2,100.
- ◆ **Endowed Scholarships:** Three \$10,000

endowed scholarships honoring Cornelia Kellogg, Helen H. Champlin and Helen S. Hull were established.

- ◆ **New Committees:** Garden Therapy, Landscape Design.
- ◆ **President's Pin:** First National President's pin awarded to Mrs. Spillers. Former Presidents received smaller version of it prior to the 1952 Fall Board Meeting at the home of former President Helen Champlin. Future NGC President HESSIE MORRAH designed the pin.

Major Accomplishments

- ◆ Litterbug symbol introduced.
- ◆ Landscape Design programs gained importance.
- ◆ Garden therapy programs welcomed in Veterans hospitals.
- ◆ NGC won Arthur Hoyt Scott Foundation Award for horticulture excellence.



Hilda Fox, NGC's Roadside Development Chairman 1951-1957, promoted the catchphrase "litterbug" after she organized the Pennsylvania Roadside Council in 1939. It became a national byword.

he began growing orchids. He turned this teenage hobby into a thriving business by providing prom corsages to local school-mates. He used his scholarship to attend Kansas State University, the college where Professor L.R. Quinlan, NGC's Horticulture Chairman and respected landscape architect, taught. Professor Quinlan founded the Kansas Landscape Arboretum and Kansas Associated Garden Clubs planted a burr oak tree there to honor him. NGC attracts outstanding educators as chairmen, as this example demonstrates.

Mrs. Spillers set a goal of having a new club for every established club. While she did not reach that goal, 33,831 new members were gained in the first year of her administration. In

the second year, 860 new clubs (making 8,599 clubs), and another 13,208 members were added. Membership went from 257,603 to 303,642 in two years.

Keeping in touch with members became increasingly important. Mrs. Spillers' first annual report detailed her travels, mostly by car. She reported, "One of my friends asked my husband if he didn't worry about his wife driving all over the country by herself. He said, "No, I buy her the best equipment I can and I expect she and God to do the rest." He continued, "My wife drove all over the U.S. and never scratched a fender." She visited all but three State Garden Clubs and must have been a careful driver, indeed.

Her last official visit would be to San Francisco for the 1953 Convention, where the creative staging left guests in awe. One luncheon came with sound effects as "a very realistic rainstorm was staged, lightning and thunder volleyed from the ceiling and rain actually poured down in torrents into a central pool."

However, the most electrifying event at the Convention was the dramatic suggestion by Judge Grover Cleveland Spillers, the President's husband, to build a permanent headquarters. Incoming President May Duff Walters endorsed the idea enthusiastically.



Judge Grover Cleveland Spillers, husband of President Spillers, made the dramatic suggestion at the 1953 Convention to build a permanent headquarters.

GETTING TO KNOW LORENA SPILLERS

Lorena Spillers was born in Georgia on October 11, 1890, one of 12 children. Her husband, whom she married in 1914, had done her one better, though. He was from a family of 13. They moved to Tulsa, OK, where he became a prominent attorney and she became known for her volunteer activities. The Campfire Girls of Tulsa selected her one of 12 Tulsa Women of Achievement.

Her higher education began at Georgia State Teachers College, where she graduated in 1909, becoming a teacher. An ardent believer in education, she didn't stop there. In 1929, she entered The University of Tulsa, even with three children, ages 8, 9 and 11. She earned *magna cum laude* honors while majoring in English.

The college friends from 1909 were important. Immediately after serving as Chairman of the 1947 Tulsa National Convention, she entertained 19 of them for 10 days, showing "little wear and tear of her convention duties." It gave them an opportunity to see her garden, which was noted for its thousands of bulbs, jonquils, iris, peonies and hemerocallis, nested beneath large oak trees. Her home viewed a lake with swans.

Even while attending The University of Tulsa, she found time to become a charter member of Tulsa Garden Club in 1929. In 1939, she became President of Oklahoma Garden Clubs, Inc., and worked for the eradication of billboards. From 1941-43, she served as South Central Regional Vice-President. She is credited with developing the Tulsa Municipal Rose Garden, which by 1953 contained 7,098 rose bushes and 200 varieties and is described as one of the finest municipal rose gardens in the United States.

The patio at NGC Headquarters in St. Louis bears the Spillers name. She was named the third Honorary Life President in 1969 and served until her death in December 1981. Her "40-hour day" led to great accomplishments, winning the admiration and love of garden club members.

RIGHT: Members examine an historical site during a field trip. **BELOW LEFT:** The Federation of Garden Clubs In St. Augustine, FL, received this historic Llambias House for a Garden Center in 1940 from the Carnegie Institution and the St. Augustine Historical Society with the understanding that "it be preserved and maintained, and be open free of charge to the public."



BOTTOM LEFT: The 1965 Regional Directors must have conferred on their dress code, especially as to hats and shoes. Pictured are: Mrs. Paul Updegraff, Junne Johnsrud, Esther Ann Woodman, Mrs. William H. Benson, Tempie Dahlgren, Mrs. Henry C. Prange, Mrs. Gene Combs. **BOTTOM RIGHT:** Mrs. Henry Kerber, Anti-Litter Chairman for Malne, let's you know she will travel in her anti-litter coat. She won a special award from the Governor's Committee to Keep Malne Scenic in 1968.





A quartet of pictures illustrates NGC's commitment to various programs and projects.

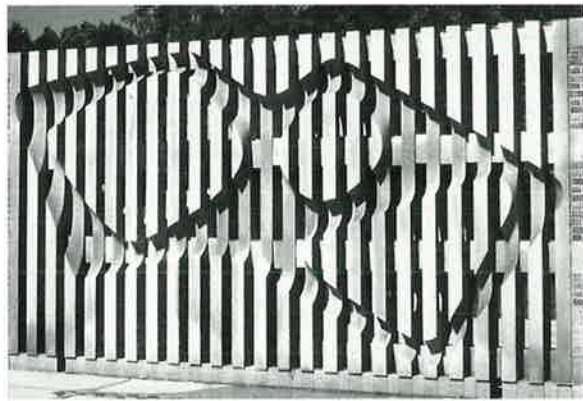
ABOVE: Members of the Korean 4-H Clubs examine their prized crop of carrots grown from seeds provided by garden clubs during 1967-1969.

RIGHT: The birds can feast during the 1967 Christmas season thanks to the preparations made by members of the Gay Blades Garden Club in Statesville, NC.

BOTTOM LEFT: Young girls from Bremen, Germany, harvest first crop from seeds sent there in 1948 during the "Seeds for Peace" project that aided European countries ravaged by World War II.

BOTTOM RIGHT: President Miriam Steel and members of the Hawaii Junior Garden Club look at a craft project in 1973. Two members were wearing Girl Scout uniforms. President Steel had encouraged participation with the Girl Scouts.

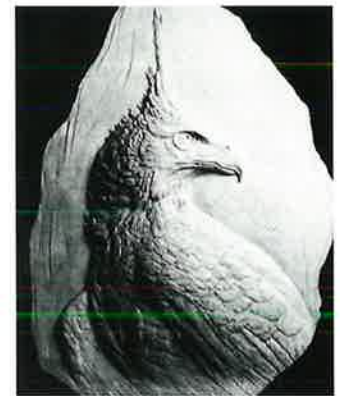




ABOVE: National Headquarters in St. Louis, MO, was dedicated May 10, 1959. Fund raising had been so successful that the \$290,000 building was built debt-free. John and Anne Lehman gave \$55,000 to purchase 6.2 acres adjacent to the Missouri Botanical Garden for the Headquarters. An expanded Headquarters, made possible by the generosity of the family of President Deen Day Smith (now Sanders), was rededicated October 1, 1999.

MIDDLE LEFT: A pierced-wall sculpture by William Talbot, a gift of former President May Duff Walters, welcomes visitors at the entrance to the building.

MIDDLE RIGHT: Margaret Wilkes' "Ornate Hawk of the Andes" sculpture hangs at Headquarters in the Spillers patio.



BOTTOM LEFT : Groundbreaking for the new Headquarters took place on May 12, 1957. Doing their part so construction could begin are Hazel Johnson, Second Vice-President; Mrs. Henry Eager, Missouri President; Lucile Mauntel, Recording Secretary, and Mrs. E.W. Deuter, Litterbug Chairman.

MAY DUFF
WALTERS



Excitement over the prospect of building a permanent headquarters was in the air as May Duff Walters assumed the presidency. It would be 25 years in 1954 since those 13 State Garden Clubs

organized what would become the world's largest gardening group. From an early membership of 25,000, it now exceeded 340,000.

At the 1953 California Convention, Judge Spillers had challenged NGC to build a new headquarters. Is it any wonder that this prospect met with approval considering the fact that the existing headquarters on the second floor of Essex House, at 160 Central Park South in New York City, had only "600 square feet, consisting of two large rooms, two large closets, a bathroom and kitchenette that are used for the mimeographing work."

President Walters accepted that challenge. At the 1953 Fall Board Meeting, the Directors voted to build a headquarters as the Silver Anniversary Project.

The 1954 Convention assembled in Myrtle Beach, SC, ready to choose a headquarters site from among several contending cities. They applauded the news from the site-selection committee, headed by Mrs. Spillers, that 6.2 acres would be available from the Missouri Botanical Garden in St. Louis. The Missouri Botanical Garden, known as "Mr. Shaw's Garden," had an enviable reputation and St. Louis met the rigid criteria set up for a Headquarters city, to be located in the center of the country and devoted to cultural activities. In 1956, John Lehmann, Missouri Botanical Garden



*"The affairs of the largest gardening organization in the world requires the work of many hands. Each pair of hands holds some secret magic; and the skills of many types are needed. . . . And perhaps we need most the hand of fellowship to welcome any who would join our ranks."— The National Gardener, July-Aug. 1953
May Duff Walters
 New Brunswick,
 New Jersey*

Trustees Chairman, and his wife Anne, gave NGC \$55,000 to buy the property, helping to avoid legal problems.

Now the task would be to fund the building. President Walters used her gift for writing to urge members to support the project by contributing \$1 each for a brick. The pages of TNG carried slogans like "Be a Brick, Buy a Brick," and "Complete the Drive in '55." Garden club members caught the building fever, donating in record



amounts. NGC got a tax-exempt 501 (c)(3) status from the Internal Revenue Service on October 21, 1953, making gifts tax deductible. Fundraising efforts netted \$194,903.78 by 1955.

A blue-ribbon panel was assembled to guide the building project. Besides the Lehmanns and Mrs. Spillers, Planning Committee Chairman William Hedley and his



As the Walters presidency began, the Missouri Botanical Garden (seen here in its Italian Garden area) took on new significance after the offer of land at the garden for permanent headquarters of NGC.

wife, Kathryn Hedley, Missouri President 1953-1955, gave invaluable assistance. Professor Hubert Owens furnished landscape advice. Judge Spillers offered legal support. Helen Champlin and Evelyn Mooney were project co-chairmen.

Members were so excited about the prospect of a new Headquarters that they started coming to St. Louis just to visit the site, often being met at the train station by members of the East Central District of Missouri. Since Headquarters has moved to St. Louis, this District has furnished exceptional hospitality for many Fall Board Meetings.

As part of the Silver Anniversary celebrations on May 1, 1954, NGC dedicated a statue at the Founders Memorial Garden in Athens, GA, honoring the Ladies' Garden Club of Athens. Unable to attend the dedication, Mrs. Walters sent greetings, stressing the importance of this first garden club's objective of "betterment of the community" and crediting this goal to stirring the imagination of garden club members.

Before the 1955 Chicago Convention, attendees toured the Abraham Lincoln Memorial Garden in Springfield, IL. Where did they go on a post-convention trip? Plans included 56 days of travel and sightseeing in Europe. There was no keeping those traveling members home.

The Executive Committee certainly didn't turn down the invitation to join First Lady Mamie Eisenhower at the White House in March 1955. This was an opportunity to showcase the ideals of NGC, which President Walters felt were compatible with the aims of the Department of Agriculture and the Forestry Service.

Dubbing herself a "pamphleteer," President Walters loved to tell the garden club story. Eight leaflets rolled

TIME CAPSULE

- ◆ Dwight Eisenhower serves as U.S. President.
- ◆ Segregated schools ruled "inherently unequal."
- ◆ Dr. Jonas Salk introduces polio vaccine.
- ◆ Disneyland opens.
- ◆ M and M peanuts introduced.
- ◆ Marilyn Monroe marries Joe DiMaggio.
- ◆ *Father Knows Best* and *Lassie* debut on TV.
- ◆ *On the Waterfront* (1954) and *Marty* (1955) win Academy Awards.

THE WALTERS YEARS

- ◆ **Guiding Principle:** Security Through Service
- ◆ **Themes:** As We Give, We Grow, and You Are National Council.
- ◆ **Installed:** May 1, 1953, San Francisco, CA.
- ◆ **Conventions:** April 1954, Myrtle Beach, SC. Attendance: 1,025; May 1955, Chicago, IL. Attendance: 775.
- ◆ **Fall Board Meetings:** October 1953, New York City; October 1954, Denver, CO.
- ◆ **Membership:** 347,655. **Clubs:** 10,530.
- ◆ **Life Memberships:** 475
- ◆ **New State Federations:** 1954: Idaho, National Capital Area.
- ◆ **Flower Show Judges:** 3,333 accredited judges, an increase of more than 1,000 in two years.
- ◆ **Gold Seal Winners:** Louis Bromfield, Ohio, Pulitzer Prize winner and conservationist (1954); Dr. Paul Sanders, Virginia, editor of

Southern Plants (1955).

- ◆ **Scholarships:** Recipients: 3 (1954 and 1955). Amount: \$300 (1954 and 1955). Total: \$1,800.
 - ◆ **New Committees:** Judges Council, Memorial Gardens.
- ### Major Accomplishments
- ◆ Silver Anniversary Project: Building a Headquarters in St. Louis endorsed.
 - ◆ Tax exempt status for NGC obtained October 21, 1953.
 - ◆ Statue placed in Athens, GA, honoring Ladies' Garden Club of Athens.
 - ◆ Club president's and lapis-blue Board of Director's pins designed.
 - ◆ Mamie Eisenhower invited Executive Committee to White House.
 - ◆ Joined with Keep America Beautiful, Inc., to promote roadside beautification.



Members got their first glance of what shape the new Headquarters in St. Louis would take when this mockup appeared in the September-October 1954 issue of The National Gardener.

off the press with titles such as “National Council At A Glance, What It Stands For –What It Does;” and “A Dollar Does It.” Her writings appeared in *Popular Gardening* and *Flower Grower*. An effective communications device was a letter she sent to 4,000 newspapers, at the request of Keep America Beautiful, to gain support for the anti-litter campaign. The response was immediate and positive.

The Board Chairmen had been busy writing, also. They had prepared booklets on conservation, parliamentary help, garden centers, as well as recording the 25-year history.

One symbol promoted by the garden club, the Litterbug, got lots of fans. It was hoped school children, junior gardeners, scouts and 4-H members would wear buttons with this pesky little guy on it. Symbols to be worn by garden club members were the newly designed club president’s pin and the blue-lapis Board of Director’s pin.

The dream of building a new Headquarters was in the offing as Hessie Morrah became President.



Two pins became available: a club president’s pin (left) and a blue-lapis Board of Director’s pin (right). The Director’s pin named only seven Regions. The eighth was added in 1961. A wreath around the Director’s pin indicates the wearer was or is a National officer.

GETTING TO KNOW MAY DUFF WALTERS

May Duff Walters knew that words are tools and she used them effectively. *The National Gardener* sparkled with her writing, including an article entitled “This Is My Story.” She was born in 1886 in Springfield, IL, “a stone’s throw from the home of Abraham Lincoln.” She added, “Someday, I will go back to Springfield to rest with my father, his father, beneath the shadow of Lincoln’s tomb.” She did – in 1969, being buried across from Lincoln’s tomb in Oak Ridge Cemetery.

While she had lived in Illinois, Missouri and Colorado, she spent most of her adult life in New Jersey, moving there in 1918 after her husband, Will Walters, had a job transfer from Denver. Born in Ireland, he started as an office boy and climbed to the presidency of Johnson and Johnson International.

After volunteering in many organizations, she joined the Bound Brook Garden Club in 1927. This club believed each member must be an active member. At the first meeting, she was made a member of the Clean-Up Squad for the upcoming flower show, where she won a yellow ribbon in design. It wasn’t long before she took home two blue ribbons from the International Flower Show in New York City, considered a rare feat.

In 1948, she became Central Region Director, but never served as State President, which was not then a requirement to become National President. However, in 1961, New Jersey made her Honorary President, the only one to hold that title. Her literary talent as editor of the *New Jersey News Leaf* and *The National Gardener* was her key to success.

She credits two men as major influences in her life. Her husband taught her “the friendliness in the hearts of people everywhere.” Her father “filled their home with song and laughter,” and introduced her to Dickens, Thackeray and Shakespeare. No wonder she had such a gift with words.

Member Services room at Headquarters carries her name as does the May Duff Walters Hall at Douglass College, the women’s division of Rutgers University. She was selected the second Honorary Life President of NGC in 1967, but served only two years before her death in 1969. She was the only Honorary Trustee of the PH&E Fund. Her grandson, William W. Wakefield, organized the Walters Ecological Experimental Station in Palermo, ME, as a memorial to her. The station, which was dedicated in 1971, included nature trails so people could discover the beauty of the outdoors. This is something May Duff Walters would have liked.

HESSIE THOMSON
MORRAH



If ever there was a time that garden club members might have paused to take a breath, it was now. They had been extremely active, increasing membership, participating in flower shows and

embracing new programs like Garden Therapy at the Veterans Hospitals and Landscape Design. However, President Hessie Morrah reminded them there was much to do, especially finishing the fundraising for the Headquarters building.

Since NGC's Bylaws stated that no special project could be financed from general funds, the money had to come from a special fund. The nearly \$200,000 that had been raised by 1955 was not enough. An additional \$100,000 was necessary for construction to start. Garden clubs continued to respond favorably to making voluntary donations of \$1.00 per member. On April 4, 1957, at the Miami Convention, President Morrah signed a contract with the Gamble Construction Company of St. Louis for approximately \$290,000, which would cover the cost of the essential part of the building and adjacent garden wall.

Symbolism played its part in selecting the building materials. Remembering its first Headquarters in New York, white rose brick was chosen from that state. The Salisbury pink granite came from Georgia, home of the first garden club in Athens.

The groundbreaking ceremony took place on May 12, 1957. Two years later the building was dedicated.

In an unprecedented gesture by vote of the delegates at



"There is much to do. We have inherited from those who have led us thus far, many projects, which we must and wish to continue. Let us work diligently upon these before searching for new ones." – The National Gardener, Sept./Oct. 1955

**Hessie Thomson
 Morrah**
 Greenville,
 South Carolina

the Miami Convention, NGC awarded an Honorary Life Membership to William Hedley for his dedicated service as Chairman of the Planning Committee for Headquarters. Hedley brought expertise to the job being the chief civil engineer of the Wabash Railroad. He had secured Frederick Dunn as architect, which was an inspired choice since the Headquarters building later won several local and national prizes for its outstanding design.

In addition to the prospects of a new Headquarters, there



was excitement as 13,721 members joined, 375 clubs were formed and Minnesota became affiliated with NGC. To stay in touch with this growing garden club family, President Morrah traveled the country by plane, train and car, visiting nine Regional meetings and 24 State Garden Club Conventions.

Promoting and financing *The National Gardener* ranked high on the President's to-do list, as it had in so many administrations. In 1957, as a promotional carrot, Hazel O'Hearn, TNG Editorial Board Chairman, provided a silver trophy to the State Garden Club, based on membership, that had the largest number of paid subscriptions. To give it more pizzazz, bright yellow became the signature color on the covers. The subscription rate was \$1.00 a year or 25 cents a single issue. Three cents from each member's dues went to support the magazine but this did not cover the cost of free service copies

(14,700) and the paid subscriptions (7,927), since each copy cost \$1.03. The Circulation Chairman urged financial changes, feeling the publication was "the life blood of the organization."

The Blue Star Memorial Highway celebrated its 10th Anniversary with two new awards: The Blue Star Memorial Highway Certificate of Merit and Frank Edward Neal's Special 10th Anniversary Blue Star Memorial Highway Award of \$100. Mr. and Mrs. Neal were serving as Blue Star Memorial Highway co-chairmen. New Jersey, site of the first Blue Star Memorial Highway, won one of the awards. State reports contained news of more miles of Memorial Highways with landscaping and markers added.

The popular Litterbug program encouraged safer and more beautiful highways. Garden clubs purchased more than 300,000 litterbags to encourage disposal of waste. The Litterbug made appearances in local parades, often created from pine cones or even cacti. These efforts didn't go unnoticed. NGC's officers received a special citation from Keep America Beautiful, Inc., for "Volunteer Service in the war on litterbugs."

Those garden club highway watchdogs now were concerned that the Federal Highway Act of 1956 didn't include provisions "for preservation of the natural beauty through which highways are constructed." Restaurants and service stations were ruled off the highway, but not billboards. Garden club members were urged to get in on the fight to control billboards by supporting changes in the legislation. Hilda Fox, 1951-1955 Roadside Development Chairman, felt no one concerned should "rest at night until he had registered his protest and demanded the necessary amendments."

Local garden club members became equally fervent in opposing billboards. In Kingfisher, OK, it wasn't wise to mess around with the Tulip Garden Club Unit, according to a report in the March/April 1957 TNG. A "slash-happy" highway crew cut down 14 redbud trees that had been planted 13 years earlier. Trees were chopped to improve seeing a billboard. The club sought and got



Mrs. Hugh W. Cary of Arlington, VA, won second prize at the 1955 Philadelphia Flower Show for her design. The frequent use of birds as an accessory during this period must have made our feathered friends feel special.

TIME CAPSULE

- ◆ People to People program founded.
- ◆ Interstate highway system begins.
- ◆ Civil rights movement occupies headlines.
- ◆ *American Bandstand* provides dance tunes.
- ◆ Comet cleanser introduced.
- ◆ Elvis Presley has showstopper, *Heartbreak Hotel*.
- ◆ *Around the World in 80 Days* (1956) and *The Bridge on the River Kwai* (1957) win Academy Awards.

THE MORRAH YEARS

- ◆ **Theme:** Preservation and Participation for Permanent Progress
- ◆ **Installed:** May 22, 1955, Chicago, IL.
- ◆ **Conventions:** June 1956, Salt Lake City, UT. Attendance: 475. March-April 1957, Miami, FL. Attendance: 1,189.
- ◆ **Fall Board Meetings:** 1955, Tulsa, OK; 1956, St. Louis, MO.
- ◆ **Membership:** 361,376. **Clubs:** 10,905.
- ◆ **Life Memberships:** 548. Beginning in 1955, donations were split between the Scholarship Fund and the Permanent Home and Endowment Fund.
- ◆ **New State Federation: 1956:** Minnesota
- ◆ **National Affiliates:** 1
- ◆ **International Affiliates:** 8
- ◆ **Flower Show Judges:** 4,002 with 3,242 belonging to Judges Councils.
- ◆ **Scholarships:** Recipients: 3 (1956 and 1957) Amount: \$300 (1956 and 1957). Total: \$1,800.
- ◆ **Gold Seal Winners:** Dr. Paul Sears, Professor of Conservation, Yale University (1956); Robert Moses, Commissioner of Parks, New York City (1957).

Publications

- ◆ *The Handbook for Flower Shows*, revised, Mrs. Peter J. Cascio and Mrs. Roy M. Lincoln
- ◆ *Junior Garden Club Manual*, Mrs. Sam Peeples
- ◆ *The National Gardener*: Yearly yearbook issue reached 102 pages, which included NGC Award winners. Editor, Claudia Seabrook Langley, 1955-1959.

Major Accomplishments

- ◆ Headquarters fundraising continued.
- ◆ Contract to build Headquarters signed.
- ◆ Tenth Anniversary of Blue Star Memorial Highway celebrated.



A large crowd gathered for the groundbreaking of the new Headquarters in St. Louis on May 12, 1957 as Lorena Spillers, Chairman of the Site Selection Committee, welcomes them. President Hessie Morrah had signed the contract to build it at the 1957 Convention.

\$70.00 in damages with an apology.

Flower shows enjoyed great popularity. Revising or editing *Flower Show Handbooks* has been continuous. The new revised edition in 1957 brought the totals to four editions, eighteen reprints and one supplement published. The first one was available in 1935 and the first judge's course began in 1943. Those numbers continued to grow with every decade. *The National Gardener* devoted an entire issue to the Flower Show Schools and flower shows. One writer urged designers to emphasize flowers in the arrangements, since they seemed to be taking second place to pods, cones or shells.

As Hessie Morrah said, "There is much to do." Evelyn Mooney would find that true as she inherited the task of overseeing the construction of the new Headquarters.

GETTING TO KNOW HESSIE MORRAH

Hessie Thomson Morrah felt "Gardening is no longer a hobby, but a way of life." It became a way of life for this dedicated volunteer with an exceptional artistic gift.

A native South Carolinian, she was born in Lancaster in 1891 and received her B.S. and Teachers Certificate in Art in 1909 from Conserve College in Spartanburg, SC. Later she taught art and music. In 1911, Hessie married Patrick Bradley Morrah.

She volunteered as a board member of 18 state and national organizations in addition to years of service to NGC, having been both a State President and Regional Director. She was President of the Overbrook Garden Club of Greenville, SC, for 18 years. The club was later renamed for her.

She offered this formula for being a leader: "A good garden club president . . . is supposed to be a walking encyclopedia of gardening information, a horticulturist of ability, a peace-maker, and a spark to set fire the enthusiasm of dormant gardeners."

Of course, this President had a travel adventure. While attending the 1948 Semi-Annual Meeting in Tucson, AZ, she found out that garden club members are capable of a little mischief en route to a Western movie set. They staged a hold-up so realistic that Hessie Morrah hid her jewelry.

In 1953, she used her artistic ability to design the former National President's pin, which has been worn by every former National President since then. A larger ver-

sion of the pin is given to the incoming President to be passed on at each installation.

She received many honors, being named 1961 South Carolina Mother of the Year. NGC Award No.14, the Hessie Thomson Morrah Award, is for horticulture achievement by a junior and/or intermediate garden club.

Her death on September 1, 1962 was unexpected as she was attending the wedding of her granddaughter when the fatal heart attack occurred. Hessie, as her friends lovingly called her, was remembered as a "charming lady of gracious culture, who possessed a most delightful gift of wit, humor and compassion for others, which was coupled with ardent devotion to family and friends."

EVELYN McCLURG
MOONEY



In 1957, the national organization broadcast the news that “we are 400,000 strong and a force for good.” From the smallest communities to the largest metropolitan areas, members looked forward

to dedicating the new Headquarters in St. Louis. It would become a symbol of NGC’s place as a horticultural leader.

The task for Mrs. Mooney was overseeing the construction of the building and finishing the fundraising. Donors stepped up. May Duff Walters gave \$10,000 towards a fountain and garden wall. Countless individuals gave \$1.00 for a Foundation Brick. Two special categories were identified. Ninety-six became *Founders* by donating \$500 each and their names were placed on a bronze plaque at Headquarters. Thirty-five State Garden Clubs or individuals contributed at least \$2,000 to have their name inscribed on the granite *Garden of Givers* garden wall. After the 1959 dedication, no other names could be added to these categories.

By the end of 1958, the building was ready for occupancy and the move from New York City to St. Louis took place in December 1958. From the signing of the contract in April 1957, only twenty months had elapsed.

The Convention theme, “Vision into Reality,” echoed the day’s excitement as 1,600 gathered in St. Louis on May 10, 1959, for the dedication. President Mooney welcomed Missouri Governor James Blair and St. Louis Mayor Raymond Tucker. President Eisenhower and Vice President Nixon sent messages. Robert Smith, President



“We can never cease to seek growth, to look forward, to give greater service to our garden clubs and our members, and to strive always to preserve our ‘Horticultural Stewardship.’ ” – The National Gardener, July/Aug. 1958

**Evelyn McClurg
 Mooney**
 Butte,
 Montana

of the Missouri Botanical Garden Trustees, told attendees “you honor us by making your home here.”

May Duff Walters, Chairman of the Building Trustees, concluded with the thought, “As we write **It is Finished** to one episode in our history, we turn our hands and our hearts to undreamed of, uncharted future beginnings.”

While the dedication of Headquarters created much excitement, it was also a time to welcome around 40,000 new members. The President traveled 130,000 miles to



visit this growing garden club family, spending hours “in the air and nights in airports.” The President wasn’t the only one who traveled. The 1958 Seattle Convention offered a pre-convention trip to Hawaii and 67 went to Alaska as part of a post-convention tour.

NGC continued to develop new programs and expand others. A fourth endowed scholarship, honoring Cordelia Gray Brumby, was added and the outright gift would go from \$300 to \$500. In 1944, Mrs. Brumby served as President of The Garden Club of Georgia, Inc., when that state gave the initial funding for a national scholarship program.

Landscape Design Schools joined Flower Show Schools as NGC increased educational opportunities for its members. Under the leadership of Professor Hubert Bond Owens of the University of Georgia, the schools were received enthusiastically. As one state president wrote, “It has put the garden back into garden club work.” The plan was to have four courses staged six months apart. In short order, seven states had given Course I, with other states showing great interest.

Garden club members have never been passive about controlling billboards. The Federal Highway Acts of 1956



The new Headquarters was dedicated on May 10, 1959, at the 30th Anniversary Convention of NGC. President Evelyn Mooney (center right) cut the ribbon, flanked by former NGC Presidents Spillers, Brewer, Walters, Champlin, Hull and Wallis. Missouri Gov. James G. Blair (far left) welcomed the group.

and 1957 allowed billboard to be placed too close to the new highways. Garden club members objected. They pushed for an amendment to create a “Bonus Program” for states that controlled advertising within 660 feet of the highways. Twenty-three states entered into that program. After this legislation passed, a newspaper editorial appeared entitled “Never Underestimate the Power of the Garden Clubs.”

More proof of garden-club clout came as they protested changes impacting the “The Blue Star Memorial Highway.” The Federal Highway Act declared “Interstate Highways shall not be signed as Memorial Highways.” Garden club members didn’t stand idly

by since three-fourths of the new system was part of “The Blue Star Memorial Highway.” Letters of protest resulted in modifications, allowing states to determine Memorial Highways. If a highway received memorial status from a state, plaques could be erected at rest areas and roadside parks. The power of those 400,000 members showed.

President Mooney officiated at the 100th Anniversary Celebration of Liberty Hyde Bailey (1858-1954) on March 14, 1958, at Cornell University. NGC had given

TIME CAPSULE | THE MOONEY YEARS

- ◆ Sputnik begins Space Age.
- ◆ Intellectualism embraced after Sputnik.
- ◆ NASA created.
- ◆ Alaska becomes 49th state.
- ◆ Sack dress becomes fashion rage for women.
- ◆ Birth control pill tested.
- ◆ Hula Hoops and Frisbees become popular.
- ◆ *Bonanza* and *Twilight Zone* are TV newcomers.
- ◆ *Gigi* (1958) and *Ben Hur* (1959) win Academy Awards.

- ◆ **Theme:** Our Horticultural Stewardship
- ◆ **Installed:** April 4, 1957, Miami, FL.
- ◆ **Conventions:** May 1958, Seattle, WA. Attendance: 1,188; May 1959, St. Louis, MO. Attendance: 1,623.
- ◆ **Fall Board Meetings:** October 1957, Topeka, KS; October 1958, New Bern, NC.
- ◆ **Membership:** 400,475. **Clubs:** 12,870.
- ◆ **New State Federations:** 1957: Wyoming; 1958: Delaware.
- ◆ **Life Memberships:** 663
- ◆ **National Affiliates:** 2
- ◆ **Extra-territorial Affiliates:** 14
- ◆ **Gold Seal Winners:** Dean Collins, Oregon, for 50 years of distinguished service in horticulture (1958); Dr. Edgar Anderson,

Director, Missouri Botanical Garden (1959).

- ◆ **Scholarships:** Recipients: 3 (1958), 4 (1959); Amount: \$300 (1958), \$500 (1959). Total: \$2,900. Fourth scholarship honored Cordelia Gray Brumby, NGC’s first Scholarship Chairman.

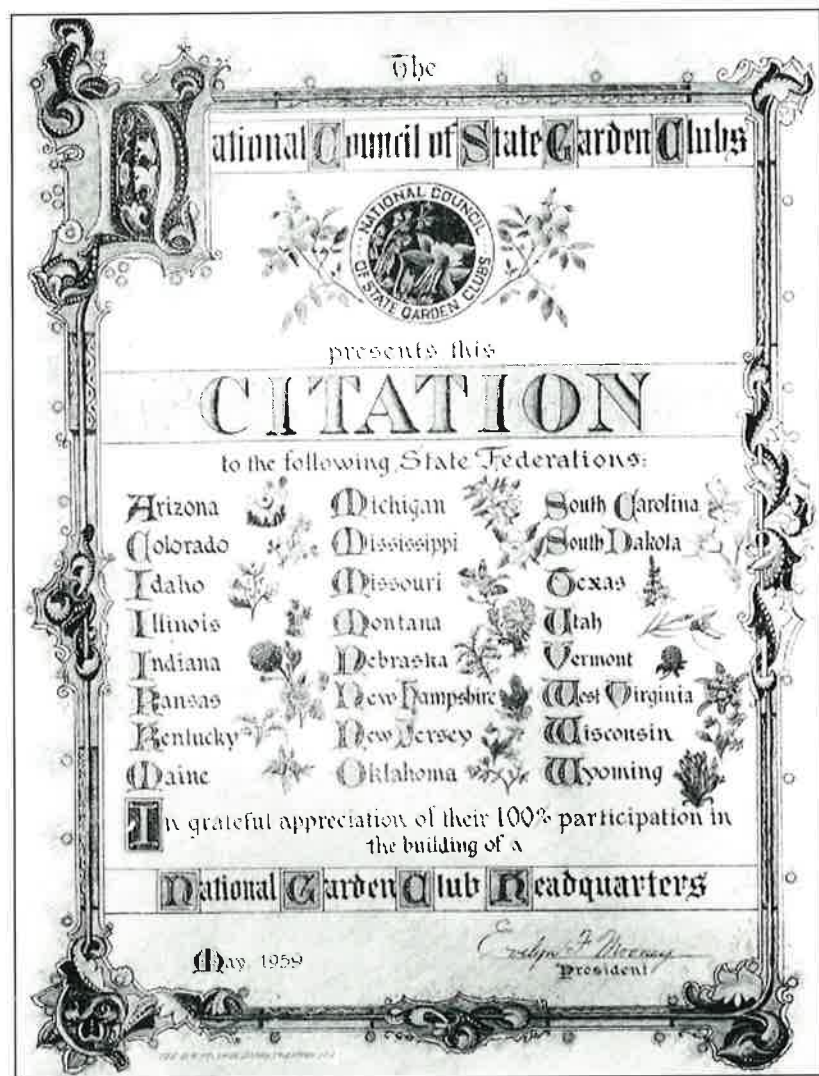
Major Accomplishments

- ◆ St. Louis Headquarters dedicated on May 10, 1959.
- ◆ Landscape Design Study courses began in 1958.
- ◆ Non-voting junior memberships offered.
- ◆ NGC gave \$500 to become a founder of Liberty Hyde Bailey Hortorium.
- ◆ U.S. Post Office issues a stamp honoring Gardening and Horticulture.

\$500 to become a Founder of the Liberty Hyde Bailey Hortorium, a museum for the collection, preservation and study of plants at Cornell. Bailey, a giant in the agricultural education field, had been NGC's first Gold Seal recipient.

The first commemorative stamp honoring gardening and horticulture was issued as part of the Bailey celebration. NGC and the American Horticultural Council had petitioned for the stamp. The Post Office responded by printing 120 million stamps, displaying flowers and fruits, including the columbine. On March 15, 1958, NGC sent a letter of friendship and a seed packet, donated by David Burpee, to 5,000 gardeners worldwide. Inspired by President Eisenhower's People to People program, this project was coordinated by Helen Hull. New Jersey garden club members answered the 4,700 replies.

As the story of NGC continues, a new President, Hazel Johnson, would inherit the task of staffing and setting policies for the new Headquarters.



A special citation signed by President Evelyn Mooney honored 24 State Garden Clubs for 100 percent participation in giving at least one dollar per member toward the building of Headquarters by May 1959.

GETTING TO KNOW EVELYN MOONEY

Evelyn Mooney shared the distinction of being NGC's youngest President with Margaret Motley, our first President. They were both 47. Evelyn was used to doing things early since she was Montana's first president in 1937 at age 28.

She was born in Virginia City, MT, on July 28, 1909. Her grandparents came to Virginia City in 1863, owning the first store in that gold-rush town. Her grandmother, Sarah A. Munford McClurg, raised the first American flag in the territory.

While she had planned to teach psychology after college, romance intervened and on August 1, 1931, she married Daniel Mooney, a general contractor. They had one daughter, Sheryl. In 1933, she joined the Englewood Emerson Garden Club and developed an interest in Junior Gardeners, inviting 75 of them to her home every two weeks.

Gardening in her alpine garden wasn't her only interest. She loved ceramics and copper enameling and was known for being generous with her artistic creations. Another Montanan, Esther Hamel, author of the *Encyclopedia of Exhibiting and Arranging*, reported one of her husband's treasured gifts was a pair of copper enamel cuff links made by Evelyn.

Red-letter days were part of her life. She represented NGC as one of two women on the platform with President Eisenhower for the dedication of the Smoke Jumpers Center at Missoula in September 1955. Her TNG biographer felt it fitting that "the granddaughter of pioneer stock, the very people who made the land richer in every way . . . take part in a ceremony marking an advancement in the protection for the vast resources of the Great Northwest."

When she died on November 4, 1981, at her home in Butte, MT, she had left a legacy of promoting horticultural stewardship and seeing to completion of the St. Louis Headquarters.

H A Z E L S M I T H
 J O H N S O N



The exuberance of the fabulous '50s continued. NGC also had reason to be in high spirits for now it had a permanent home. Having followed a migratory path through New York City, it

now had settled in St. Louis with the thrill of a new Headquarters. With it came added responsibilities to staff and maintain the building. When Hazel Johnson took office in 1959, she likened her job to a "shakedown cruise."

While the building and furniture had been acquired with no debt, no cash had been set aside for maintenance of the Headquarters. In 1959, the Board of Directors took the initial step by creating the Evelyn J. Mooney Permanent Home and Endowment Fund with a \$25,000 donation.

Members were urged to add to the endowment by becoming *Stewards of Tomorrow*. Donors giving \$2,500 or more would have their name placed on a large plaque on the garden wall. A small bronze plaque would honor those giving at least \$1,000. The fund would be tapped only for its interest earnings, leaving the principal intact. By July 1961, seven names had been placed on the terrace wall as *Stewards of Tomorrow*. Donors to *Friends of the Future* would have their names inscribed on a plaque for a \$500 gift.

As officers visited Headquarters, they were pleased to find the new building provided a pleasant working atmosphere and was well used. On one trip, they found the staff busily preparing for the arrival of Pat Nixon, the Vice-President's wife. They were polishing the donated silver



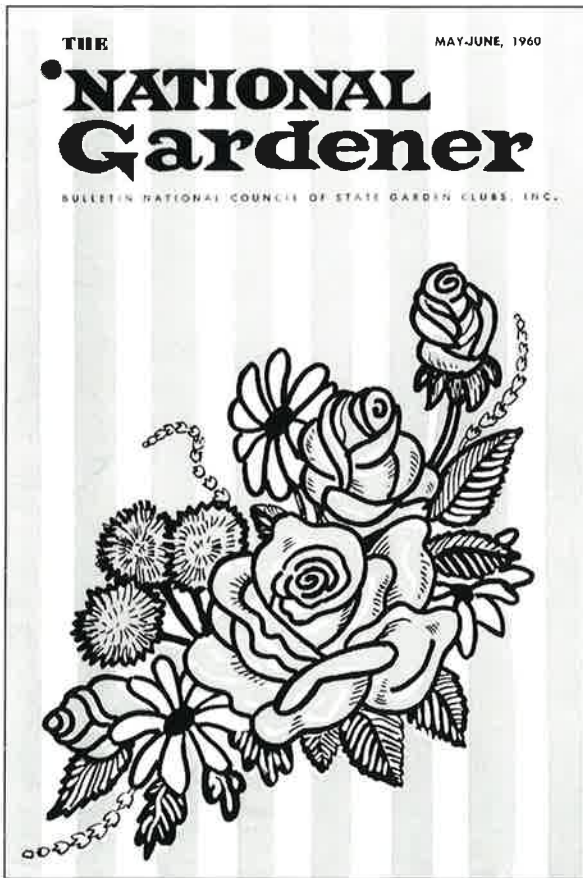
"Our roots have grown down and the branches up and out. We never underestimate the capabilities of our grass roots, the local garden club." –
 Inaugural address,
 1959

Hazel Smith Johnson
 Detroit,
 Michigan

cups for a tea with 350 garden club guests expected. Speaking of donations, they flooded in from the sublime to the unusual, from a baby grand piano to birdseed and bird feeders.

It was also a time to show off Headquarters with their first flower show, "Lands of Contrast," in May 1960. The East Central District of The Federated Garden Clubs of Missouri sponsored it. Designs celebrating the Regions had unusual classes like one with rocks staged against a





While NGC's calendar was published in Philadelphia, The National Gardener moved its operation to the home of the new editor, Ann Venard (above) in Atlanta, GA. Editor Venard didn't just edit the magazine; she created eye-catching covers with her original drawings (left). She was an art major in college.

picture window with judging from both indoors and outdoors. The Missouri Botanical Garden would help display the horticulture.

Flower shows continued their popularity and judges had an essential role in making them successful. In October 1959, new classes of judges were set up to recognize and honor Flower Show Judges who continued to serve and learn. Accredited Judges could attain Life or Master certificates by fulfilling prescribed requirements. In 1960-1961, 42 states held Flower Show Schools with a total attendance of 14,455.

In 1960, NGC participated in its first overseas horticultural exhibit at the Floriade in Rotterdam, Holland, where three designers, including future NGC President Osa Mae Barton, demonstrated floral art. Exhibitors could showcase their organization. NGC received favorable reviews by telling the Blue Star Memorial Highway story.

President Johnson's zeal for conservation earned a reputation in Michigan. Thus, it was no surprise that she took aim to stop the escalating vandalism with a P.E.P. (Preserve, Enjoy, Protect) initiative. The key was to use TACT, an acronym for TEACH the proper uses of the outdoors, ACT by writing members of Congress, COOPERATE with agencies with similar goals and TALK to everyone and especially the young about the need. The slogan was "Let's Have Lots of P.E.P. and Keep America Beautiful."

As the first of the Baby Boom generation moved into their teen years, it seemed an opportune time to organize high school gardeners. Florida had pioneered a program and NGC followed suit in 1960. Stressing quality not quantity, a unit could be started with seven members. Leaders were provided a syllabus, *Let's Teach Flora*. Chairman Van Blanchard wrote, "These gardeners feel about FLORA the way some boys feel about racing cars."

World Gardening attained official committee status in 1959, though the

TIME CAPSULE

- ◆ U.S. elects John Kennedy as President.
- ◆ Hawaii admitted as 50th state.
- ◆ Alan Shepard is first American in space.
- ◆ Youth dominates culture.
- ◆ Barbie doll craze spreads.
- ◆ Women favor bouffant hairstyles.
- ◆ *The Flintstones* becomes popular cartoon show.
- ◆ *The Apartment* (1960) and *West Side Story* (1961) win Academy Awards.

THE JOHNSON YEARS

- ◆ **Theme:** To Build in the Present, On the Past, For the Future
- ◆ **Installed:** May 14, 1959, St. Louis, MO.
- ◆ **Conventions:** May 1960, Houston, TX. Attendance: 1,073; May 1961, Philadelphia, PA. Attendance: 1,001.
- ◆ **Fall Board Meetings:** October 1959, Albuquerque, NM; October 1960, Swampscott, MA.
- ◆ **Membership:** 415,652. **Clubs:** 14,171.
- ◆ **Life Membership:** 771
- ◆ **New State Federation:** Alaska (1960)
- ◆ **Scholarships:** Recipients: 4 (1960 and 1961). Amount: \$500 (1960 and 1961). Total: \$2,000.
- ◆ **Gold Seal Winners:** Dr. A. F. Yeager, New Hampshire, breeder of disease-resistant fruits and vegetables (1960); Louise Bush-Brown, co-author of *America's Garden Book* and founder of Neighborhood Garden Projects in Philadelphia (1961).
- ◆ **New Committees:** World Gardening, High School Gardeners, and Plant Improvement.
- ◆ **National Affiliates:** 5.
- ◆ **Foreign Affiliates:** 15.
- ◆ **Garden Centers:** 1,136.
- ◆ Incorporated in state of Missouri on August 19, 1959.

Publications

- ◆ *National Flower and Garden Calendar* printed.
- ◆ *The National Gardener:* Editor: Ann Venard, 1959-1966. Magazine cost \$1.00 for one year.

Major Accomplishments

- ◆ Smokey Bear coloring contest initiated in 1960.
- ◆ P.E.P. (Preserve, Enjoy and Protect) project launched.
- ◆ Life and Master certificates offered for Flower Show Judges.

“Seeds of Peace” project in 1948 initiated activity in this area earlier. In the late 1950s, President Eisenhower’s People to People program served as an example. The Garden Club of New Jersey sent 64 rose bushes to the citizens of Seoul, Korea, to be planted at the City Hall and the National Cemetery. California contributed 1,000 evergreen trees and Florida donated \$500 to purchase dogwood trees for typhoon-ravaged Nagoya, Japan.

NGC cooperated with the U.S. Department of Forestry to sponsor a Smokey Bear coloring contest with 187,000 color sheets distributed. Plans were under way to have a Litterbug coloring contest in 1962, joining Keep America Beautiful, Inc. to promote it.

Beginning in the late 1940s and continuing through the 1950s, NGC offered for sale Helen Van Pelt Wilson’s *The*



Hazel Johnson arrived in a private plane at one of the 32 State Garden Club conventions or 10 Regional meetings she attended as National President. Visiting the garden club membership represents an important commitment for National Presidents.

Flower Arrangement Calendar, featuring designs from garden club members. In 1960, change was in the air when NGC announced, “a bold venture begins.” It was publishing the *National Flower and Garden Calendar* through National Council Books, Inc., then located in Philadelphia but later moved to St. Louis. The calendar cost \$1.25. In 1969, the calendar got its current name, *Vision of Beauty*. National Council Books generated \$72,217 surplus from sale of calendars, books and garden items for local clubs,

State Garden Clubs and NGC during this administration.

Membership continued to increase and the transition to the new Headquarters was going smoothly as Hazel Johnson turned over the reins of NGC to Carrie Nettleton.

GETTING TO KNOW HAZEL JOHNSON

Hazel Johnson was a dedicated conservationist. In Michigan, she promoted Conservation Scholarships for Teachers and sponsored a Conservation Conference for garden club members. She received the State of Michigan’s Conservation Award, a Silver Seal from Keep America Beautiful, Inc., and a National Wildlife Federation citation.

Detroit was home from her birth in 1898 to her death in 1967. Because her father was an official representative of the Metropolitan Opera Company, it wasn’t unusual for young Hazel to meet musical greats such as Enrico Caruso and Luisa Tetrazzini.

Famous people continued to cross her path. During World War II, it was Gen. Claire Chennault and his

Flying Tigers, when she volunteered at Romulus (MI) Air Base.

She showed athletic skills as a rope climber and broad jumper and even played forward on the Central Methodist Church championship basketball team in 1921. After graduating from Eastern Michigan College, she attended Detroit Teachers College, where she met her future husband, Jamie Johnson.

Gardening was probably in the genes. Her parents grew award-winning specimens. Her uncle hybridized gladioli and she spent summers in Ohio with two aunts, each with a greenhouse. No wonder she was destined to be President of The Federated Garden Clubs of Michigan, Inc. from 1949-1951.

She was remembered for her gra-

rious public and private relationships. Nothing illustrates this more than the story told by her daughter-in-law, Mickey Johnson, who had inadvertently picked President Johnson’s prize tulips for a dinner party. When Mickey asked about picking some flowers, Hazel Johnson replied, “Take whatever you want.” Imagine the surprise of the President when she discovered the flowers selected were the prize tulips that she had been growing for a flower show. However, the President merely asked after discovering this, “How did the table arrangement turn out?”

Things turned out well for this caring President. She had served the garden clubs with new programs and NGC had settled into its new Headquarters.

CARRIE BUHRMAN

NETTLETON



The 1960s ushered in a period of dramatic social change with new values and lifestyles. The threat of nuclear war loomed large. Carrie Nettleton understood these forces. In her acceptance

speech at the 1961 Philadelphia Convention, she offered a solution. "In this age of doubt and uncertainty, what could be more fitting than to 'wall out' all fear and mistrust and 'wall in' a desire for peace . . . by putting our hearts and hands to work for our theme: *Gardening Unlimited?*"

These social changes would impact the garden clubs. Garden club membership peaked at 437,652 in 1963. After 1963, less time seemed available to give to volunteer groups as women returned to the work force in increasing numbers. Betty Friedan's *The Feminine Mystique* sparked the feminist movement. The suburban housewife was no longer the only role model. However, garden clubs provide appealing opportunities to serve and learn. This period proved no exception.

World Gardening promoted world friendship. President Nettleton cultivated this by sending 1,480 letters of friendship with a packet of marigold seeds to Latin America. In response, NGC received 400 replies, often accompanied by seeds from their country.

Alexandria Horticultural Society, Egypt, invited NGC to have an "American Corner" in its flower show in 1962. Gifts from America for the show included 4,000 seed packets, 300 of which New Jersey school children contributed. For its participation, NGC received a bronze Medal of Friendship from the Alexandria society. The Garden Club of New Jersey, Inc., and former NGC President Helen Hull were also so honored. Mrs.



"Our avocation, gardening, is certainly a peace-giving activity. It cures frustration, soothes nerves and is recognized as a factor of great potential in healing the body and mind."
– Acceptance speech, 1963

Carrie B. Nettleton
Covington,
Virginia

Hull paved the way for this warm reception with her visit in 1960 when she delighted 500 garden lovers with a slide presentation.

World friendship had taken root between the Egyptians and The Garden Club of New Jersey, Inc. At New Jersey's request, the Society selected a candidate for a graduate fellowship at Rutgers University. It went to an Egyptian Professor, Dr. Zaki Mahdi, who held a doctorate from the University of California. He researched carnations. The Florist Club of New York furnished \$3,000 and New Jersey added \$1,000 for the fellowship.



The *National Flower and Garden Calendar* had a friend in Helen Hull. She donated funds for a new award, Helen Hull Calendar Flower Arranger of the Year, to honor an outstanding designer each year. A few color photographs crept gingerly into the calendar to increase sales.

An indication of the garden clubs' stature came from the U.S. Department of the Interior. It included President Nettleton on the guest list for a White House Conference on Conservation. Of the 250 invited, only a half-dozen represented women's organizations. President John F. Kennedy's ideas impressed her. He suggested conservation "raise its sights and embrace the whole world as it strives to extract pure water and protein from the sea to provide for the hungry."

High School Gardeners got help in the form of a free manu-

al. Some gardeners loved what Flora taught and decided to continue belonging to a unit in college, adopting the name Ivy League. Their song, of course, was "Halls of Ivy." They were going to be in on the know about *hedera*. The Carrie Buhman Nettleton Award of \$25 for High School Gardeners was designed to "stimulate competitive interest" among them.

Conventions can be an exhausting experience and it apparently was for the 429 registrants at the 1962 Los Angeles Convention. A full schedule "kept the delegates dashing from the time they appeared at 7:30 a.m. breakfast, hatted and gloved, until long after the banquets at night. Sleeping hours were reduced to a minimum as private parties, committee meetings, shopping in the famous stores of the hostess city, and visiting with friends in the area, augmented the official events.

Everybody was breathless."

Breathless or not, the delegates attended to business. National dues increased 150 percent to 25 cents per capita from 10 cents. This remained the nominal dues until 1994, when dues doubled to 50 cents per capita.

In 1961, the South Atlantic Region split into Southern Atlantic and Deep South. The name Southern Atlantic lasted only a year, changing to South Atlantic.

After the creation of this eighth region, a new President's pin reflected this change. On the edge of the pin, eight loops identified the eight regions. It incorporated seven diamonds and a blue sapphire to symbolize the Blue Star Memorial Highway.

The 1962 Convention endorsed the rose as the national flower. However, it took until 1987 for Congress to elevate the rose



The 1963 Atlanta Convention welcomed nearly 3,000, the largest attendance of any garden club gathering. It required skill just to find your place if you were at the head table. It appears four tiers were required.

TIME CAPSULE

- ◆ Russian warheads in Cuba bring threat of war.
- ◆ Supreme Court rules against prayer in public schools.
- ◆ Betty Friedan writes *The Feminine Mystique*.
- ◆ Rachel Carson's *Silent Spring* helps define era.
- ◆ John Glenn orbits the earth.
- ◆ K-Mart and Wal-Mart stores open.
- ◆ Jackie Kennedy is fashion trendsetter.
- ◆ *Lawrence of Arabia* (1962) and *Tom Jones* (1963) win Academy Awards.

THE NETTLETON YEARS

- ◆ **Theme:** Gardening Unlimited
- ◆ **Installed:** May 18, 1961, Philadelphia, PA.
- ◆ **Conventions:** May 1962, Los Angeles, CA. Attendance: 429; April 1963, Atlanta, GA. Attendance: More than 2,900 (the largest convention in NGC history).
- ◆ **Fall Board Meetings:** October 1961, St. Louis, MO, first to be held at new Headquarters; October 1962, Des Moines, IA.
- ◆ **Membership:** 437,652. **Clubs:** 15,233.
- ◆ **National Affiliate:** 6
- ◆ **Foreign Affiliates:** 17
- ◆ **Life Memberships:** 824
- ◆ **New Chairmanship:** Civic Development
- ◆ **Gold Seal Winners:** Dr. Walter P. Cottam, Utah, ecologist and writer (1962); Laurance

- S. Rockefeller, New York, President of Jackson Hole Preserve, WY (1963).
- ◆ **Scholarships:** Recipients: 4 (1962 and 1963). Amount: \$500 (1962 and 1963). Total: \$4,000.
- ◆ **Regions:** South Atlantic Region divided into South Atlantic (five states) and Deep South (six states) in May 1961.
- Major Accomplishments**
- ◆ Published *Manual for High School Gardener Units* by Van Blanchard.
- ◆ Dues increased to 25 cents per capita.
- ◆ Scrutinized investments, insurance policies and legal details of running NGC.
- ◆ Friendship with the Foreign Affiliates grew.
- ◆ Supported the rose as the National Flower.



The Virginia Federation of Garden Clubs honored one of its own, President Carrie Nettleton, at the 1961 Fall Board Meeting. A bronze figure designed by Dorothy Reister was placed in the center of the Stewards of Tomorrow Wall at Headquarters. Taking part in the ceremony were (from left) Carrie Nettleton, Evelyn Mooney, Permanent Home and Endowment (PH&E) Trustees Chairman; Mrs. K.B. Stoner, First Vice-President of the Virginia Federation, and May Duff Walters, Honorary Life Member of PH&E.

to that status. Illinois Sen. Everett Dirksen had lent his oratorical prowess to the idea of having the marigold become the national flower, aided by seed entrepreneur David Burpee, who had lobbied Dirksen vigorously. Apparently, the rose did smell sweeter than the marigold.

Using the theme, "From Our Heritage, New Horizons," the 1963 Atlanta Convention broke attendance records with nearly 3,000 coming. They paid homage to the 12 founders of the Ladies' Garden Club of Athens by inviting their descendants to an opening Victorian banquet. To capture the spirit of 1891, the centerpieces required "2,000 fresh carnations, 3,000 fresh ferns, pink plumes in antiqued standards... and lush velvet bows." A gavel made of wood from Lumpkin Place, where the Athens club organized, was presented to President Nettleton.

Now it was time to turn over the Presidency to Violet Gose. Carrie Nettleton's Virginia Federation welcomed her home with a bouquet of red roses.

GETTING TO KNOW CARRIE NETTLETON

Carrie Nettleton was described as a generous, dynamic and inspiring leader. Numerous organizations could attest to these qualities. Her activities ranged from being in France and occupied Germany in World War I as Director of the Women's Division of the YMCA to being the first and only woman to serve as Chairman of the Allegheny (Virginia) County Board of Public Works from 1938-1943.

Garden clubs profited from her leadership skills. During her term as President of Virginia Federation of Garden Clubs, Inc., from 1946-1948, State Life Memberships began to benefit the prestigious Virginia Federation's Nature Camp and the Blue Star Memorial Highway became a reality in the state.

This gracious native Virginian was born December 14, 1887, near the headwaters of the James River. After marrying Charles Blakeslee Nettleton, she adopted Covington as her home. They had two daughters.

Schooling had taken her to Randolph-Macon Woman's College where she received her B.A. degree in biology. Following study at the University of Chicago, she returned to Randolph-Macon to teach biology.

It is not surprising biology captured her attention. Her interest in gardening began as a toddler where her mother encouraged her to plant pansies, sweet alyssum and mignonette. She carried this childhood zeal for gardening to her Covington home, which was described "as a thing of beauty with year-round bloom of flowers and shrubs."

Honors came her way. As a tribute to her, the Virginia Federation erected a bronze sculpture, created by Dorothy Reister, in front of the *Stewards of Tomorrow* Wall at NGC Headquarters. The Egyptian Horticultural Society presented her a gold medal for her devotion to horticulture. She was cited by the U.S. Department of Health, Education and Welfare for her contribution to Water Supply and Pollution Control.

All too soon after her presidency she died in an automobile accident on October 14, 1963. Appropriately, the inscription on her bronze sculpture reads " 'Tis Nobleness to Serve."

VIOLET NEVITT
GOSE



The optimism and enthusiasm of Camelot ended abruptly with the assassination of President John F. Kennedy on November 22, 1963. The Vietnam War was on the horizon and the peace

movement would soon engulf an entire generation.

Many problems confronted new President Lyndon Johnson – one of them centered on keeping the country from being known as America the Ugly. NGC and the Johnson Administration found common ground here. Garden clubs had been wedded to the idea of highway beautification for more than three decades. Now they discovered a new ally in the President's wife, Lady Bird. She was eager to have Congress pass a beautification bill for the highways. It did. The Highway Beautification Act of 1965 made states not complying with the Act subject to a 10 percent reduction in highway allocations.

Violet Gose asked garden club members to serve as catalysts in encouraging communities to transform blight into beauty. NGC has been fortunate in attracting friends who shared this vision. Sears, Roebuck and Co. provided a manual, *The Role of the Garden Club in Community Beautification*. This free publication assisted local clubs in developing beautification programs. Sears was providing funds to clubs in its HANDS program, an acronym for Home and Neighborhood Development Societies.

A pilot National Civic Development Conference was held in Athens, GA, February 24-25, 1964, in collaboration with the University of Georgia. There were 217 atten-



“We will advance farther and more quickly when business, government and educational forces unite to make common cause against the trend toward civic ugliness.”
– Civic Development Conference, Athens, Georgia, February 24-25, 1964

Violet Nevitt Gose
Seattle,
Washington

dees from 22 states. Topics included city and area planning, population growth, parks and green belts and urban sprawl. Future conferences were projected and if approved by the Landscape Design Study Courses Chairman could serve as Refresher courses for Landscape Critics. In 1964 there were 642 Accredited Landscape Critics.

State Garden Clubs and local garden clubs got into the act of promoting civic beauty. The Montana Federation rejoiced as its support helped pass state legislation regu-



lating junkyards. The Good Earth Garden Club of Hot Springs, AR, transformed a 6,000 square foot area near an intersection filled with cans and debris into a beauty spot.

During the 1963 Fall Board Meeting, the Directors endorsed "The Green Charter of Mainau," which stressed having "green belts" in all communities and educating the public in ecology and biology. This charter had been drafted in April 1963 at an international conference organized by Count Lennart Bernadotte, President of the German Horticultural Society. Former President Helen Hull had represented NGC at the conference. Count Bernadotte spoke at the 1964 Convention held at the Waldorf Astoria in New York City, where he made a plea for green oases in every city.



Cathy McCaffrey, of the Santa Ana (CA) Junior Gardeners, shows off her planting of corn.



Among those attending the pilot Civic Development Conference in 1964 in Athens, GA, were (from left) Mrs. Claude Carter, Georgia President; Prof. Hubert Owens, advisor; NGC President Violet Gose and Ladies' Garden Club President Grace Fuller.

Most organizations celebrate over increasing membership and President Gose agreed saying, "The More, The Merrier." She emphasized that a "numerically strong membership is a formidable force." At the 1965 Convention, the Violet N. Gose Silver Trophies for membership increase were given. Alaska won for the greatest percentage increase in membership, while Florida had the greatest increase in membership.

Garden Therapy continued to transform lives. One of the unexpected places to see change was at the Florida State Prison in Raiford. At the request of the State Prison to build a greenhouse, the Florida Federation responded. Each member gave five cents for the project, raising \$1,500. It was a tremendous success. Soon the men saved their canteen money to build a second and then a third greenhouse. Local growers joined in supplying orchids and roses. NGC can take pride that participants in this project later found work with nurseries. Garden Therapy was rehabilitating men into useful citizens.

New trends in floral design appeared throughout *The National Gardener*. It carried critiques on the "Evolving Freedom in

TIME CAPSULE

- ◆ President John F. Kennedy assassinated.
- ◆ Lyndon Johnson becomes U.S. President.
- ◆ Ralph Nader writes *Unsafe at Any Speed*.
- ◆ Beatles invade U.S. with music and mop-top hairdos.
- ◆ Women have choice with oral birth control pills.
- ◆ Zip codes introduced.
- ◆ America dines with The French Chef, Julia Child.
- ◆ *My Fair Lady* (1964) and *The Sound of Music* (1965) win Academy Awards.

THE GOSE YEARS

- ◆ **Theme:** The Garden Club Contribution to Public Betterment
 - ◆ **Installed:** April 18, 1963, Atlanta, GA.
 - ◆ **Conventions:** May 1964, New York City. Attendance: 938. May 1965, Portland, OR. Attendance: 684.
 - ◆ **Fall Board Meeting:** October 1963, St. Louis, MO; October 1964, Hot Springs, VA.
 - ◆ **Membership:** 411,188. **Clubs:** 15,188.
 - ◆ **Life Memberships:** 1,021. Wisconsin member became No. 1,000.
 - ◆ **New State Federation: 1964:** Nevada
 - ◆ **National Affiliates:** 8
 - ◆ **Foreign Affiliates:** 28
 - ◆ **Scholarships:** Recipients: 4 (1964 and 1965). Amount: \$500 (1964 and 1965). Total: \$4,000.
 - ◆ **Gold Seal Winners:** David Burpee, Pennsylvania, President of W. Atlee Burpee Seed Company (1964); Stewart L. Udall, Washington, D.C., Secretary of the Interior, (1965).
- Major Accomplishments**
- ◆ The Violet N. Gose Silver Trophies for Membership Increase offered.
 - ◆ Civic Development Conference held in Athens, GA.
 - ◆ *The Role of the Garden Club in Community Beautification* aided local clubs. Printed by Sears, Roebuck and Co.
 - ◆ Sixteen books published, including *The Handbook for Flower Shows* by Osa Mae Barton, *Garden Prayers* by Geraldine Dean, *The Thirty-Fifth Year* by Evelyn Ebert, *Wall Street Journal for Garden Clubs* and *The Midas Touch*, both by Katherine Hedley.
 - ◆ Allocated \$23,000 for plantings at the Kennedy Center in Washington, D.C.



Violet Gose had a tree planted for her, which became known as Vi Gose's "disciplined pine."

Design" and "Creativity." New abstract and free form designs altered the emphasis placed on geometric patterns. New Jersey reported that the rising cost of lecturers for Flower Show Schools in 1965 limited them to three speakers. In the Depression year of 1933, they had been able to afford eight lecturers.

Floral designers enlivened the 1965 Portland Convention. The Flower Show Schools Committee dramatized 300 years of floral design starting with one member dressed as Rembrandt in a smock and beret to the narrator, Dorothy Goodyear, dressed in a space suit. Arrangements and costumes vied for top billing.

As good as NGC members are as floral designers, they seemed to come up short as songwriters. A contest for a NGC song provided 25 entries but no winner. It was suggested "that our song contest be opened to musicians with special training for song writing, and that an award be offered to the winner." There was still no winner in 1965, or even by this writing!

At the 1965 Convention, NGC endorsed giving \$23,000 for landscaping an area with pines at the John F. Kennedy Center for the Performing Arts in Washington, D.C. Collecting the money would extend over three years.

The final event at the 1965 Portland Convention was Violet Gose turning over the gavel to Lucile Mauntel. However, some conventioners didn't go directly home. They detoured to Japan and Hong Kong or pioneered on the Oregon Trail. Garden club members are always on the go!

GETTING TO KNOW VIOLET GOSE

The only President to come from the state of Washington was Violet Gose. While she was born April 24, 1904 in Minnesota, the eldest of seven children, the family moved to Washington when she was two. In Raymond, her father set up practice as a family physician and later was honored as Washington's Doctor of the Year.

Higher education played an important role in her life as she graduated *cum laude* from Whitman College in Walla Walla and then taught high school biology and Spanish. While in college, she met her future husband, J. Gordon Gose, who went on to become a law professor at the University of Washington.

This was a President with

courage. Her husband, who had been a constant source of inspiration, died unexpectedly only a few weeks after her installation, but she carried on her duties in admirable fashion. She wrote in appreciation of the garden club support: "Your understanding has helped bridge the gap between grief and dedication."

Gardening took first place as her hobby. Her yard featured tuberous begonias, fuchsias and native plants, including the rhododendron. Her devotion to gardening and her administrative skills led her to the Washington presidency from 1951-1953, then to Pacific Region Director from 1953-1955 and finally in 1963 to the NGC presidency.

She didn't retire after being

President. She became Chairman of the 1973 Seattle Convention, not knowing that a dirty chandelier might spell the difference between success and failure. When President Steel came to inspect the historic Olympic Hotel, she found the Waterford crystal chandelier badly in need of cleaning. The hotel staff took a dim view of tackling that job since they had never done it, but President Steel wanted it spotless. The persuasive Violet Gose prevailed, the chandelier underwent a cleaning and the convention was held. It was said that she "went the extra mile for every need." It appears she did.

On her death on August 1, 1976, she was remembered for her "fine sense of humor and fair play."

LUCILE DROEGE
MAUNTEL



Conservation and beautification occupied center stage for President Mauntel. Lady Bird Johnson continued to be a powerful friend, having made achieving beauty a desirable national

goal, but a goal long embraced by NGC.

Before becoming NGC President, she had been invited to President Johnson's White House Conference on Natural Beauty in May 1965, serving on the "Townscape Panel." Attendees were encouraged to have follow-up conferences. She acted on this.

Wyoming's Togwatee Pass Overlook symbolized a place of natural beauty. On September 4, 1965, President Mauntel dedicated a plaque recognizing this Pass as one of America's most beautiful places. NGC had gone on record as to the importance of preserving natural beauty. The U.S. Forest Service aided this effort.

Excitement was in the air as the American Conservation Association, American Forestry Association and NGC assembled on September 5-9, 1965, at the Grand Teton National Park in Jackson Hole, WY, for a conservation conference, "Natural Beauty: The Follow-Through." Lady Bird Johnson and Laurance Rockefeller headlined a group of outstanding speakers. Emphasis was placed on the leadership role of the garden clubs in sponsoring beautification projects. Judge Russell Train, Conservation Foundation President, reminded attendees that "natural beauty and conservation starts at home."

Back on the home front, the Reader's Digest Foundation was providing \$5,000 in both 1966 and 1967 as grants-in-aid for local garden clubs for beautification projects. In 1966, the



"We, the members of the largest and most powerful gardening organization in the world, are certainly deeply involved in the responsibilities of helping to shape the destinies of mankind."
 – Inaugural address, 1965

Lucile Droege Mauntel
 Washington,
 Missouri

Showcase of Beauty contest had 40 winners in 27 states. This contest grew in 1968 when \$8,000 became available and 54 clubs in 29 states benefited.

Missouri's Webster Grove Garden Club received \$425 as a *Showcase of Beauty* winner. They planted medians in an important traffic artery, taking into consideration safety and maintenance. Club members propagated myrtle and ivy for ground cover under the flowering trees and shrubs.

Conferences became a staple of garden club activity. The



High School Gardeners Institute was held at the University of Georgia in Athens, November 1965. It wasn't the gardeners who attended but their leaders as they learned how to inspire future decision makers to preserve natural beauty. In June 1966, President Mauntel served as an adult leader and Conservation Chairman Elizabeth Mason was the project coordinator at the National Youth Conference on Natural Beauty and Conservation in Washington, D.C., where Lady Bird Johnson welcomed 500 youth delegates from 50 states.

In keeping with garden club goals, civic development projects ranked high. In February 1966, The Garden Club of South Carolina sponsored a Civic Development Conference and then had a follow-up conference in 1967. *Southern Living* magazine featured stories on civic development projects of the garden clubs.

Thanks to the support of Sears, Roebuck and Co., a Civic Development Medal was offered for the top civic development project. In 1967, this medal went to Wisconsin's Sheboygan Area Garden Club for preserving an irreplaceable 1,200-year-old Indian Effigy Mound from bulldozers and



The 1965 conservation conference in Jackson Hole, WY, "Natural Beauty: The Follow-Through," was a companion event to the White House Conference on Natural Beauty held the previous May. Among the attendees drawn by the First Lady, Lady Bird Johnson (center), were (from left) NGC President Lucile Mauntel, Lynda Baines Johnson, Laurance Rockefeller and his wife, Mrs. Hansen and Wyoming Gov. Hansen, and Rep. Teno Roncaleo.

Jen Jensen, the garden sought to replicate the prairie as Lincoln knew it. In his words, it was "a Garden which is to sing the Song of Illinois." Almost immediately this garden found friends. In 1936 Boys and Girl Scouts planted acorn seeds from 28 states and Mrs. Theodore Roosevelt Sr. sent oak trees from her home in Oyster Bay, NY. State Garden Clubs have given benches and groups often visit the site.

converting the area into a useful park at a club cost of \$15,000 and much effort. No wonder they won!

Sears provided incentives to local clubs. Wyoming's Riverton Garden Club received a \$100 grant. The club decided to select an official town tree, the Hopa Crab, and convinced local groups to purchase trees to place in public areas. Never doubt the power of garden clubs. Before they finished, they needed 300 trees to meet the demand.

The dedication of the Nature Center and Educational Building at the 60-acre Lincoln Memorial Garden in Springfield in October 1965 fulfilled a dream of The Garden Clubs of Illinois. The idea for a garden originated with Mrs. T.J. Knudson in 1935. Designed by famed landscape architect

TIME CAPSULE

- ◆ Vietnam War accelerates.
- ◆ Counterculture sets up in San Francisco.
- ◆ Environmental movement gains momentum.
- ◆ Surgeon General declares cigarettes a health hazard.
- ◆ First successful heart transplant.
- ◆ Eero Saarinen designs Arch in St. Louis.
- ◆ Miniskirts and bell-bottom pants are "in."
- ◆ *A Man for All Seasons* (1966) and *In the Heat of the Night* (1967) win Academy Awards.

THE MAUNTEL YEARS

- ◆ **Theme:** Keep Faith With Tomorrow
- ◆ **Installed:** May 27, 1965, Portland, OR.
- ◆ **Conventions:** May 1966, New Orleans, LA. Attendance: 1,620; June 1967, Milwaukee, WI. Attendance: 1,138.
- ◆ **Fall Board Meetings:** October 1965, St. Louis, MO; October 1966, Newport, RI.
- ◆ **Membership:** 402,299. **Clubs:** 15,188.
- ◆ **Life Memberships:** 1,180
- ◆ **Junior, Intermediate and High School Gardeners:** 53,694
- ◆ **New State Federation:** North Dakota (1965).
- ◆ **National Affiliates:** 10
- ◆ **Foreign Affiliates:** 32
- ◆ **Gold Seal Winners:** Governor John J. Burns, Hawaii, promoted beauty in his state (1966); Jane Shields Freeman, Washington, D.C., wife of Secretary of Agriculture, an eloquent advocate of

community beautification (1967).

- ◆ **Scholarships:** Recipients: 4 (1966 and 1967). Amount: \$500 (1966 and 1967) Total: \$4,000.
- ◆ **Publications:** *The National Gardener* Editor: Mrs. James S. McClure, 1966-1969.

Major Accomplishments

- ◆ Sponsored Conservation Conference: "Natural Beauty: The Follow Through."
- ◆ Dedicated Togwatee Pass Overlook, Jackson Hole, WY.
- ◆ High School Gardeners Conference held in Athens, GA.
- ◆ NGC officers attend International Horticultural Conference in Germany.
- ◆ Sears, Roebuck and Co. sponsored civic development and beautification awards.
- ◆ Reader's Digest Foundation gave \$5,000 grants-in-aid in both 1966 and in 1967.

At the 1967 International Horticultural Conference in Karlsruhe, Germany, Count Lennart Bernadotte invested Lucile Mauntel and Helen Hull with the "Green Apron of Mainau" in recognition of their conservation efforts. President Mauntel delighted the delegates as she gave part of her speech in German.

Responding to a need is a characteristic of NGC. The Missouri Botanical Garden, NGC's neighbor, wanted a library reading room and funds to repair rare books. NGC, like a good neighbor, gave \$10,000 for the library in the John S. Lehmann Building. Mr. Lehmann had made possible the Headquarters site with his donation. At the 1966 Convention, NGC gave \$500 to replace live oak trees lost in a devastating hurricane in New Orleans.

Garden club members do love to travel. After the 1966 Convention, they toured Latin America for three weeks, being entertained by NGC Affiliates along the way. After the 1967 Milwaukee Convention, it was on to Canada, which was celebrating its centennial. Since the package plan for the 1967 convention was only \$65, money seemed to be freed up for travel. In addition every guest at the Convention received a gold-plated ginkgo leaf pin and they planted a flowering crabapple tree to honor the President. Before they left for Canada, Lucile Mauntel turned over the gavel to Geraldine Dean.



President Lucile Mauntel plants a live oak tree in Jackson Square in New Orleans at the 1966 Convention. NGC gave \$500 to help replace oaks lost in the city to a hurricane. Why do shovels always have ribbons tied on them?

GETTING TO KNOW LUCILE MAUNTEL

Lucile Mauntel was born January 12, 1904 in Washington, MO, and called that home until she died, March 2, 1995. She is remembered as a person of "constructive energy" and much admired in her native state. As a birthday present to her in 1966 most of the Missouri clubs celebrated January with conservation meetings. The Conservation Federation of Missouri gave her the Governor's Trophy as "Conservationist of the Year."

She was an active volunteer in numerous organizations, including the St. Francis Borgia Catholic Church, Girl Scouts and the Nature Conservancy. She served for 14 years on the NGC Board of Directors before being President. Her ability to connect with audiences made her in demand as a speaker. She gave chalk talks with her husband Fred Mauntel.

Lucile was known for her love of blue and her traveling wardrobe contained many blue outfits. "Lucile Blue" was also the color of choice for her city home and her country house, which was painted blue outside with, you guessed it, blue furnishings inside.

Her installation was a memorable event. The diminutive Lucile had to stand on a box so she could be seen above the flower-bedecked podium to give her acceptance speech. A bouquet of orchids reaching to the hem of her gown came from the Missouri Botanical Garden.

However, she found being President had its scary moments. She had scheduled a trip to Boise, ID, amid an electrical storm. The plane developed engine problems and she was forced to continue via car. She observed: "Little did I know as I was installed as president amidst the glamour, pomp and ceremony of the Portland Convention, that I would soon wind up bobbing about in the air in a Piper Apache plane on a stormy Idaho night, finding myself sitting alone at midnight in a dark corner of a bar eating a bowl of corn flakes as the clock struck twelve." It was a story with a happy ending. She traveled thousands of miles as President without further incident. This didn't deter her from conducting tours after leaving the Presidency, where she had served with distinction.

GERALDINE ROUSSEAU
DEAN



As the 1960s drew to a close, unrest gripped the nation. President Dean pushed the garden clubs to be an instrument for peace. She envisioned “our members working towards World Peace through

our World Gardening Program.”

The goal was “to help others help themselves.” NGC provided \$18,490 to South Korean 4-H clubs through the American Korean Foundation. These 4-H clubs received seeds, tools, fertilizer, farm animals and money for agricultural scholarships. The Virginia Federation sent 20,000 seed packets of carrots, a highly prized crop in Korea. The harvest yielded 2,100,000 pounds of carrots worth \$54,000. Showing their business savvy, they stored seeds for future plantings.

Many groups partnered with NGC in World Gardening projects. Through the Near East Foundation, 380 acres in the Holy Land were planted with olive trees and grape vines. Fruit trees for India and school gardens in Ecuador got support via CARE. The voluntary contributions totaled \$61,714 from April 1967 to March 1969.

In 1968, The Garden Club of New Jersey, Inc., donated the Dean World Gardening trophy to honor Helen Hull, the World Gardening Chairman. The first winner was New Mexico’s Upton Garden Club for providing seed packets to American soldiers and Vietnamese people. The project grew in response to a letter written by a soldier to his mother saying, “Today I saw a zinnia, and it made me so homesick, I almost cried.”

Garden Therapy got a boost from the Dirt Gardeners of Providence, RI. They changed an unsightly lot next to the headquarters of the Association for the Blind into a two-level



“My own vision for National Council is a green vision, for gardening is the tool for peace. This is surely our line of defense for a better world and richer life.”

– Message in *The National Gardener*, Sept./Oct. 1967

**Geraldine Rousseau
Dean**
Leland,
Mississippi

garden with emphasis “placed on the fragrance of flowers, the feel of shrubs and the sound of grass and gravel.” This became one of 17 fragrance gardens developed by garden clubs.

Since 1933, a Bird Chairman has been on the roster. Garden clubs are outstanding at providing hospitality, even for the birds. A Statesville, NC, club spread out the welcome mat in its “Christmas! For The Birds, Too!” project. The members decorated and stocked feeders in their yards. Birds should put



this town on their flight pattern.

If you garden, you've probably bumped into some garden enemies. For more than 20 years, NGC had a Garden Enemies Chairman, Dr. Cynthia Westcott. This PhD from Cornell University brought luster to NGC as a widely known writer on bugs and as the plant doctor who made house calls to sick gardens. In 1969, she retired from the Board of Directors but had this advice on a retirement activity. Her message was to garden.

Feature articles in *The National Gardener* showed a continuing commitment to conservation. An Indianola, IA, club built a nature trail along an old railroad bed. Mississippi collected local flora. In North Carolina, the dedication of the Gate House completed the Daniel Boone Native Garden project in Boone.



Having cultivars named for you is one of the thrills of being a National President. President Dean and her daughter, Eloise Cumbaa, looked pleased with the baroque arrangement of 'Gerre Dean' roses by designer M. Buddy Benz. The rose was hybridized for the President by Dr. Dennison Morey, Santa Ana, CA, and is a cross between 'Tropicana' and a sister seedling 'Fritz Thiedmann.'

Lisbon, the American Ambassador rolled out the red carpet for them and President Dean presented a medal to Dr. Garcia, a Spanish landscape architect, for developing 11 city parks.

Housekeeping details at Headquarters needed attention. Arthur Young & Company, management consultants, reviewed "the organization in terms of administrative policies, communications and operating efficiency." After the review, a retired bank vice-president, John Vuch, was hired as business administrator to handle purchasing and billing expenses. The secretary, Ruby Quentin, would be in charge of Membership and Book Service.

The number of Vice-Presidents needed to run this organization has always been a matter of debate. At various times it had been five, one and three with Regional Vice-Presidents, who later became Regional Directors, thrown into the mix. The 1968 Convention settled the question. It was decided to have four

NGC's pacesetter leadership reaped rewards. The American Society of Landscape Architects honored the Landscape Design Program. Lady Bird Johnson presented NGC an award for its Anti-Litter Program from Keep America Beautiful, Inc.

President Dean's charming personality made her an excellent choice to cultivate friendships here and abroad. The Garden Club of America had invited her to its convention. Returning the hospitality, she welcomed its president, Mrs. Thomas Waller, to the 1968 Biloxi Convention. Following the Convention, 27 garden club members visited Spain, Portugal and North Africa. While in

TIME CAPSULE

- ◆ The Rev. Martin Luther King Jr. and Sen. Robert Kennedy are assassinated.
- ◆ Antiwar riots occur at Democratic National Convention.
- ◆ U.S. elects Richard Nixon as President.
- ◆ Jackie Kennedy weds Aristotle Onassis.
- ◆ Milk cost \$1.07 a gallon
- ◆ Hippies make unprocessed food popular.
- ◆ *Sesame Street* entertains young audiences on PBS.
- ◆ *Oliver* (1968) and *Midnight Cowboy* (1969) win Academy Awards.

THE DEAN YEARS

- ◆ **Theme:** Beauty is Truth and Truth is Beauty
 - ◆ **Installed:** June 8, 1967, Milwaukee, WI.
 - ◆ **Conventions:** April 1968, Biloxi, MS. Attendance: 1,298; May 1969, Dallas, TX. Attendance: 835.
 - ◆ **Fall Board Meetings:** October 1967, St. Louis, MO; October 1968, Checotah, OK.
 - ◆ **Membership:** 387,700. **Clubs:** 14,377.
 - ◆ **Life Memberships:** 1,325
 - ◆ **National Affiliates:** 13
 - ◆ **International Affiliates:** 47
 - ◆ **Gold Seal Winners:** Dr. Gifford B. Pinchot, Pennsylvania, marine biologist (1968); Dr. William C. Steere, New York, Director of the New York Botanical Gardens (1969).
 - ◆ **Scholarships:** Recipients: 4 (1968 and 1969) Amount: \$500 (1968) \$1,000 (1969). Total: \$6,000.
 - ◆ **Publication:** *Action Blueprint for Civic Development* by Mary Kittel.
- Major Accomplishments**
- ◆ NGC celebrated its 40th Birthday.
 - ◆ Business office at Headquarters reorganized.
 - ◆ *Calendar* renamed *Vision of Beauty* and sold out quickly.
 - ◆ World Gardening projects found acceptance.
 - ◆ Dean World Gardening Trophy first presented in 1968.
 - ◆ Fragrance gardens for the blind became part of Garden Therapy program.



The World Gardening program got a boost from the Federated Garden Clubs of New York State when they provided implements through CARE to train 300 future farmers near Quito, Ecuador. The program concentrated on raising vegetables to improve nutritional standards.

Vice-Presidents and it has remained that way.

At the 40th Anniversary Convention in 1969, everything was coming up roses with an especially beautiful new rose, 'Gerre Dean,' capturing the spotlight. Its hybridizer, Dr. Dennison Morey, Santa Ana, CA, gave the opening address. Designer M. Buddy Benz created a baroque arrangement using these roses.

The aromatic rose, 'Tropicana,' takes credit as one of the proud parents of 'Gerre Dean.' To show off this close relative, 81 dozen 'Tropicana' roses, grown in Tyler, TX, to honor the President, were used as table centerpieces. What perfume must have filled the banquet room!

During these 40 years, NGC had honored a commitment to horticulture and the betterment of the community. NGC could look back in pride on these years. They looked ahead, too, as Osa Mae Barton would lead this organization for the next two years.

GETTING TO KNOW GERALDINE DEAN

Geraldine Dean was born in Tennessee, November 20, 1900, but her family moved to Mississippi when she was a child. She graduated from Mississippi State College for Women and taught English at Greenville High School until she married Charles Dean, President of the Bank of Leland in Leland, MS. They had two children.

Her life seemed destined to be filled with adventures. It isn't often you return from your honeymoon in a motorboat. After their nuptials in April 1927, the Mississippi River went out of its banks in Leland and their only way home was that motorboat.

When the floodwaters receded, a massive cleanup job led to the for-

mation of a garden club in Leland. The club originally planted redbud trees and 12 'Paul Scarlet' rose bushes. They didn't stop until 2,000 rose bushes were in the ground.

Once on a cross-country flight, she struck up a conversation with a physician. They exchanged stories and she told him about her life in Leland. She knew he was a doctor but hadn't realized he was a psychiatrist until the end of the trip when he told her that she had "a very refreshing mind." On landing she called her husband, requesting \$500. "I have just been psychoanalyzed by a doctor from the Mayo Clinic." There is no record if he paid.

Her home in Leland showed her fondness for rose gardening. She

wrote a newspaper column, "The Flower Pot," and information on roses became a regular feature. She credits her grandmother, who had a magnificent rose garden, for rousing this passion.

She had served NGC for 16 years before becoming President. After being President, she served as Chaplain until 1981, when the office was retired. It was reactivated in 1987 when her daughter, Eloise Cumbaa, was asked to be Chaplain.

Geraldine Dean died in September 1987, leaving a legacy of service and devotion like so many of the Presidents. It was said that when she spoke she could "charm a bird out of a tree." She had charmed NGC.

O S A M A E
B A R T O N



The environmental concern of the 1960s spread into the next decade. In 1962, Rachel Carson's *Silent Spring* alerted the country to the disastrous effects of its environmental practices. Eight

years later, the Environmental Protection Act of 1970 was passed to address pollution problems. President Barton reflected the alarm of members when she wrote, "The problem of environmental deterioration extends around the planet."

In response, NGC co-sponsored a National Environmental Conference in February 1970 in Washington, D.C., with the National Wildlife Federation. It featured a blue-ribbon panel of speakers: Arizona Rep. Morris Udall, Pennsylvania Sen. Hugh Scott, and Michigan Rep. John D. Dingell. Garden clubs were praised for their enlightenment in working for a quality environment.

Sears, Roebuck and Co. funded an Environmental Improvement Program (EIP), budgeting \$42,000 for State Garden Clubs based on membership during the initial year of the program. In 1971, the

Westwood Garden Club, Evansville, IN, won the grand prize of \$2,500 for creating an outdoor environmental learning center. Second prize of \$1,500 went to Rutledge Heights Garden Club, Huntsville, AL, for "enforcement of a Junk Vehicle Ordinance."

NGC approved a goal "to place in the hands of every teacher in public, private and parochial school in the United States, the appropriate volume of PEOPLE AND THEIR ENVIRONMENT, a series of teacher's guides to conservation education." This venture was undertaken by NGC with



"To project solicitude across the entire world or to see a need and fill it, to plant a seed and see it flower, is the practical image of a concerned and creative garden club member." – Message in *The National Gardener*, Sept./Oct. 1969

Osa Mae Barton
East Lansing, Michigan

the Ferguson Publishing Company, a subsidiary of Doubleday. On January 27, 1971, in Washington D.C., NGC introduced the guide at a national press conference. NGC officers met with more than 150 congressmen, government officials and educators to explain the plan. Montana Sen. Lee Metcalf praised NGC on the floor of the Senate for making school children aware of the environmental crisis. NGC considered this one of its most important programs.

Litter remained an irritant. To focus on this,



Keep America Beautiful and NGC enlisted the Junior, Intermediate and High School Gardeners to have a "Litter-Can Happening." It was hoped that by decorating trashcans it would call the public's attention to where trash needed to be properly thrown away. Of course, having more cans would be a bonus. Youth and businesses cooperated to work on an important goal.

Floral designers embraced some of the new forms of artistic expression. The traditional crescent moon design received competition from space-age arrangements. *The Handbook of Flower Shows* underwent yet another revision. Even the color of the *Handbook* became important. They settled on green with gold. The committee reasoned it was a golden opportunity "to look between its covers and the chance to study it."

The Nature, Art and Industry Award recognized artistic designs made from "contrived, man-made or discarded



President Barton presented the Affiliates Medal in 1969 to Mrs. M. West, Walton on Thomas, Surrey, for her design, "Balance of Payments" at the Festival of Flowers in St. Paul's Cathedral in London. It also won the Revere Challenge Trophy.

forms" plus natural material. The thought for having this award was that "parts of cars, plumbers materials, metals and plastics would be used in this section" rather than other artistic sections. The new Arboreal Award placed emphasis on trees and shrubs.

The president, accompanied by some of the Flower Show Schools Committee, traveled to London in July 1969 to participate in the Festival of Flowers at St. Paul's Cathedral. The invitation had come from the National Association of Flower Arrangement Societies of Great Britain. NGC staged its exhibit in an eight-foot niche.

President Barton named her TNG column "Drumbeats," taking inspiration from Thoreau's words: "Different drums are heard by each of us. We contribute different virtues, causes and effects." In one column she thanked members for the flowers, plants, and letters sent during a serious illness. She said these "brighten my lonely days."

TIME CAPSULE

- ◆ U.S. inaugurates Richard Nixon as President.
- ◆ Kent State riots leave four students dead.
- ◆ Congress creates Environmental Protection Agency.
- ◆ Woodstock Rock Festival draws hundreds of thousands.
- ◆ Apollo 13 crippled in space flight.
- ◆ Men cheer Monday Night Football.
- ◆ *Patton* (1970) and *The French Connection* (1971) win Academy Awards.

THE BARTON YEARS

- ◆ **Theme:** Building Pathways of Concerned and Creative Living
- ◆ **Installed:** May 14, 1969, Dallas, TX.
- ◆ **Conventions:** May 1970, Chicago, IL. Attendance: 627; May 1971, Bal Harbour, FL. Attendance: 921.
- ◆ **Fall Board Meetings:** 1969, St. Louis, MO; October 1970, Point Clear, AL.
- ◆ **Membership:** 373,656 **Clubs:** 14,500
- ◆ **Junior and Intermediate:** 65,000; **High School Gardeners:** 3,500
- ◆ **Life Memberships:** 1,548. Life Member pin became available.
- ◆ **National Affiliates:** 16
- ◆ **International Affiliates:** 55
- ◆ **Gold Seal Winners:** Dr. Donald P. Watson, Professor of Horticulture, University of Hawaii (1970); Dr. David M. Gates, Director, Missouri Botanical Garden (1971).
- ◆ **Scholarships:** Recipients: 4 (1970) 6 (1971). Amount: \$1,000 (1970 and 1971). In addition 2 scholarships of \$500 each awarded only in 1971. Total: \$11,000. Two new scholarships were named for former National Presidents Lorena Martin Spillers and May Duff Walters.
- ◆ **Publication:** *The National Gardener*: Editor: Tommy Donnan, 1969-1990.

Major Accomplishments

- ◆ National Environmental Conference held with National Wildlife Federation.
- ◆ Sears, Roebuck and Co. endowed Environmental Improvement Program.
- ◆ A teacher's guide, *People and Their Environment*, was endorsed.
- ◆ Mrs. Ralph Parker wins litter control award from Keep America Beautiful, Inc.

During her convalescence, First Vice-President Miriam Steel filled in as Acting President.

Learning about today's challenges and how to accept them awaited delegates at the 1970 Chicago Convention. The buzzwords were pollution, noise, environment, ecology, civic development, beauty and hope. Beauty merited applause when the Flower Show Schools Committee orchestrated a dramatic design program. Some designs stood five to six feet high and tested the designers' agility, as they worked from chairs and stepladders.



It was all smiles as President Osa Mae Barton and William F. McCurdy, vice-president of Sears, Roebuck and Co. discuss the Sears grant of \$100,000 for an Environmental Improvement Program that was announced at the 1970 Convention. The convention was entitled "The Shape of Tomorrow."

the President. However, what the President didn't know was that a stand-in gladiolus had to be used. It seems the real 'Osa Mae' gladiolus had not cooperated and didn't bloom on schedule. The hybridizer, Lee J. Ashley of the Denver Botanic Garden, took a near kin and painted the red blotches on it.

At the 1971 Convention, the 'Osa Mae Barton' orchid apparently didn't need a touchup when NGC designer Bob Thomas created a kinetic design, "Drumbeats," as a tribute to her NGC column.

Another special highlight of the 1971 Convention was the keynote speech by entertainer Arthur Godfrey, who spoke on "Ecology at the Grass Roots." Thirty-four international affiliates added sparkle to the convention. At the installation banquet, long-stemmed roses were used to symbolize the various offices, with incoming President Miriam Steel receiving a yellow one as she took over her duties.

These designers didn't report any broken bones but two other delegates were not so lucky. At the Life Members banquet one member fell from the platform and broke her foot. However, before going to the hospital for treatment she completed her portion of the program and returned sporting an orchid attached to her cast. Another member fell from the same platform and broke her ankle. She carried on from a wheelchair.

One of the perks of being a National President is having cultivars named for you. At the 1970 Convention, 'Osa Mae', a small spike gladiolus with salmon coloring, gold tips and a red blotch was presented to

GETTING TO KNOW OSA MAE BARTON

Osa Mae Barton was born in Hot Springs, AR, on February 20, 1896. Her husband, William H. Barton, was a chemical engineering graduate of the University of Arkansas. However, she attended Michigan State University. After her marriage, Michigan became her home until her death on December 6, 1990.

She and her husband shared a love of gardening and growing rare and exotic plants in their greenhouse. Unfortunately, he died only five months after Osa Mae became NGC President. The couple had a son and daughter.

Osa Mae served as Central Region Director from 1955-1957, but never as State President. A Flower Show Schools Instructor, she was NGC's Flower Show Schools Chairman from 1957-1963.

She was in demand as a lecturer, having spoken in 35 states. At one engagement, Mrs. Barton accompanied NGC President Carrie Nettleton to the Montana State Convention. Mrs. Barton was to be the featured designer. When she arrived she suffered from a sore throat and requested some cough syrup to ease the pain. Now, any doctor will tell you that cough syrup can be liberally laced with alcohol. By the time she was ready to perform, she was feeling very dizzy. To fill the void, Mrs. Nettleton spoke for 30 minutes while Mrs. Barton drank water to clear her head. When Mrs. Barton came on, she gave one of the most hilarious programs anyone had ever seen or heard. Is cough syrup the answer for creativity?

Another story is one she tells on herself. She was in the woods picking plants with red foliage and white berries for a design. Much to her surprise the plant material turned out to be poison ivy. We don't know if she learned the plant's identity the hard way.

This talented designer felt the need to create beauty in the environment. Her emphasis on a quality environment was another way to find beauty as she had done in her many creative floral designs.

MIRIAM ANDERSON
STEEL



W

hen President Steel announced her theme, “A Cleaner, Greener Land,” she set the tone for her administration. Her emphasis on natural beauty, as well as ecology, seemed a friendly concept for

both the public and the garden clubs.

Having been part of the kick-off team for the *People and Their Environment* (PATE) project in January 1971, President Steel promoted the eight-volume series of books on conservation education. Georgia Gov. Jimmy Carter allocated \$10,000 from his emergency fund so that every classroom in Georgia could have a set. More than 50,000 books were placed in the hands of teachers during her term. She felt this would have a “tangible effect on tomorrow’s crop of potential conservationists.”

PATE wasn’t the only path for environmental education. One hundred Intermediate and High School Gardeners met for a Youth Environmental Conference in August 1972 at Florida Technological University in Orlando. Shell Oil Company and NGC sponsored the conference in cooperation with Florida Federation of Garden Clubs, Inc. The students conducted most of the meetings, which emphasized water pollution and areas of concern for Florida: the Everglades, Florida Keys, reefs and pesticides. Tempie Dahlgren, High School Gardeners Chairman, felt the students “demonstrated a sensitive understanding and awareness of the complex problems facing their generation.”

“Homescape U.S.A.” became an approach to improve the area around the home. Men joined wives in landscaping



“Every club should have its quota of young up-and-coming members who bring vitality, enthusiasm and the will to learn as their contribution. With the proper tutelage from the senior members, theirs will be the willing hands that will carry on the tasks so well begun.”
– Written for NGC’s 50th Anniversary

**Miriam Anderson
Steel**
Huntingdon,
Pennsylvania

ventures. Gardening became the “in” thing, which awakened an interest in civic beautification. It was “in” to plant trees and members followed through by planting more than two million, making it a cleaner, greener land.

Miriam Steel’s first love was conservation. However, she knew the importance of a healthy bank balance and spent time at Headquarters to keep abreast of financial needs. In 1954, NGC set a goal that every member of every State Garden Club should donate one dollar for the projected





The Lanier High School Boys Garden Club of Montgomery, AL, displayed business savvy as they grew flowers, made corsages and then sold hundreds at football games and other school functions. The Cherokee Garden Club sponsored them.

Headquarters. By May 1959, 24 State Garden Clubs had contributed that amount. During this administration, the goal of 100 percent participation of all the State Garden Clubs was reached.

When President Steel appointed Jane Layman as one of the six PH&E Trustees who oversee Headquarters, she may have also insured the financial stability of NGC. In 1973, Mrs. Layman's name was placed on the *Stewards of Tomorrow* Wall for a donation. Her \$400,000 bequest after her death in 1979 helped make Headquarters solvent. It came at a time when economic conditions enabled the Finance Committee to invest the money for an excellent return during a bull stock market. In 1981, NGC voted to name a Scholarship for Jane Layman and create a garden at Headquarters in her honor. While a native of Nebraska, Jane lived a number of years in Pennsylvania, serving there as State President.



Jane Layman's bequest of \$400,000 aided the solvency of NGC.

Established programs continued to grow. The National Garden Therapy program widened from working in veterans hospitals to include mental institutions, homes for the aged or the blind, and prisons. A junior garden club in Louisiana helped 16 handicapped children plant bulbs. It was reported they learned "the real meaning of happiness is sharing."

In Jacksonville, FL, garden club members assisted the city's only handicapped Girl Scout troop plant daylilies at a child center. An Arizona garden club staged a flower show at the Center for the Blind, keeping in mind the needs of its members. Texture, form and fragrance were emphasized. In Oregon, two Districts built a "Gardens of Enchantment" featuring waist-high plantings for ease in viewing, touching, tasting and smelling.

Woodsy Owl's debut in 1972 alongside Smokey Bear provided contestants in the

TIME CAPSULE

- ◆ Voting age lowered to 18.
- ◆ President Nixon visits China in 1972.
- ◆ Democratic Headquarters at Watergate burglarized.
- ◆ Last combat troops leave Vietnam in March 1973.
- ◆ Roe v. Wade legalizes abortion.
- ◆ Dr. Atkins' *Diet Revolution* published.
- ◆ Thomas Harris' *I'm, OK, You're OK* helps define the time.
- ◆ *The Godfather* (1972) and *The Sting* (1973) win Academy Awards.

THE STEEL YEARS

- ◆ **Theme:** A Cleaner, Greener Land
- ◆ **Installed:** May 29, 1971, Bal Harbour, FL.
- ◆ **Conventions:** May 1972, Cleveland, OH. Attendance: 1,122; May 1973, Seattle, WA. Attendance: 1,055.
- ◆ **Fall Board Meetings:** September 1971, St. Louis, MO; Oct. 29-Nov. 1, 1972, White Sulphur Springs, WV.
- ◆ **Membership:** 365,430. **Clubs:** 13,663.
- ◆ **New State Federation:** Hawaii (1972)
- ◆ **Life Memberships:** 1,801
- ◆ **National Affiliates:** 17
- ◆ **International Affiliates:** 67
- ◆ **Gold Seal Winner:** Congressman John P. Saylor, Pennsylvania, "Father" of the Wilderness Act (1972). Award not given in 1973.
- ◆ **Scholarships:** Recipients: 6 (1972), 7 (1973). Amount: \$1,000 (1972 and 1973). Total: \$13,000. Miriam Anderson Steel Scholarship added.

Major Accomplishments

- ◆ *People and Their Environment* (PATE) books promoted.
- ◆ Woodsy Owl joins Smokey Bear in the poster contest in 1972.
- ◆ High School Speech Contest started in 1973.
- ◆ Environmental Youth Conference held in Florida.
- ◆ Youth programs divided into Juniors, Intermediate and High School Gardeners.
- ◆ Flower Show Schools began for International Affiliates.

poster contest a new forest friend to feature. High school students could participate in a Speech-Essay Contest beginning in 1973.

The growing number of cars traveling at high speed on the interstate highways made the installation of traditional Blue Star Memorial Highway markers less appealing. New Jersey pioneered the original program in 1945 and now it had another answer: erect By-Way markers at locations other than superhighways. The Verona Garden Club of New Jersey placed the first By-Way marker in Verona on June 3, 1971. They urged others to follow their lead. While it seemed a long time in coming, the By-Way marker program was finally approved by NGC in 1981.

Flower Show Schools began in Honduras, Peru and Colombia in 1972. Difference in language between instructors and students posed no problem and the schools generat-



Conservation Chairman Elizabeth Mason praises Georgia Gov. Jimmy Carter for giving \$10,000 to place the eight-volume sets of People and Their Environment in every school system in Georgia.

Citation had been merited for work in conservation.

The end of this successful administration meant it was time to turn the reins of office over to Mary Kittel. She would carry on the proud tradition of NGC.

ed goodwill and friendships.

Most people watching the Rose Bowl Parade in Pasadena in 1972 didn't know that one of the judges represented NGC. This person was California President Ellamac Fehrer.

NGC Bylaws are always being fine-tuned. After the 1973 Convention, it was decided a Regional Director must have served as a State President prior to election.

NGC not only gives awards, it receives them. At the 1973 Convention, CARE, Inc., and the American-Korean Foundation, Inc., presented NGC awards for its World Gardening projects. The National Arbor Foundation Award and the Catalyst Magazine Special

GETTING TO KNOW MIRIAM STEEL

Born on November 19, 1895, Miriam Steel called central Pennsylvania and its beautiful forests, rivers and mountains home. This countryside nurtured her love of nature and the need to preserve it for generations to come.

She accumulated an enviable record of service with civic, conservation and horticulture groups. In 1963, she was honored as the "Most Civic-Minded Woman of Huntingdon" and then was singled out by President Richard Nixon for a "Presidential Citation of Commendation" for her contribution in preserving the environment, especially the forests.

At the end of her presidency, she received an Award of Appreciation from CARE, Inc. Her emphasis on uti-

lizing the Girl Scouts in garden-related programs garnered her the Girl Scouts of U.S.A. National Award. She had many honorary titles to use: Kentucky Colonel, Arkansas Traveler and South Carolina First Lady of the Palmetto.

Her service to NGC began in 1957 as Pennsylvania President. In 1965, she was elected Third Vice-President and moved up to be President in 1971.

Her duties didn't get in the way of family responsibilities. A "Mother-of-the-Year" award in 1948 attested to that. At her inauguration she listed her family as four children, 11 grandchildren and two Schnauzers, which she adored. Her husband, Maxwell W. Steel, had died in 1967.

White was her color of choice. Two

white cultivars carried her name: a double white star African violet and a white iris.

Her gorgeous white hair became her trademark. Imagine how she felt after this incident: One evening while attending a dinner, she was served a dish of vanilla ice cream. Cherries jubilee sauce was to accompany this. As the waiter was about to serve her, someone jostled his arm. The red sauce poured over Mrs. Steel's head. Even with several washings the color remained. One hopes the rewards outweigh the hazards of being a President.

When she died on April 6, 1988, she was remembered for promoting programs that have had a lasting impact on NGC. She was considered a President with vision.

MARY BADHAM
KITTEL



During Mary Kittel’s administration, America was beset by pessimism. Long lines at gas pumps punctuated the energy crunch. Unchecked inflation threatened the nation’s economic health.

Political turmoil appeared the norm. The need to preserve the planet, which seemed under siege, was at the fore among national concerns.

Garden clubs have never shied from tackling problems and ones that they were eminently qualified to weigh in on centered on environmental issues. Over the years, they had expanded their focus from a love of nature to preserving the balance of nature and the management of natural resources. Mary Kittel’s vision for united action provided the roadmap.

NGC held seven conferences on the environment and related issues during these two years. Sears, Roebuck and Co. and Shell Oil Company were major sponsors, but they got a helping hand from the U.S. Forest Service, Weyerhaeuser, International Paper Company, Westvaco, the University of Michigan and *Organic Gardening and Farming* magazine.

To bring the environmental committees under one umbrella, President Kittel created ACE (Action Committee for the Environment). Working under the ACE name would be Civic Development, Litter Control, Legislation, Pollution and Reclamation and PATE. Sears funded a four-page “Action Line” in *The National Gardener* to discuss the environment.

An Environmental Improvement (EIP) Conference in Washington, D.C., in November 1973 stressed the intelligent use of land and limited natural resources. The ACE



“Serving for years under dedicated national presidents taught the value of dreams – and of concrete plans. It also pointed up that our great organization belongs to the individual member, NOT to the president.” – Inaugural address, 1973

**Mary Badham
Kittel**
Fort Worth,
Texas

committee attended the conference along with their regional and state representatives. Denver hosted a similar EIP conference. These generated 6,000 EIP projects eligible for the \$10,000 National EIP awards offered by Sears.

High food prices and an increased interest in home gardening attracted 350 participants from 25 states and two provinces in Canada to an Organic Gardening Seminar at Michigan State University in April 1974. Gardening knew no generation gap as the ages of the attendees ranged from 14 to 82. After the seminar, it was felt that “garden clubs now have the opportunity to help put gar-





Robert Rucker, Landscape Design Chairman, (right) congratulates newly installed President Mary Kittel before a magnificent floral design created for her reception.

dens into every backyard.”

The term “facilitator” dropped into the NGC lexicon as a result of Environmental Education Workshops in 1974-1975. The first was held in Watkins Glen, NY, followed by ones in Hood Canal, WA, and Deland, FL. These workshops, conducted under the tutelage of the U.S. Forest Service, featured “the problem-solving approach to learning.” Participants went into the forest and fields to gather information that could be used for desirable environmental practices. The object was to train facilitators to conduct workshops using this approach, but it took another administration to reach this goal.

The youth weren’t forgotten. After the successful 1972 Youth Environmental Conference, another one took place in Orlando, FL, in 1974 with the Florida Federation and Shell Oil Company providing support as they had in the previous one.

In addition to environmental conferences, another important program, “Operation Wildflower,” appeared on the horizon. With Oklahoma providing one of the major inspirations, it seemed like type casting that Aileen Roads would be serving as Chairman of Roadside Development for Oklahoma Garden Clubs, Inc., in 1973. Her love of wildflowers led her to collect information on them. She enlisted the Oklahoma Highway Commission to identify planting locations, plant seeds provided by garden clubs and other civic-minded groups and delay mowing until the flowers went to seed. This partnership, described as one between beauty (garden club members) and brawn (highway employees), resulted in 12,000 miles of Oklahoma roadside being planted in one year. A brawny roadside employee discovered “garden club ladies are real people.” Something we already knew.

While planting wildflowers started to sweep the coun-

TIME CAPSULE | THE KITTEL YEARS

- ◆ Spiro Agnew resigns and Gerald Ford confirmed as Vice-President.
- ◆ Richard Nixon resigns and Ford becomes President.
- ◆ Woodward and Bernstein write *All the President's Men*.
- ◆ Microsoft founded by Paul Allen and Bill Gates.
- ◆ Arab oil embargo sends gas prices rocketing.
- ◆ *Charlie's Angels* becomes TV favorite.
- ◆ *The Godfather, Part II* (1974) and *One Flew Over the Cuckoo Nest* (1975) win Academy Awards.

Theme: United Action for a Better Tomorrow
Installed: May 17, 1973, Seattle, WA.

Conventions: May 1974, Boston, MA.
Attendance: 1,369; May 1975, Salt Lake City, UT. Attendance: 835.

Fall Board Meetings: October 1973, St. Louis, MO; October 1974, Boise, ID.

Membership: 365,430. **Clubs:** 13,663.
Life Memberships: 1,974

National Affiliates: 20

International Affiliates: 91

Gold Seal Winners: Dr. Richard Howard, Massachusetts, Director, Arnold Arboretum at Harvard (1974); Dr. John L. Creech, Washington, D.C., Director, National Arboretum (1975).

Scholarships: Recipients: 7 (1974); 8 plus 2

alternates (1975); Amount: \$1,000 (1974); \$1,500 for winners, \$500 for alternates (1975) Total: \$20,000; Mary Badham Kittel Scholarship added.

Major Accomplishments

- ◆ Seven Environmental Conferences held with eight different sponsors.
- ◆ “Operation Wildflower” adopted as a national program.
- ◆ **New Committees:** Bicentennial and Historic Preservation, Regional Coordinator.
- ◆ Horticulture Committee expanded to five specialized areas: Hydroponics, Improved Cultivars, Indigenous Plants, Indoor Gardening and Outdoor Gardening.
- ◆ Action Committee for the Environment (ACE) coordinated environmental committees.



The Oklahoma wildflower program generated enthusiasm for the national "Operation Wildflower" project. Aileen Roads, Roadside Development Chairman for Oklahoma, and Mrs. Charles Connor of the Tulsa Garden Club show Bob Green, Oklahoma Department of Highways, a shipment of wildflower seeds.

try, the small desert tortoise, California's official reptile, had found a friend in that state's Desert Empire District. To prevent motorcycles and jeeps from invading its fragile habitat garden club members raised funds for fencing a 22-square-mile parcel of land.

NGC made plans for the Bicentennial celebration in 1976. State Garden Clubs assembled collages featuring their respective state bird, flower and tree. The preservation of the Trail and Thong Trees used by the Native Americans, the restoration of historic sites including the Charles M. Russell home in Montana and a five-acre arboretum at Helen Keller's birthplace in Tuscumbia, AL, were initiated.

Being a Convention Chairman could easily cause an Excedrin headache. The 1974 Convention Chairman, LaVerne Collard, reported she went to bed for two years with books about previous conventions. One new idea was having Landscape Design Tours at the convention, which could be used as refresher credit. This practice continues. It was also the first National Convention hosted by a Region.

Delivering reports is important at National Conventions. At the 1974 Boston Convention one delegate thought extra time should be allotted to those giving speeches with a Southern accent. No provision has yet been made for this.

On the other hand, the two winners of the High School Speech Contest delivered their speeches without notes at the 1975 Salt Lake City Convention. The winners, a young man from New Mexico and a young woman from Florida, each received \$50.

The 1975 Convention ended with Mary Kittel taking her place among the great Presidents who make up NGC's heritage. The future would belong to Jessie Conner.

GETTING TO KNOW MARY KITTEL

Mary Kittel was born March 16, 1904, in Charleston, SC, where her family had lived since pre-revolutionary times. Educated at Fassifern School for Girls, Chatham Hall, Rice Business College and the University of Oklahoma, she settled in Fort Worth, TX, after her marriage to Howard S. Kittel. They had one son and three grandsons.

The diminutive Mary Kittel stood tall in her many achievements. An accomplished speaker and writer, she lectured in Australia, Europe, New Zealand and Latin America. Her books ranged from civic development and floral design to the life of her mother, *The First Republican Southern Belle*, who had charm and wit like Mary.

Her NGC activities began in 1959. While serving as President of Texas Garden Clubs, Inc., she showed her ardent support of the environment through her compilation of the successful *Conservation Education Guide*. She helped promote the popular PATE (*People and the Environment*) program, which placed more than 52,000 curriculum guides in classrooms across the country.

Even if she was well grounded as President, she liked soaring in the clouds. In 1974, while attending an Environmental Education Workshop in Colorado Springs, President Kittel piloted a glider around Pikes Peak for nearly an hour. Her pilot-trainer called her "an apt student" as she reached an altitude of 14,000 feet.

She was famous for "in-flight" postcards. It was a matter of principle that every piece of mail must be answered. It wasn't unusual for her to buy 500 postcard stamps at a time. Participants at District, State or National meetings could expect a card from her. She reportedly even sent a thank you note in reply to a thank you note.

Honors came her way. A partial list included: Garden Club Woman of the Year from the State Fair of Texas; Certificate of Appreciation from the Forest Service, USDA, and the first woman to receive the Merit Award of the National Soil Conservation Society of America. She continued to serve NGC until her death June 28, 1993.

JESSIE McGRAW
C O N N E R



America was throwing a party for the Bicentennial in 1976 and NGC was determined to join in the celebration. Plans consistent with those of the U.S. Bicentennial Committee were under way

when Jessie Conner took office.

An International Flower Show in Miami, FL, had been on the drawing board for some time. When it opened in May 1976, it was heralded as a “mammoth, colorful, imaginative, beautiful, breath-taking extravaganza!” Indeed, everything was on a grand scale. It took 300 judges to find the winners and 551 International Affiliates from 16 countries as well as all the State Garden Clubs to pull it together.

State Garden Clubs had been busy making collages featuring their state bird, flower and tree. Each state sent in its first-place design to be judged and displayed at the St. Louis Headquarters. Pennsylvania’s collage won first place, followed by New Mexico, Virginia, Colorado, Nevada, Wisconsin and Washington.

Liberty Trees captured the imagination of more than just garden club members with the slogan “Keep America’s Ideals Deeply Rooted – Plant Liberty Trees.” Governors issued Liberty Tree proclamations. One governor adopted the idea for his state Bicentennial project. President Conner had two Liberty Trees planted in her honor: a Japanese black pine at NGC’s Headquarters and a weeping bottlebrush at Florida’s State Headquarters. At the pine tree dedication, it was noted that the tree symbolized youth, rejuvenation and conviviality and “will be well trained – symbolic of our leader.”



*“Design is an important part of every facet of garden club work, including financial design. Good design brings order out of chaos.” –
 Inaugural address
 1975*

Jessie M. Conner
 Mount Dora,
 Florida

Historic trails became a focus during the Bicentennial. The Deep South Region selected the development of the Bartram trail as its project. This trail encompassed 2,550 miles that William Bartram traveled between 1773-1777, cataloging birds, animals and plants in the Southeastern U.S.

In another Bicentennial tribute, North Carolina created a rose garden to honor Queen Elizabeth II at its Elizabethan Garden on Roanoke Island. It dedicated the garden on



September 18, 1976, after what they called "the culmination of months of intense work." This is no surprise since garden club members have a reputation for tackling hard jobs.

NGC offered for sale an eight-inch commemorative compote featuring cameos of George Washington, Thomas Jefferson, John Adams and Benjamin Franklin. The NGC seal was displayed beneath the base. Proceeds sweetened the scholarship fund by about \$15,000.

Amid the glittering fireworks of the Bicentennial came the realization that one of America's greatest birthrights, the land, needed saving. To preserve ecosystems for the benefit of generations to come, American Land Trust in 1976 launched a two-year campaign to raise \$200 million. NGC



President Jessie Conner and former President Miriam Steel help dedicate a garden at Headquarters to Hazel Knapp (right) on October 8, 1975. Mrs. Knapp promoted St. Louis as a place to build Headquarters and approached the Missouri Botanical Garden with her idea. The idea germinated. Former President Geraldine Dean donated the garden. Mrs. Knapp, who gardened often at Headquarters, lived past 100. It pays to garden.

Regional Environmental Education Workshops in 1975 were held in Evergreen Valley, ME; Hill City, SD; Eatonton, WA, and Sierra Vista, AZ. President Conner felt these workshops would "ignite effort and enthusiasm for a surge of environmental education throughout the nation." Shell Oil Company, U.S. Forest Service and American Forest Institute partnered with NGC as sponsors.

The first Environmental Education Facilitator Training Workshop was held at North Bend State Park, WV, August 23-28, 1976. After a rigorous five days of training, 55 garden club members received their Facilitators Intern certificates.

Seventy lucky boys and girls from High School Gardeners groups from 24 states were invited to attend the first National Environmental Youth Conference for High School Gardeners at the 4-H Center in Washington, D.C., August 17-20, 1975. They were challenged to "play an active role in bringing about the kind of America they want." The Conference must have

enthusiastically joined in this project administered by The Nature Conservancy. Sites in each state were selected for preservation. State Garden Clubs went about the task of raising money with innovative ideas. This resulted in NGC contributing \$244,000, making this one of NGC's greatest environmental successes.

A steady diet of conferences infused energy into participants on topics ranging from landscape design to environmental education.

A series of

TIME CAPSULE

- ◆ America celebrates its 200th birthday.
- ◆ Jimmy Carter becomes President in 1977.
- ◆ Millionaire Howard Hughes (1976) and rock star Elvis Presley (1977) die.
- ◆ First-class stamp costs 13 cents in 1977.
- ◆ Nouveau cuisine is cooking rage.
- ◆ Disco music has a following.
- ◆ Alex Haley writes *Roots*.
- ◆ *Rocky* (1976) and *Annie Hall* (1977) win Academy Awards.

THE CONNER YEARS

- ◆ **Theme:** Designs for Living
- ◆ **Installed:** May 22, 1975, Salt Lake City, UT.
- ◆ **Conventions:** May 1976, Philadelphia, PA. Attendance: 958; May 1977, Kansas City, MO. Attendance: 927.
- ◆ **Fall Board Meetings:** October 1975, St. Louis, MO; October 1976, Washington, D.C.
- ◆ **Membership:** 365,682. **Clubs:** 13,185.
- ◆ **Life Memberships:** 2,341
- ◆ **National Affiliates:** 21
- ◆ **International Affiliates:** 107
- ◆ **Gold Seal Winners:** Dr. Eugene P. Odum, Director of the Institute of Ecology, University of Georgia (1976); Dr. Hubert Bond Owens, University of Georgia educator and father of NGC's Landscape Design School (1977).
- ◆ **Scholarships:** Recipients: 8 (1976); 10 (1977). Amount: \$1,500 (1976 and 1977). Total: \$27,000. Scholarships added for President Jessie M. Conner and Eleanor R. Crosby, NGC Treasurer, 1969-1977.

Major Accomplishments

- ◆ NGC became a partner with American Land Trust to preserve endangered areas.
- ◆ **New Committees:** Arboreta & Botanical Gardens, Chaplain, Youth-Aging, Energy Gardens, Trees, Conservation of Energy, Roadside Councils, Historic Trails, International Affiliates Judges Council Coordinator.
- ◆ **Bicentennial projects promoted:** 1. Network of historic trails; 2. International Flower Show; 3. Collage contest; 4. Millions of Liberty Trees planted.
- ◆ **Major Conferences:** First High School Gardeners National Environmental Conference, First National Advanced Landscape Design Forum, First Environmental Education Facilitator Training Workshop and four Regional Environmental Education Workshops.



Educating the youth has always been important to NGC. The High School Gardeners Conference in Washington, D.C., in August 1975 exposed the 76 participants to their role in creating a desirable environment in America.

House for the inauguration of President Jimmy Carter. It was a feat in engineering to get all the necessary supplies to Washington to make 70 designs using 700 dozen flowers. A 44-foot refrigerated trailer truck was required to transport the Georgia greenery and early Spring blooms to the White House.

After two years of orchestrating many firsts, it was time for the curtain to go down on this administration. Jessie Conner had provided "Designs for Living." Now, Katherine Hedley was asking the members to "Join Hands to Serve."

been a success for, as one student reported, it was the "first time I ever listened to four or five speakers and none of them were boring."

The first Advanced Landscape Design Forum at Texas A&M University was held in February 1976. Educators, environmentalists and garden club members from 48 states learned "the need for effective land use balance through civic development."

If you were from Georgia this was a time to stand tall as one of its members, Rosalynn Carter, would become First Lady. Fourteen garden club members from Georgia decorated the White

GETTING TO KNOW JESSIE CONNER

While Jessie Conner spent most of her garden club life in Florida, she originally came from Virginia. Born July 8, 1904, she was a native of Lynchburg. Jess, as her family and friends affectionately knew her, worked along side her husband, Vernon L. Conner, in the wholesale produce business. Her business and commercial law training gave her a head start to handle finances. NGC and Florida put her expertise to good use.

In 1941, the Connors retired from the produce business and moved to Florida and took up a new hobby – flying. They owned their own plane and she often flew to garden club meetings, saying she had gotten there "by the seat of my pants."

While she didn't report any accidents flying, she suffered a nasty fall during her presidency that left her

with a broken left shoulder and four fragmentations of her left arm. It was another example of how the presidency qualifies as a hazardous occupation.

After arriving in Florida, she joined the Lakes and Dales Garden Club of Mount Dora. By 1957, she was installed as President of the Florida Federation of Garden Clubs, Inc. During her tenure the dream of a state headquarters was realized. She served for 12 years as Chairman of Florida's Trustees, who raised \$100,000 for an Endowment Fund. Florida made her Honorary Life President. She served on the NGC Board of Directors for 18 years prior to becoming National President.

Punctuality was a Conner hallmark. If a meeting was to start at 9 a.m., if only the American flag and

one other person were present, the meeting was called to order.

Jess Conner loved yellow and had a three-tiered centerpiece of yellow orchids and gladioli at her installation. Knowing how she liked yellow, Bob Rucker, her Landscape Design Chairman, bought a yellow tuxedo for his program at the 1977 Convention. He requested Jess wear her 1975 installation gown, but she worried that two years of banquets might have taken a toll on her weight. Bob Rucker insisted she wear it. She did.

A deeply religious person, she opened her term of office with a prayer. She was also very patriotic, making her a perfect choice to preside over NGC's part in the nation's Bicentennial Celebration. She continued to support garden clubs until her death in September 1986.

KATHERINE HENBY
HEDLEY



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hen NGC reaches a milestone, it believes in celebrating. On May 1, 1979, the national organization turned 50. NGC felt marking a half-century of service was too important to remember for just

one day. They orchestrated a 16-month party, which began with the 1979 Convention in New Orleans and culminated with Exhibition 50 in Washington, D.C., which was held from September 11-14, 1980.

President Hedley had other items on her agenda. One was welcoming International Affiliates. At the 1978 Detroit Convention, 20 International Affiliates were ratified, a record at that time. By the end of her term, 30 more were added, bringing the total to 141. Flower Show Schools were taught in South America, Central America, Mexico and the Caribbean. Mexico was the site of the first International Landscape Design Study Course with 87 in attendance.

NGC members supported the flower shows of the International Affiliates: International Flower Show in Durban, South Africa; Flower and Garden Society Show in Alexandria, Egypt, and International Design Symposium in Bermuda. Both Katherine and Bill Hedley attended the four-day Bermuda Symposium and Show, "Art To Enchant," coordinated by designer Kenn Stephens. Ohio garden club members were welcomed to the Monaco Garden Club's flower show sponsored by Princess Grace.

For a number of years, NGC had endorsed various conservation issues, especially control of highway billboards. The question was, however, did this comply with IRS regulations on lobbying? In 1953, NGC received its tax-exempt status. The



"Garden clubs are well known, but not well understood. Because we call ourselves 'clubs,' because we are closely knit, many outsiders think of us only as social organizations and are surprised to find we are a force for good."
 – Inaugural address
 1977

**Katherine Henby
 Hedley**
 Clayton,
 Missouri

statutes left doubt as to how 501 (c) (3) groups could lobby. That issue was clarified in the 1976 Tax Reform Act. At the 1977 Fall Board Meeting, NGC elected not to lobby.

Patterned after the successful Michigan program, Gardening Study Courses were established in 1977. Four courses were developed with lectures, required reading and examinations. A *Handbook for Gardening Study Courses* outlined the program.

The American Land Trust (ALT) program received special attention at the Detroit Convention. Garden clubs had raised



\$244,000 to preserve important ecological areas. Now it was time to give out the ALT awards to them. A bright red American Motors Car was parked in the banquet room. Why was it there? The delegates erupted in glee as Florida ALT Chairman Ella Wood was presented with the keys to the car in appreciation for her state's outstanding program. Ella had the fun of using the car for a year or two.

The ALT program was scheduled to run out in 1978. Many states had not completed their projects and were anxious to finish them. To accomplish this, NGC developed a Land Trust program with the cooperation of The Nature Conservancy.

Junior Gardeners participated in Miles of Pennies for Partners in Preservation to benefit ALT. They raised \$3,829, with the Deep South Region alone contributing \$1,288 and South Atlantic \$869. They learned that pennies can add up for a good cause.

The National Youth Environmental Conference brought together High School Gardeners from 46 states at Texas A&M University in July 1977. Here they explored with industry and education experts such topics as oil, natural gas, coal, nuclear energy, world hunger and the humanistic values of the environ-



Bill and Kathryn Hedley represented one of NGC's power couples. He served as Chairman of the Headquarters Planning Committee. Not only was she a National President but also helped obtain the St. Louis site when she was State President.

ment. Students were urged to return home, be aware and take part in local issues in a knowledgeable way.

Training of Facilitators continued to be a high priority. Seven Regional Directors and 43 State Garden Club Presidents attended an Environmental Workshop at Hawk's Nest State Park, WV, in May 1978. Like the Youth Conference, Shell Oil Company provided funding with help this time from Westvaco Corporation and International Paper Company. The goal was to introduce "techniques for conducting environmental education programs within their own states." Regional team training followed this.

"Operation Wildflower" captured the imagination of more than garden club members. It intrigued Marie Monaghan, a stylist/designer with Springs Mills. She had gotten caught in a violent thunderstorm while driving from

Lancaster, SC, to Charlotte, NC, and had pulled over to the side of the road until the storm cleared. NGC had the good fortune that she stopped in front of a sign reading "Operation Wildflower." Marie had what she described as "a brainstorm in a rainstorm." It flashed through her mind that linens with wildflowers would have great appeal. Her search for the

TIME CAPSULE

- ◆ John Paul becomes Pope.
- ◆ Nuclear disaster averted at Three-Mile Island.
- ◆ Fans mourn death of Elvis Presley.
- ◆ TV sets owned by 98% of Americans.
- ◆ Farrah Fawcett posters become the rage.
- ◆ Sale of food processors explodes.
- ◆ Bestseller: Colleen McCullough's *The Thorn Birds*.
- ◆ *The Deer Hunter* (1978) and *Kramer vs. Kramer* (1979) win Academy Awards.

THE HEDLEY YEARS

- ◆ **Theme:** Join Hands to Serve
- ◆ **Installed:** May 12, 1977, Kansas City, MO.
- ◆ **Conventions:** June 1978, Detroit, MI. Attendance: 1,447; May 1979, New Orleans, LA. Attendance: 1,204.
- ◆ **Fall Board Meetings:** October 1977, St. Louis, MO; October 1978, Missoula, MT.
- ◆ **Membership:** 365,131. **Clubs:** 12,965.
- ◆ **Life Memberships:** 2,875
- ◆ **National Affiliates:** 23
- ◆ **International Affiliates:** 141
- ◆ **Gold Seal Winners:** Dr. Frederick C. Meyer, Washington, D.C., (1978) taxonomist with National Arboretum; Dr. Glenn W. Burton, Georgia (1979) research geneticist USDA.
- ◆ **Scholarships:** Recipients: 10 (1978) 13 (1979). Amount: \$1,500 (1978 and 1979). Total: \$34,500. New scholarships honored President Katherine Henby Hedley; Robert

Rucker, Landscape Design Chairman, 1963-1983; and Hazel L. Knapp, Club Program Chairman, 1961-1981, who helped bring the Headquarters to St. Louis.

- ◆ **Publications:** *Garden Prayers* by Geraldine Dean; *The Midas Touch* by Katherine Hedley. *The National Gardener*: The yearbook issue would be included only at the end of each administration and it would no longer print the NGC award winners.

Major Accomplishments

- ◆ Celebrate 50th Anniversary of NGC.
- ◆ Gardening Study Courses begin.
- ◆ International Affiliates join in record numbers.
- ◆ Land Trust Program adopted with The Nature Conservancy.
- ◆ "Operation Wildflower" gets new partner with Springs Mills, Inc.
- ◆ Environmental Conferences held.



Ella Wood (second from left) received a sporty red car from the American Motors Company for leadership in promoting the American Land Trust program in Florida. From left: Ray Chapin, American Motors Company, Ella Wood, President Katherine Hedley, Mary Kittel, ALT Chairman, Nathaniel Reid, and Mrs. Olson Field, ALT Co-Chairman.

source of the sign led her to the garden clubs and as they say the rest is history. Only it almost wasn't history.

In 1978, Springs Mills asked permission to use the name on a series of linens and related items with royalties returning to NGC. It was approved at the 1978 Convention. Marie Monaghan remembers the vote to approve the plan was close, but won because of the strong support of President Hedley. Marie brought samples of the linens to the 1978 Fall Board Meeting in Montana. JCPenney became the retail outlet. The one percent royalties were invested and the restricted fund grew to more than \$2.5 million by 2003.

The nearly 25-year association between JCPenney and NGC ended when the store discontinued the merchandise in 2003. According to Marie, the sale of the wildflower linens set a record for the longest time any line was marketed. This fund continues to be used for wildflower workshops, cash awards to states and clubs and other educational projects. After the plan was approved, Mrs. Hedley noted: "We all won." History proved her right.

After creating designs for the inauguration of President Carter, Georgia garden club members got a return call to provide centerpieces in January 1979 for a State Dinner honoring Chinese Vice Premier Teng Hatso Ping. They also made boxwood garlands to drape around buses carrying guests from the White House to the Kennedy Center.

When it came time for the 50th Anniversary Gala at the 1979 Convention, six former NGC Presidents were the honored guests on May 6. There were cakes for everyone, topped off by a lighted sparkler, and even the waiters joined in the singing of "Happy Birthday." The celebration had just begun. The new President, Tempie Dahlgren, took over as official hostess for the rest of the party.



NGC Historian Eleanor Crosby authored Fifty Years of Service, chronicling the first 50 years of NGC. It was available at the 1979 Convention.

GETTING TO KNOW KATHERINE HEDLEY

To know Katherine Hedley is to know her great love for the International Affiliates as she traveled the world with her husband, Bill Hedley. While judging an International Flower Show in Durban, South Africa, she broke her hip. Hospitalization and surgery caused a six-day delay in her trip. Even with crutches, it didn't really slow her down since she went directly from the hospital to a flight for Cape Town.

A native of St. Louis, Katherine Hedley was born August 12, 1905, and was a Phi Beta Kappa graduate of Washington University, where Bill also graduated. Married for more than 60 years, they were one of NGC's most respected couples. Katherine considered Bill her greatest asset. Both Katherine and Bill played major roles in the building of the St. Louis Headquarters. At Headquarters, a wildflower garden nestled under century-old trees was dedicated to them in 1986.

This friendly couple accumulated a very large Christmas card list. In 1987, they sent 2,600 cards to friends in 40 countries. The card featured photos of the Hedleys at the Floral Festival in Edinburgh, Scotland, and at their 60th wedding anniversary.

The couple had two children. It was a sad day when, during the 1978 Convention, Kathryn was called home by the death of their daughter, Mary Ann Spears. Contributions poured into National Headquarters in their daughter's memory.

Katherine Hedley was listed in *Who's Who In American Women*. She received the St. Louis Globe-Democrat "Order of the Golden Climatron" and the Gold Medal from the Alexandria, Egypt, Horticultural Society.

Before becoming National President, Katherine Hedley had spent 25 years on the NGC Board of Directors, beginning in 1953 when she was Missouri's President. One of her greatest passions was changing the name of the organization, feeling it needed to be shorter and more easily recognized. It would take until May 2001 for National Council of State Garden Clubs, Inc., to become National Garden Clubs, Inc. She did not live to see that since she died January 18, 1988.

TEMPLE
DAHLGREN



Tempie Dahlgren took office as the 50th Anniversary celebration was just getting under way. Attendees left the 1979 Convention with a golden key ring, a gift of the President's New Hampshire

Federation. "Plant Gold in '79" had been endorsed as the 50th Anniversary project, which quickly resulted in a harvest of gold blooming plants in both public and private areas. The best project with the Plant Gold theme received an award at the 1980 Convention, won by the Franklin County Garden Club of Tennessee.

Special tree plantings, Arbor Day celebrations and arboretum activities commemorated the birthday. Indiana dedicated Blue Star Memorial Highway markers on I-70, the Interstate leading to St. Louis. Minnesota gave books to the Arboretum and Zoological Garden. Iowa and New Jersey used flower shows to applaud the occasion. Florida pledged to add 120 new Life Members, but by the 1979 convention they had a record number of 153. It must have been fun to deliver mail in West Virginia since gold "postage stamp" gardens had been planted at mailboxes. Lampposts also got flowers.

The celebration finale at Exhibition 50 in Washington D.C., from September 11-14, 1980, was a festive occasion. Four hundred garden club members, including 120 International Affiliates, joined in the fun.

Designers were challenged just getting to Washington from places like Costa Rica and New Zealand with their unwieldy plant materials. Airport security guards must have wondered why they needed a long leaf pine with its



"Our mission, succinctly explained, is to serve our towns, our cities, our states and our nation by lending knowledge and talent to create a better environment."
– The National Gardener, May/June 1980

Tempie Dahlgren
Concord,
New Hampshire

ends covered by plastic cups. They climbed ladders to construct designs, repaired broken containers and nursed damaged material, so the show would go on. The show opened to enthusiastic applause.

Exhibition 50 included a special visit to the White House, where guests received personal greetings from First Lady Rosalynn Carter and President Carter. A flower feast awaited members at the Washington Cathedral. Sixty-seven garden club members prepared 50 designs for



the chapels and also the bays in the sanctuary.

Tea at the New Zealand Embassy was followed by a tour at the National Arboretum. Before they called it *sine die* on the 50th Anniversary Celebration, they feasted at a Colonial buffet prepared by The National Capital Area Federation of Garden Clubs, Inc., that included mint juleps, peanut soup and English trifle.

Exhibition 50 ranked as a fitting 50th Anniversary finale. President Dahlgren concluded, "We are proud of our history and of our achievements. Now we go forward with high aims and bright hopes for even greater accomplishments."

President Dahlgren outlined four major areas of emphasis: increased membership, youth education, environmental concerns and horticulture.

She coined the phrase "I GOT ONE." Buttons with that slogan were given to those who secured a new member. While 40,000 new members joined, it didn't compensate for the erosion of women into the workplace and other activities.

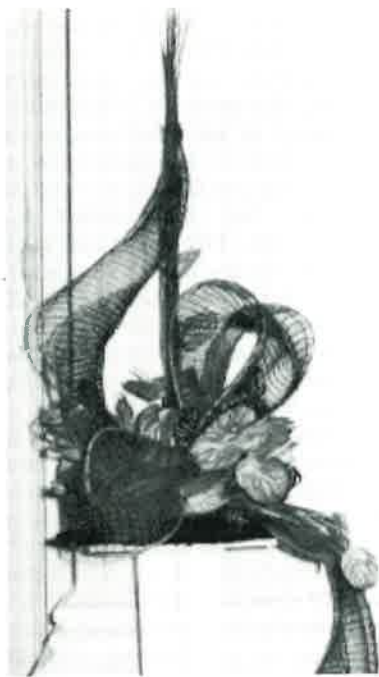


As a finale to the 50th Anniversary celebration, Exhibition 50 was held in Washington, D.C. First Lady Rosalynn Carter welcomed President Tempie Dahlgren and other garden club members on a special visit to the White House. Previously, Georgia garden club members had decorated the White House on President Carter's inauguration.

Two State Garden Club Presidents must have felt like "Queens for the Day" as they received stained glass crowns for increasing membership in their states. Texas President Mary Louise Michie recalls the thrill of having President Dahlgren place one on her head as her state won for attracting the greatest number of new members. That crown now resides on permanent display at the Texas Headquarters. Utah's President, Mrs. Ronald Rosher, won the other crown for the greatest percentage increase of new members.

Forty-two state presidents traveled to West Virginia in July 1979 to attend an Environmental Education Workshop. In March 1980, 41 attended a second EE workshop in Florida. They participated in the problem-solving approach to learning.

In September 1979, Triple E (Energy, Environment, Education) Conferences were held at the University of New Hampshire and at the YMCA of the Rockies in Estes Park, CO, aided by Shell Oil Company. Different viewpoints on energy were discussed. One daunting problem was to reconcile the fact that the resources wanted were in the West, but to obtain them might impact the pristine wildernesses and the federal lands there.



The 50th Anniversary climaxed with Exhibition 50, where designers arrived from around the globe. Lynn M. Amos of New Zealand designed this entry.

TIME CAPSULE

- ◆ U.S. elects Ronald Reagan as President.
- ◆ Ex-Beatle John Lennon shot December 8, 1980.
- ◆ Iran releases 52 American hostages.
- ◆ The two-earner family is on the rise.
- ◆ Rubik's Cube and Sony Walkman are popular.
- ◆ America reads Danielle Steele novels.
- ◆ *Ordinary People* (1980) and *Chariots of Fire* (1981) win Academy Awards.

THE DAHLGREN YEARS

- ◆ **Theme:** Vision + Action = Reality
- ◆ **Installed:** May 10, 1979, New Orleans, LA.
- ◆ **Conventions:** May 1980, Oklahoma City, OK. Attendance: 713; April 1981, Atlanta, GA. Attendance: 1,500.
- ◆ **Fall Board Meetings:** October 1979, St. Louis, MO; October 1980, Colorado Springs, CO.
- ◆ **Membership:** 340,531. **Clubs:** 11,850.
- ◆ **Life Memberships:** 3,320
- ◆ **National Affiliates:** 25
- ◆ **International Affiliates:** 165
- ◆ **Gold Seal Winners:** Dr. Charles R. Gunn, Maryland, Research Botanist, USDA (1980); Dr. Reed C. Rollins, Professor of Systematic Botany, Harvard University (1981).
- ◆ **Scholarships:** Recipients: 14 (1980), 15 (1981). Amount: \$2,000 (1980 and 1981). Total: \$58,000; Scholarships added for former President Evelyn Mooney and President Tempie Dahlgren.
- ◆ **Major Accomplishments**
 - ◆ Plant Gold in '79 was promoted.
 - ◆ Exhibition 50 concluded 50th Anniversary Celebration.
 - ◆ PAT (Plant Anniversary Trees) endorsed.
 - ◆ "I Got One" buttons promoted to increase membership.
 - ◆ Four National Environmental Conferences held.

NGC joined the U.S. Forest Service to Plant Anniversary Trees (P.A.T.) in tribute to the 75th Anniversary of the National Conservation Movement. For actively supporting conservation, NGC received a Certificate from the Forest Service. The U.S. Department of the Interior honored NGC with the Heritage Conservation Service Achievement Award because of the hundreds of acres it had preserved in the American Land Trust program.

Billed as "Earth's Panorama," the 1981 Convention marked the third time NGC enjoyed the Southern hospitality of Atlanta. Easter

Sunday provided the time to tour Callaway Gardens, where dogwoods and azaleas delighted the senses.



One of the anticipated events at National Conventions is hearing the High School Speech winners. The contest began in 1973. The 1980 winners accept their awards after delivering their speeches at the Oklahoma City Convention. From left, Mark A. Story, Oklahoma, Tempie Dahlgren, Suzanne Owens, Texas, and Miriam Steel. Former Presidents Dahlgren and Steel donated the awards.

Wildflowers also came in for their share of attention. At the Awards Banquet, President Dahlgren congratulated the new "Operation Wildflower" winners in four categories. Each received \$1,000 for first place and \$500 for second place. Gold Seal winner and Harvard Professor, Dr. Reed C. Rollins, aided in researching designs for the "Operation Wildflower" linens. An NGC publication, *Directory to Resources on Wildflower Propagation*, aided wildflower enthusiasts.

President Dahlgren had provided a vision for positive action. Now the gavel would be

handed to Winifred Fink, who knew it was "A Time to Grow."

GETTING TO KNOW TEMPIE DAHLGREN

The petite and dedicated Tempie Dahlgren was born in North Carolina in 1909, but spent much of her life in New Hampshire.

A graduate of the Carolina General Hospital in Wilson, NC, she was a registered nurse. She completed post-graduate work at Cook County Hospital in Chicago, IL, where a friend persuaded her to go to New Hampshire. There she became an operating-room nurse. Romance entered the picture at this point as she met and married Dr. Carl A. Dahlgren. He died shortly before she became President. They had one son.

President Dahlgren had a special interest in the State, Regional and National youth programs. She wrote: "High School Gardeners and zinnias

have a great similarity. They require nurturing to attain significant achievements and produce prolific bloom." As High School Gardeners Chairman from 1967-1973, she gave nurturing by participating in youth conferences and donating prize money for the High School Speech contest. The Tempie Dahlgren Loyalty Scholarship was created for High School Gardeners. In 1984 this became a four-year renewable scholarship if the student maintained a B average. It is now part of the regular scholarship program.

During her tenure in office, she visited all the State Garden Clubs and the Regions. As she put it, "I lived out of a suitcase for two years, but loved every minute of it." Even with all that travel she kept track of her

beloved Boston Red Sox baseball team. Her first inquiry on reaching a new destination was usually the latest baseball scores.

Before becoming NGC President, she served New Hampshire as President from 1963-1965 and as New England Regional Director from 1965-1967. A Master Flower Show Judge, Landscape Design Critic and National EE Team Facilitator, she was listed in *Who's Who of American Women* and *Directory of International Biography*.

When this historian spoke with her in February 2003, her keen mind reported specific details of her presidency. She said she was then 93. It was hard to believe. In April 2003, she died peacefully in her sleep, ending an accomplished life.

WINIFRED
FINK



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As the National Garden Club story unfolded, it became evident that the Presidents embraced similar goals: good gardening, floral designing and responsible civic and environmental practices.

President Fink endorsed these also. Yet, she realized for the garden clubs to achieve their potential, people power was needed. Women continued to join the work force in increasing numbers, diminishing that power.

"Mission Possible," a new membership promotion, focused on 4 R's: Renew, Retain, Recruit and Recognize. "People power" members received special orange ribbons for recruiting new members or for giving long-time service to the garden club.

"Plant Energy Trees" became part of the membership drive. Energy trees were those "planted to save energy by providing shade and/or wind control." It was hoped that the positive effects of planting trees would attract new members. The campaign was described as "Mission Accomplished" with 13 states increasing membership for 1981-1983 while 18 states showed an increase for 1982-1983. The downward trend slowed.

Continuing its commitment to the environment, "Clean Air and Acid Rain" was the topic at the Energy Awareness Conference held at the University of Maryland in June 1981, sponsored by Shell Oil Company and NGC. Participants from all 51 State Garden Clubs heard opposing views from industry leaders and environmental groups about the pending Clean Air Act legislation. They took advantage of a trip to Capitol Hill to discuss the topic with their legislators. Five Regions sponsored follow-up conferences to further explore pending



"The 'people power' of National Council starts at the grass-roots level with individual members – the Sally Garden Clubbers. They are our most valuable assets, they are our VIPs." – The National Gardener, Jan./ Feb. 1983

Winifred Fink
Aurora,
Ohio

legislation.

On the lighter side, the Maryland Conference turned into a crash course in dorm living. Attendees shared a large central bathroom, needing organizational skills to avoid traffic snafus in getting ready for the day's activities. High humidity and high temperatures with no air conditioning resulted in a scramble for the few fans available. However, in the company of garden club friends it proved fun and rewarding.

A workshop format was used at an Environmental



Conference at Land-Between-The-Lakes, near Wickliffe, KY, in November 1982. Co-sponsored by Westvaco and the Tennessee Valley Authority, the garden club members got a first-hand look at forest management procedures and observed the interaction between man and the environment.

Taking its cue from President Fink's theme, the Flower Show Schools reported a 22 percent growth. The required reading examination for prospective judges now concentrated on material from the *Handbook* and also *The National Gardener*.

International Affiliates gained new clubs, especially in Mexico, which now boasted 69 Affiliates. They put on spectacular flower shows and can apply for the Winifred Fink Silver Trophy, Award No.36-B, for the show best promoting NGC objectives.

In 1982, 10,000 attended an International Flower Show in Panama City. It took 31 judges, including the President, to critique this event. In Peru, 400 registrants attended a Flower Show Symposium in conjunction with its flower show, "On Wings of Flowers." Mexico City was the site of an Advanced Landscape Design Forum in August 1981.

"Operation Wildflower" moved



Winifred Fink (center rear) oversaw the planting of her namesake rose at the Cleveland Botanical Garden in 1991. Joining her are members of her 1981-1983 administration: Ohio President Ruth Hoyt (left), and Corresponding Secretary Marge Purnell (right). In the front is a Garden staff member. The rose is a grandiflora from a seedling of 'Queen Elizabeth.'

from Roadside Development and set up shop as a separate committee. Springs Mills and JCPenney racked up brisk sales of the "Operation Wildflower" linens as garden club members and the public snapped them up. Over the years, five different linen designs came on the market, with "America's Garden" being the most popular. Wildflower linens seemed to make a fashion statement. In 1979 the reigning Miss Oklahoma wore a tunic pantsuit made from "America's Wildflowers" at the fair in Tulsa. In addition, Indiana's Gerry St. Peters often delighted NGC members with a variety of outfits made from the sheets.

Forty Blue Star Memorial Highway markers were dedicated in these two years, including 11 of the new Blue Star By-Way markers. Approved in May 1981, By-Way markers could be placed in areas governed by local authorities, meaning they didn't require legislative action to be memorialized.

The Deep South Region dedicated 26 markers for the Bartram Trail at a cost of \$13,450. The Central Atlantic Region was tracing pre-1850 Indian and pioneer trails.

Reader's Digest provided a one-year grant of \$3,000 for the Miriam Steel and Tempie Dahlgren High School

TIME CAPSULE | THE FINK YEARS

- ◆ Reagan era is in full swing.
- ◆ Sandra Day O'Connor becomes first female Supreme Court Justice.
- ◆ Stock market hits 1,200 for first time.
- ◆ Nancy Reagan and Princess Diana set an elegant fashion style.
- ◆ Princess Grace dies in a car crash.
- ◆ *E.T., The Extra-Terrestrial*, calls home.
- ◆ *Cats* begins its Broadway run.
- ◆ *Gandhi* (1982) and *Terms of Endearment* (1983) win Academy Awards.

Theme: A Time to Grow

Installed: April 22, 1981, Atlanta, GA.

Conventions: May 1982, Los Angeles, CA.
Attendance: 900; May 1983, Louisville, KY.
Attendance: 1,331.

Fall Board Meetings: October 1981, St. Louis, MO; October 1982, Winston-Salem, NC.

Membership: 326,733. **Clubs:** 11,008.

Life Memberships: 3,813. Life Membership pin became available.

National Affiliates: 23

International Affiliates: 182

Gold Seal Winners: Dr. Peter H. Raven, Director, Missouri Botanical Garden (1982); Dr. Henry M. Cathey, Director, National Arboretum in Washington, D.C (1983).

Scholarships: Recipients: 18 (1982); 20 (1983). Amount: \$2,000 (1982); \$2,500

(1983) Total: \$86,000. Scholarships added for Jane R. Layman, NGC major benefactor, President Winifred Fink and former Presidents Osa Mae Barton, Geraldine Dean and Lucile Mauntel.

New Committees: Operation Wildflower, Illustrated Lectures.

Major Accomplishments

- ◆ Energy trees promoted.
- ◆ *Reader's Digest* gave \$3,000 to be awarded to High School Speech Contest winners.
- ◆ Environmental Conferences sponsored.
- ◆ Advanced Landscape Design School held in Mexico City.
- ◆ By-Way markers extend the Blue Star Memorial Highway program.
- ◆ *The Columbine* gave wildflower news. Editor: LaVerne Collard

Gardeners Conservation Speech Contest. The two winners would each receive \$500 plus expenses for one day at the 1982 Convention. The winners spoke on "Challenges of the '80s: Ecological Disaster or Planned Growth."

Sometimes it takes a contest to reach a goal. The goal was to have more paid subscriptions to *The National Gardener* than free service copies, which were sent to Life Members, club presidents and NGC officers. "Be a Lifesaver – Subscribe Now" became the slogan. Incentives for State Garden Clubs getting the most orders went as high as \$500 for the first-place winner. The contest reached its goal.

Probably one of Winifred Fink's greatest adventures was at the 1982 Los Angeles Convention. The chairman had engaged the talented Sacramento Arrangers Guild to put on a spectacular design program. Yet, President Reagan had planned a fundraising dinner at the same time in the

same hotel. Security was heightened everywhere. Mounted police patrolled the streets as protesters mingled in front of the hotel.

In addition, President Reagan's fundraiser was scheduled to be in the same room as the design banquet. What to do? Of course, have the banquet in the parking garage. Isn't that your first thought? The Century Plaza Hotel put down wall-to-wall carpeting and covered trellises with flowers. The designers



Celebrities added to the festivity and excitement at the 1982 Los Angeles Convention. Actress Eva Gabor and President Winifred Fink both look radiant for the occasion.

rose to the occasion. They said "they felt right at home for they long ago confiscated the garages at home as arranging workshops." The best part was that NGC's dinner cost \$30. Those attending the fundraiser paid \$1,000 for the same meal. Gardening must be cheaper than politics!

At the 1983 Convention, Robert Rucker was honored with a plaque for his outstanding leadership after 20 years as Landscape Design Chairman. Robert and Freda Rucker donated an "It's a Duck" trophy to honor Frances Hickey for supporting NGC as a Shell Oil Company liaison. When you heard that phrase, you knew Frances approved. The trophy will be retired at the end of the 2003-2005 administration.

They danced on a riverboat, traveled to Churchill Downs and enjoyed a gala time at the 1983 Convention. Now it was time to applaud Winifred Fink on showing the garden clubs how to grow as she passed the gavel to Montana's Junne Johnsrud.

GETTING TO KNOW WINIFRED FINK

Charming with a facile mind might best describe Winifred Fink. Born in 1905, she was a native of Cleveland, OH. Winnie, as her friends affectionately called her, attended Notre Dame College in Chaudron, OH.

Known for her quickness with figures, her executive ability and a flair for speaking, it isn't surprising her Corresponding Secretary, Marge Purnell, felt she could easily run a Fortune 500 company. She did run The Garden Club of Ohio, Inc., as President from 1969-1971 and took on the job as the 1972 Cleveland Convention Chairman. In 1973 she became NGC's Fourth Vice-President.

Winifred Fink provided garden therapy to a group of special children who could benefit from such a program. Because of this and other community activities, she was named "Woman of the Year" in Willoughby, OH, her home at that time.

This President had been married to Charles Krotine, who died in 1969. They had one daughter, also named Winnie, and three grandchildren. However, romance beckoned again. Winifred Krotine and Francis Fink played in a social card group. He must have felt like he held four aces when the beautiful Winnie agreed to marry him.

Pink was her color of choice, from lipstick to banquet gowns. A hot-pink rose that had been hybridized for her found its way into the Cleveland Botanical Garden.

Her garden club roommates marveled at the speed with which she got dressed. It took only seven minutes to have every hair in place and make-up perfectly applied for the early morning breakfast meetings.

She died November 5, 2002, at age 97. Marge Purnell also remembers her as one who "never, ever spoke unkindly of anyone, no matter how deserving; she was respected and loved by all who knew her." She had served NGC well.

J U N N E

J O H N S R U D



During much of the 1980s, an optimistic attitude reflected the country's mood. President Ronald Reagan reminded us "it was morning in America." Daytime dress was casual, but fashion

glittered at night. We were not fighting any major wars. The economy hummed along.

Garden clubs hummed along, also. President Johnsrud placed importance on three educational programs: Gardening Study, Landscape Design and Flower Show Schools. Gardening Study courses were held in 23 states. Landscape Design reported 79 schools with 3,422 students. More than 10,000 attended Flower Show Schools and Symposiums.

The warning, "Water, water everywhere, but not a drop to drink," took on urgency in President Johnsrud's administration. There was no camouflaging the need for sufficient, safe water. The President responded by appointing a Conservation of Water Chairman and NGC took action.

New England collected information on the effect acid rain had on drinking water. South Atlantic Region and TVA sponsored a three-day water quality workshop in North Carolina. Georgia's Okefenokee Swamp workshop, also with TVA's aid, provided awareness across the Deep South of wetland preservation and restoration. Central Region turned its attention to the purity and use of the Great Lakes. Vital water legislation became the target in the Rocky Mountain Region. Pacific, Rocky Mountain and Central Regions held workshops on water conservation at their Regional meetings.

The Energy Awareness Conference held in Washington,



"Being a garden club member is a high calling. It demands rare selflessness and insight to a better way of life." – Inaugural address 1983.

Junne Johnsrud
Fort Benton,
Montana

D.C., in July 1983 concentrated on "Onshore/Offshore Access to Public Lands." The three-day meeting, co-sponsored by Shell Oil Company, brought 150 garden club members from 47 states together. They were provided an overview of the complex energy problems facing the country and learned about drilling on public lands, which includes one-third of the U.S. acreage. Armed with information, garden club members were urged to keep abreast of legislation in these areas.

Fifty-eight instructors and Flower Show Schools Committee





Addie Lou Harris, International Affiliates Chairman, and President Johnsrud delight in presenting one of NGC's awards to an International Affiliate group in Nassau, Bahamas. Flower Show Award for International Affiliates (Award 36A) and the Winifred Fink Silver Trophy Award for International Affiliates for the show best promoting NGC objectives (Award 36B) were available by 1983. Instruction for the Affiliates had begun in 1972. During President Johnsrud's frequent travel to the Affiliates she often taught in Flower Show Schools.

members sharpened their skills at the Fourth Instructors Symposium at Texas A & M University in January 1984. President Johnsrud delivered the keynote address asking, "Where Have All the Flowers Gone?" Certainly, they had all gone in the 40 foliage designs at the Symposium. Designs with few flowers seemed to be a growing trend for a decade or two.

Since the first High School Speech Contest in 1973, two winners had been selected for the honor. Miriam Steel and Tempie Dahlgren donated the \$50 prize money each year for each speaker. Beginning in 1983, the contest changed. There would be one speech and one essay contest winner. Each National winner would receive \$500, through the generosity of Mr. and Mrs. Arthur C. Avril of Cincinnati, OH. The speech contest would continue to stress conservation while the essay contest would emphasize gardening.

In 1984, Smokey Bear turned 40. He needed a party. Smokey and his pal Woodsy Owl arrived in time for him to blow out the candles on his cake at the 1984 Convention. The USDA Forest Service took this occasion to honor NGC. An assistant might come in handy with all the duties Smokey and Woodsy had keeping the forests safe. So, Spunky Squirrel signed on in 1985 as a tree symbol for urban and community forestry.

National Headquarters celebrated its 25th birthday. Sprucing up was in order as a new roof, new drapes and an underground sprinkler system were installed. Fresh paint inside and out completed the change. Outside, the Hazel Knapp plantings and Jane Layman garden were freshened up. Keeping Headquarters in prime condition falls on the shoulders of the Permanent Home and Endowment Trustees with the Executive Director being the on-the-spot supervisor.

TIME CAPSULE

- ◆ Gandhi assassinated in India.
- ◆ Soviet Union boycotts Los Angeles Olympics.
- ◆ Trump Tower is built in New York City.
- ◆ Apple Macintosh comes on the market.
- ◆ Trivial Pursuit becomes the rage.
- ◆ TV shows *Dynasty* and *Dallas* reflect interest in wealth.
- ◆ Helen Hoover Santrmyer writes *Ladies of the Club*.
- ◆ *Amadeus* (1984) and *Out of Africa* (1985) win Academy Awards.

THE JOHNSRUD YEARS

- ◆ **Theme:** Forever Gardening
- ◆ **Installed:** May 18, 1983, Louisville, KY.
- ◆ **Conventions:** May 1984, Albuquerque, NM. Attendance: 1,096; May 1985, Nashville, TN. Attendance: 1,823.
- ◆ **Fall Board Meetings:** October 1983, St. Louis, MO; October 1984, Bedford, NH.
- ◆ **Membership:** 311,341. **Clubs:** 10,553.
- ◆ **Life Membership:** 4,298
- ◆ **National Affiliates:** 28
- ◆ **International Affiliates:** 178
- ◆ **Gold Seal Winners:** Donald M. Hastings, Jr., Georgia, established Egyptian-American Agricultural Company (1984); Dr. Thomas R. Soderstrom, Curator in the Department of Botany, Smithsonian, Washington, D.C. (1985).
- ◆ **Scholarships:** Recipients: 21 (1984); 22 (1985). Amount: \$2,500 (1984); \$3,000 (1985). Total: \$118,500. Scholarships added for President Junne Johnsrud and Jean Ladson, NGC Treasurer and Investment Committee Director.
- ◆ **New Committees:** Conservation of Water; Conservation/Preservation of Butterflies.

Major Accomplishments

- ◆ Energy Awareness Conference convened in Washington, D.C.
- ◆ Fourth Instructors' Symposium held at Texas A&M University.
- ◆ Speech contest divided into a speech and essay contest.
- ◆ International Flower Show staged at the 1985 Convention.

“Operation Wildflower” lincus reported brisk sales. By 1985, NGC had earned \$649,764 from the one percent royalties for buying these products.

NGC’s dedication to horticulture cannot be overestimated. Recognizing this, the national organization was honored with the Massachusetts Horticulture Society Award for Outstanding Service in Horticulture in 1984.

Had you ever thought about adopting a bird? That option became available when NGC approved Adopt-A-Bird or Give-an-Eagle-to-your-Uncle Sam. The Florida Audubon Society promoted the plan since it needed financial help to rehabilitate injured raptors. Adoption rate for an eagle was \$225 per year or \$150 for a hawk and \$120 for a small owl or falcon. Adoption papers and a photograph of your new special



At the Energy Awareness Conference in Washington, D.C. in July 1983, President Johnsrud (second from left) confers with Peter Copleman, Director, Wilderness Society; Violet Dawson, NGC Fourth Vice-President; Robert Burford, Bureau of Land Management; Ellen Griffin, NGC Second Vice-President, and Jean Ladson, NGC Investment Chairman.

family member would be provided. No word on visitation rights!

At the 1985 Nashville Convention, an international flower show, “Cosmos ’85,” dazzled the attendees. Designer Bob Thomas choreographed the show, which was dedicated to President Johnsrud. Being from the Southwest, it isn’t surprising that June Wood’s Tricolor Award featured succulents. Class titles such as “The Magical Inferno,” “Cosmic Happenings” and “Survival” sent designers scurrying for novel ideas.

Breaking with tradition at the 1985 Convention, candidates were nominated from the floor and elected. At the installation ceremony, members of the Executive Committee gave incoming President Ellamae Fehrer a long-stemmed pink rose symbolizing their commitment to her and her program.

GETTING TO KNOW JUNNE JOHNSRUD

The vibrant Junne Johnsrud is a third generation Montanan, having grown up on a ranch with her own horse. In 1942 she married Lyle Johnsrud and they had two sons.

She claims she got into garden club work via the back door. Actually, she became interested in floral design because of entering cakes, pies, rolls and flowers at the county fair. Her flowers caught the eye of a judge who suggested she might like to learn to arrange them. Intrigued by the idea, she took courses and became a Master Flower Show Judge, Flower Show Schools Instructor, and Director of the American Guild of Flower Arrangers.

She served Montana as President from 1961-1963 and became Rocky

Mountain Regional Director in 1965. A partial list of her achievements includes being appointed by Montana’s Governor to the Lewis and Clark Heritage Foundation and the Land, Water and Mining Reclamation Committee. She was president of the St. Clare Hospital Auxiliary and Chouteau County Home Demonstration Club. Johnsrud Park was named for her.

Antiques and politics are two of Junne’s passions. Her home is filled with antiques, including four antique sofas. She doesn’t miss the chance to talk politics. On the way to a luncheon, Junne and a friend became so involved in a political discussion that they missed their turn. They were miles off course before

realizing where they were. Instead of lunch, they arrived for coffee at 3:30 p.m. Politics can lead you astray.

Talk about needing a travel agent, Junne Johnsrud certainly must have been in close contact with hers. Not only did she travel extensively in the United States, but visited International Affiliates in Honduras, Guatemala, Mexico, Nassau and Peru. As she traveled she taught numerous Flower Show Schools and Symposiums, being one of only four NGC Presidents who also were instructors.

With her dynamic personality and wit, Junne Johnsrud provided excitement in her presidency. This capable lady knew how to capture the attention of the garden club family.



ABOVE: Environmental issues occupied the attention of the country in the 1970s. NGC held more than 12 environmental conferences during this period, with Shell Oil Company being a major sponsor. Seventy-eight participants gather at a Triple E (Energy, Environment, Education) Conference in September 1979 at the YMCA of the Rockies in Estes Park, CO, to discuss energy problems.



MIDDLE LEFT: Children learn the magic of butterflies at EPCOT International Flower and Garden Festival at Disney World in Orlando, FL, April 28-June 11, 2000. During the Festival, 81 garden club volunteers explained to the children the importance of butterflies in the ecosystem.

MIDDLE RIGHT: This overfed butterfly topiary captured the attention of visitors to the EPCOT Festival.



BOTTOM LEFT: Smokey Bear Chairman Lois Dupré (now Shuster), Chief R. Max Peterson of the U.S. Forest Service and the U.S. Department of Agriculture, and NGC President Jenne Johnsrud look sporty in their Smokey Bear Hats at Smokey's 40th birthday at the 1984 Convention. The Smokey Bear coloring contest began in 1960 and Woodsy Owl came on board in 1972.



ABOVE: The Washington 12 created centerpieces for a Congressional Picnic in June 1995. Hillary Rodham Clinton and President Bill Clinton greeted Marge Purnell, Pat Haering, Marie Cruse, Dixie Freudenberg, Barbara Young, Eleanor Yates, Jean Sleeper, Mary Lou Smith, June Wood, Deen Day Smith, Edie Pate and Doris Swartz.

LEFT: In 1971, designs took on space-age qualities as this bird reached for the heavens.
BELOW: Chairman June Wood and President Deen Day Smith stand in front of "Grandmother's Garden" at the 2000 International Flower Show in San Diego, CA. Lynwood Hall created the background.



TOP RIGHT: A record number of International Affiliates enjoyed the hospitality of the 2001 Chicago Convention.

MIDDLE RIGHT: Former Presidents join the Shell Oil Company Representatives and NGC's Shell Grant Program team at a festive dinner hosted by Shell at the 2001 Chicago Convention. Front row: Former Presidents Mary Louise Michie, Violet Dawson, Ellen

Griffin and Joy Cocchiara, Program Manager, Shell Oil Co. Back row: Paula Saizan, Community Outreach for Shell, President Deen Day Smith, former Presidents,



Barbara Barnette and Eleanor Yates and the Shell Grant Program team of Marilyn Oberti, Joan Craig and Pat Westgard.

INSET: The National President's pin with its seven diamonds and one sapphire, symbolic of the Blue Star Memorial Highway, was first designed in 1952 with seven loops representing the seven Regions. It was changed when an additional Region was added in 1961. The 2001 name change altered the center of the pin.



ABOVE: First Vice-President Violet Dawson and President Martha Smith welcome Shell Oil Company Program Manager Billie Sait Mason to the 1990 National Convention.

LEFT: Waiting to be installed May 20, 2003, in Biloxi, MS, are the 2003-2005 Administration Vice-Presidents Kitty Larkin, Barbara D. May, Renee D. Blaschke and Shirley S. Nicolai.



ELLAMAE
FEHRER



President Fehrer's theme, "Pride in the Land," paralleled the pride America felt in observing the 100th anniversary of the dedication of the Statue of Liberty on October 28, 1986. To honor this

symbol of freedom, NGC's Board of Directors voted in 1984 to be a Pedestal Club member through a contribution of \$100,000 to the Statue of Liberty-Ellis Island Restoration.

When President Ronald Reagan signed the Centennial Year of Liberty Proclamation on October 18, 1985, the prestigious guest list included President Fehrer. It was a gala time with a concert at the Kennedy Center, followed by a reception hosted by Lee A. Iacocca, Liberty Centennial Chairman.

NGC reached its goal of attaining Pedestal Club status. Connecticut led the way, giving \$13,100 after two of its dedicated members, Anne Horton and Lee Bauerfeld, toured the state for a year at their own expense promoting it. New York followed with \$10,280. When all donations were counted, the target was exceeded by \$15,000.

A "Waste Awareness Conference," held in Washington, D.C. at the National 4-H Center in September 1985, alerted NGC officers and State Garden Club representatives to the dangers of hazardous waste. On a trip to Capitol Hill, they exchanged ideas with members of their Congressional delegations about this risk. Shell Oil Company partnered with NGC as a sponsor and also funded follow-up Regional conferences and a quarterly publication, *Energy Echoes*, which gave information on hazardous waste.



"The interlocking rings of conservation, horticulture and education, the foundation upon which the organization rests, have been enlarged and kept abreast of times, but they are as essential to our well-being today as at the moment of founding."

— Inaugural address
1985

Ellamae Fehrer
Altadena,
California

"Recapturing our Garden Heritage" provided the theme for the first historic preservation symposium in Washington, D.C., in 1985. The conference, sponsored by the National Capital Area Federation of Garden Clubs, Inc., centered on the re-use of historic property, the horticulture of the Victorian period and environmental planning.

TNT usually means dynamite, but TNT in this case meant Tools from National for Teachers. This dynamite idea came complete with an exploding firecracker logo.



What was exploding was the opportunity to place all new PATE (*People and Their Environment*) books in the classroom. Ten \$500 prizes were given to states placing the required number of books. Mobridge Garden Club, SD, used a personal touch to introduce the project. After teachers viewed the curriculum guides and selected what they wanted, the club purchased them and they became the teachers' personal property.

Garden clubs found grocery bags could be an advertising tool. Millions of shoppers at the Harris Teeter supermarkets carried away sacks reading, "Pride in the Land" and "Join a Garden Club." McDonald's fast-food chain spotlighted garden clubs on bulletin boards with the message, "Observe National Garden Week."

Twelve State Garden Clubs helped support Ronald McDonald houses, where families may stay to be near ill children. Milwaukee District Garden Clubs employed a creative idea when it enlisted the service of the Milwaukee Bucks' mascot in its "Sports and Celebrities" tour of six homes to raise funds for a Ronald McDonald house.

Three tree projects were promoted. NGC joined the American Forestry Association in "Plant America's Trees" program. In another cooperative effort, the garden clubs supported planting Constitution Trees to celebrate the U.S. Constitution's Bicentennial. A "Quarter Century of Trees" underlined the importance of planting long-lasting trees and to encourage this, cash awards were offered. Also, garden club members were alerted to the importance of preserving historic trees, which were being damaged by urbanization.

At the 1985 Fall Board Meeting, a Friendship Garden was dedicated at Headquarters. It was an outgrowth of a request by the Hemerocallis Society to establish a National Display Garden there. More than 100 daylilies, including those named for NGC Presidents, would provide a colorful vista from Kellogg Hall. As a focal point, The Garden Club of New



Restoring the Statue of Liberty on its 100th Anniversary captured the imagination of President Fehrer and the garden clubs. They donated \$115,000 to the project.

**"Pride in
the land—"
Join a Garden Club**

NATIONAL COUNCIL OF
STATE GARDEN CLUBS INC.

Harris Teeter

Making the good things of life even better.

NGC hoped to fill more than just groceries with these bags. The promotion chairman and fourth vice-president Eleanor Yates wanted to fill it up with new members.

TIME CAPSULE

- ◆ Challenger explodes, killing seven astronauts.
- ◆ New words in use: white knight, golden parachute, poison pill and junk bonds.
- ◆ Dow Jones Average tops 1,800.
- ◆ Drug use on the rise.
- ◆ Van Gogh's *Sunflowers* brings \$39.3 million.
- ◆ Bruce Springsteen and Whitney Houston are popular vocalists.
- ◆ *Platoon* (1986) and *The Last Emperor* (1987) win Academy Awards.

THE FEHRER YEARS

- ◆ **Theme:** Pride in the Land
- ◆ **Installed:** May 1, 1985, Nashville, TN.
- ◆ **Conventions:** May 1986, Chicago, IL. Attendance: 961; May 1987, Bal Harbour, FL. Attendance: 953.
- ◆ **Fall Board Meetings:** October 1985, St. Louis, MO; October 1986, St. Paul, MN.
- ◆ **Membership:** 308,623. **Clubs:** 10,553.
- ◆ **Life Memberships:** 5,143
- ◆ **National Affiliates:** 29
- ◆ **International Affiliates:** 185
- ◆ **Gold Seal Winners:** Dr. Ellis B. Cowling, North Carolina State University Professor, (1986); Vivian Kearns Toole, Maryland, pioneer in basic agricultural research, (1987).
- ◆ **Scholarships:** Recipients: 22 (1986) 24 (1987) Amount: \$3,000 (1986), \$3,500 (1987). Total: \$150,000. Scholarships added for President Ellamae Fehrer and former President Violet Gose.
- ◆ **Blue Star Memorial Highway Markers:** 21 large markers and 29 By-Way markers erected. Hawaii dedicated its first Blue Star Memorial Marker.
- ◆ **Major Accomplishments**
- ◆ Became a Pedestal Club member for Statute of Liberty-Ellis Island Restoration.
- ◆ "Waste Awareness Conference" held in Washington, D.C.
- ◆ Historic Preservation Symposium in Washington, D.C.
- ◆ Tree planting projects promoted: "Plant America's Trees" (PAT), "A Quarter Century of Trees" and "Constitution Trees" to honor signing of the U.S. Constitution.

Jersey added a sundial to honor former National President Helen Hull.

CARE, Inc., celebrated its 40th Anniversary and presented a plaque to NGC for its support. Contributions during this administration were \$38,940. New York led with \$7,700.

Slogans create verbal images to advance goals. The promotion chairman coined "We Help People Grow." Membership chairman Marilyn Litvack contributed "Hand in Hand, Together We Can Expand" and "Membership is the Key to Success." The "Let's Get Growing" contest got results. In 1986 and 1987, garden clubs won 4,000 certificates for retention of members and 3,500 certificates for extension of membership.

An early treat at the 1985 Convention was a trip to the 500-acre estate of Robert McCormick, where the 'Chicago Peace' rose was accidentally discovered. Programs carried out the theme "People, Plants, Planets." Attendees heard about Halley's comet, saw Lin Miller's design program and Robert Rucker's slide presentation of nature's best.

Husbands got recognized as Life Savers for supporting *The National Gardener's* subscription contest. The convention was described as "Upbeat, uptown and top drawer."

Another top-drawer convention was held in Bal Harbour, FL in 1987 using the theme "The World Is Our Garden." It ended with a candlelight ceremony as Ellen Griffin was installed as President. Ellamae Fehrer had given pride to the garden clubs.



Connie Riccio, Hawaii President, and Ellamae Fehrer planted a Heliconia longiflora at Waimea Falls Park, Oahu, HI. During President Fehrer's term, 500 school children in Hawaii planted 12,000 trees.

GETTING TO KNOW ELLAMAE FEHRER

Ellamae Fehrer was a native Oklahoman, having been born July 1, 1912 in Miami, OK. She grew up and was educated in the state, taking business classes and working in a law office. She followed this by going to Washington, D.C., where she took a civil service appointment in the legal and medical division of the U.S. Employees Compensation Commission.

A true love story began in Washington when Ellamae met John Nicholas Fehrer. After they married, they lived in the capital city until the end of World War II. Eventually, they wended their way to California, settling in Altadena, where they built a home in an avocado orchard. After she joined a garden club, she sold avocados at meetings for bargain prices, donating the money to California's Penny

Pines tree project.

John and Ellamae shared a passion for backpacking and hiking the deserts and mountains of the West. They toured most of the National Parks.

A travel delay at the Chicago O'Hare Airport might have been good training for her hiking. In February 1986, Ellamae attended a planning meeting for the Chicago Convention. Upon arriving at the airport for departure, she discovered a fog had crept in, leaving planes stranded. Finding a departing plane became the challenge. She was sent racing from one gate to another for a departing plane, which never departed. Many hours later she left.

Ellamae Fehrer joined the Hill Toppers Garden Club of Altadena and in 1972 she became President

of California Garden Clubs, Inc. She served NGC as Arboreta and Botanical Garden Chairman before being elected Fourth Vice-President and then moving up to the Presidency in 1985. She had also been a trustee of the California Arboretum Foundation.

As President, one cultivar hybridized for her was a white and purple petunia, 'Ellamae.' Gracing the cover of the May/June 1987 *National Gardener* was 'Ellamae,' the first miniature rose named for a National President.

She died March 17, 2001, two months after her husband, when a love affair of more than 60 years ended. Ellamae Fehrer had "Pride in the Land" and NGC had pride in her as President with her devotion to the garden clubs and her sense of responsibility.

ELLEN
GRIFFIN



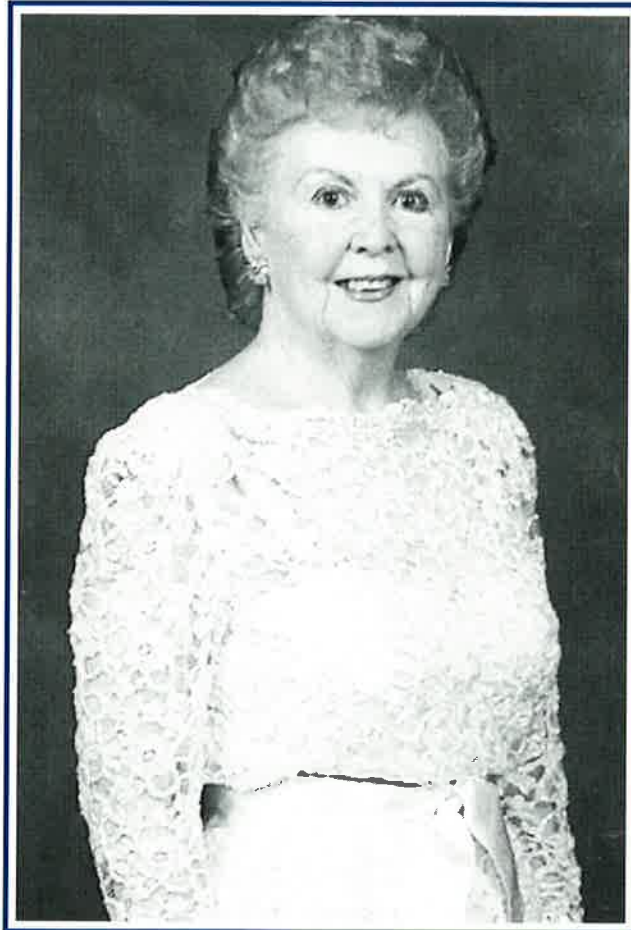
NGC loves to commemorate important events and there was no lack of them during Ellen Griffin's administration. The U.S. Constitution would be 200 years old. The Landscape Design

Study Courses had 30 birthday candles to blow out and NGC had reached 60 years.

NGC had just finished honoring the Statue of Liberty when it turned its attention to the 200th anniversary of the signing of the U.S. Constitution with a "Living Legacy" celebration. Planting Constitution trees or gardens were popular choices. Kits with a sketch of a flowerbed and red, white and blue seed packets could be purchased at local nurseries. Pennsylvania participated in the Constitution Day activities by planting three native species at the Bartram Barn, the site of the oldest botanic garden in America.

The Magnolia Garden Club of Cleveland, TN, reasoned that trees were the only living witness to the signing of the Constitution and so trees would be a way to honor a document with such endurance. City officials helped plant a Bradford pear tree. Perhaps that reasoning was why Alice Bell Garden Club, Greenville, MS, planted a ginkgo tree as part of the "Living Legacy" celebration to honor former National President Geraldine Dean. Ginkgoes are known for their longevity, like the Constitution.

Groundwater protection came under scrutiny at an environmental conference in September 1987 at the 4-H Center, Chevy Chase, MD. One hundred sixty people were invited to attend this four-day session. A video message



"Our founders had a dream. Was it too ambitious? No! For a dream, the greatest danger is not that one aims too high and misses, but that one aims too low and reaches it. We must have our visions and our dreams!"

– Inaugural address
1987

Ellen Griffin
Longwood,
Florida

explained the problem. "We learn to protect water we can see, but we must learn to protect water we can't see." Shell Oil Company provided funding for this event. Interest in groundwater protection generated follow-up conferences in eight Regions and 22 State Garden Clubs.

Another well-attended birthday party was the 30th Anniversary of the Landscape Design Study Courses in Baton Rouge, LA, in June 1988. More than 300 garden club members, professional landscape architects and stu-



dents attended from 27 states, with 120 landscape design critics using the conference as a refresher credit. The newly revised *Landscape Design Study Course Handbook* was officially issued at the symposium.

"E. Edward Eagle" joined up with the Environmental Education team. The toy eagle, "Environmental Ed," as he liked to be called, had a chance to show off at the first Environmental Education Showcase in Harrisburg, PA, in August 1988. However, he competed with one live bald eagle, an owl, an alligator and assorted barn bats for attention. The meeting, attended by 150 garden club members, emphasized the value of networking with other environmental groups.

Hurricane Gilbert hit Jamaica in September 1988 with devastating force. At the 1988 Fall Board Meeting, NGC set up the Jamaica Relief Project. It started by passing the hat to Board Members, but as garden clubs and other groups became aware of the need more than \$10,000 was collected. Gardening equipment, supplies and plants were sent to Jamaica for NGC's International Affiliates.



How better to celebrate the birth of a child than at "Newborn Arbor Day." That is the way the Community Garden Club of Liberty, NY, did it.

Garden Therapy made a name for itself at the International Summer Special Olympics Games held in South Bend, IN, July 31-August 8, 1987. NGC contributed more than \$3,752 for Bouquets of Victory. Garden club members created bunches of silk roses with ribbons of red, white, green, blue and gold. Participants in the Special Olympics, 4,500 strong, came from 50 states and more than 60 foreign countries. Garden Therapy and international friendship had joined hands.

The presses were busy during these two years: *The Handbook for Flower Shows, Revised 1987*, and *Garden Prayers and Reflections 1929-1989* were among those printed.

The "Keep It Clean" video showed school children an entertaining way to fight litter.

The complete revision of the Bylaws took two years. A major change limited NGC Chairmen to six years in the same position. Money from the "Operation Wildflower" fund could now be used for additional NGC educational projects.

Land Trust rewarded conservation projects. The

TIME CAPSULE

- ◆ George H.W. Bush elected as U.S. President.
- ◆ U.S. Constitution has its 200th birthday.
- ◆ Exxon tanker spills oil on Alaskan coast.
- ◆ Meal preparation speeds up with popularity of microwave ovens.
- ◆ Americans give \$115 billion to charity.
- ◆ Garfield cats peek out of car windows.
- ◆ *Rain Man* (1988) and *Driving Miss Daisy* (1989) win Academy Awards.

THE GRIFFIN YEARS

- ◆ **Theme:** United Goals for Achievement
- ◆ **Installed:** May 13, 1987, Bal Harbour, FL.
- ◆ **Conventions:** May 1988, Houston, TX. Attendance: 985; May 1989, Rochester, NY. Attendance: 1,200.
- ◆ **Fall Board Meetings:** October 1987, St. Louis, MO; October 1988, Indianapolis, IN.
- ◆ **Membership:** 291,179. **Clubs:** 9,951.
- ◆ **Life Membership:** 5,720
- ◆ **National Affiliates:** 29
- ◆ **International Affiliates:** 220
- ◆ **Gold Seal Winners:** Dr. T. L. Sean, South Carolina, Professor of Horticulture for 28 years at Clemson University, had a TV program about plants (1988); Dr. Philips C. Kearney, Maryland, international authority

on groundwater (1989).

- ◆ **Scholarships:** Recipients: 24 (1988); 26 (1989). Amount: \$3,500 (1988 and 1989). Total: \$175,000. Scholarships added for President Ellen Griffin and Professor Hubert Bond Owen, father of NGC's Landscape Design program.
- ◆ **Major Accomplishments**
- ◆ Landscape Design Study Courses celebrated 30th birthday.
- ◆ Commemorated 200th Anniversary of U.S. Constitution.
- ◆ Two Environmental Conferences sponsored.
- ◆ International Flower Show held at 60th Anniversary Convention in 1989.
- ◆ NGC Bylaws revised in 1989.



Two posters in the 1990 Environmental Poster Contest send a compelling message. Winners are: (left) Jean Langer, White Ridge, CO, special division; (right) Linda Daley, North Sullivan, ME, adult division. The contest is open to a wide range of ages from kindergarten through senior citizens.

Garden Club of Kentucky, with the aid of the Nature Conservancy, preserved the country's largest concentration of caves on the edge of the Daniel Boone National Forest.

"Operation Wildflower" kept the country alive with flowers. By 1988 Virginia Federation of Garden Clubs had done its part over the years by planting 1,200 pounds of wildflower seed and 121,176 bulbs along the highways. For travelers that go by air, Virginia made provisions for them also. They sewed 100 pounds of seed in areas of Washington, D.C., and the Dulles International Airport.

Yet another party was in store for the President. She enjoyed the 50th Anniversary Gala of the Costa Rica Garden Club in 1987. At the 1988 Houston Convention, 37 International Affiliates attended with the group from Monterrey, Mexico, providing a colorful design program. Strolling musicians, Los Arrieros de Mexico, added to the merriment.

The Riverside Convention Center in Rochester, NY, became the site for the 60th Anniversary Convention and International Flower Show in 1989. Blooming lilacs scented the air and glittering events awaited. The design division of the Diamond Jubilee Flower Show played off the theme with classes such as "Diamond Dust" and "Diamonds in the Rough." Tours used the titles "Melodic Jewels" and "City Jewels" to entice visitors. Yes, both the 60th and 75th are celebrated as Diamond Anniversaries, thanks to England's Queen Victoria, who wanted her 60th year on the throne to be a Diamond Jubilee. The 75th already featured the diamond, as NGC will do in 2004.

Ellen Griffin supplied the framework for success in her "United Goals for Achievement." Now Martha Smith invited garden clubs to "Open Wide Your Garden Gate."

GETTING TO KNOW ELLEN GRIFFIN

Florida laid claim to this petite and vivacious President. Ellen Griffin served as Florida's President from 1967-1969 and then became NGC's Award Chairman for eight years. She created excitement in this position with her sense of humor and commanding stage presence. She was Deep South Regional Director from 1977-1979.

Ellen Griffin was born May 27, 1914. With all those birthday parties during her administration, it was appropriate that Michigan throw one for her when she went to make her official visit May 27, 1987. It is hoped that they had plenty of sweets for she earned a reputation as an ice cream addict and a chocoholic.

After graduating from Florida State University in elementary education, Ellen had a variety of work experiences, from operating a private kindergarten to being a policewoman during World War II. She seemed willing to tackle any task. When she was asked to be Florida's treasurer, she took a bookkeeping course since that was not her expertise. She soon became a pro, getting the loving nickname "Scrooge."

Like so many of the National Presidents, she had travel stories to share. One that might have had an X-rated ending only brought smiles to Ellen. The man seated next to her on the plane started telling about his family and spoke with great affection about them. He suggested she meet them when they disembarked. Two young daughters came racing up and said, "Daddy, Daddy, no one slept with Mommy while you were gone." What was Ellen to think! It turned out that Daddy had promised to give each of them a dollar if they slept in their own beds. So much for that being an X-rated adventure.

Ellen's husband, Carroll O. Griffin, attended every NGC Convention from 1966 until 1994, when he died. He was a super fan of her garden club activities. Ellen was also a super fan of all phases of the garden club work until her death, February 19, 2002.

MARTHA MYERS
SMITH



W

hen President Martha Smith asked garden club members to “Open Wide Your Garden Gate,” she also envisioned creating a “Friendship Garden.” She wanted this garden to be an exceptional one at the

National Arboretum in Washington, D.C., symbolizing NGC’s mission.

Starting with a \$5,000 grant from “Operation Wildflower,” individuals, clubs and State Garden Clubs contributed in record amounts to fund this proposed Friendship Garden. Projected to cost \$50,000, more than \$200,000 was received. Bulbs from Holland, irrigation lines and other construction materials were donated. After expenses were paid, the remaining funds were set aside to maintain the garden.

Wolfgang Oehme and James van Sweden Associates of Washington, D.C., designed the 1.5-acre garden to include trees, shrubs, perennials, daylilies, wild flowers, bulbs and native plants. It was intended to convey diversification and naturalism with its drifting masses of 40,000 naturalized spring flowering bulbs. A picturesque cedar Garden House holds the garden equipment.

Teakwood benches, one for each Region, provide a restful place to view its beauty and that of the adjoining Arboretum. Jean Miller spearheaded the effort.

The dedication of the Friendship Garden on April 24, 1991 found 750 people from 34 states joining in the festivities. It included an elegant tea, where eating gigantic chocolate-covered strawberries became the perfect way to end an afternoon, after so many had been awed by the Garden’s beauty. Dr. Marc Cathey, Director of the National Arboretum, felt the Garden



“Looking ahead we must let our heritage be our strength and at the same time build on it as we discover and explore new opportunities.”
– Inaugural Address, 1989

**Martha Myers
Smith**
Charlestown,
West Virginia

would “help make our nation become one of gardeners.”

A “Conservation Adventure” awaited the 82 participants from 29 states at the Environmental Summit at the New Jersey School of Conservation, Branchville, NJ, August 25-27, 1989. Exploring a Victorian town and hands-on activities highlighted the adventure. The U.S. Forest Service and Westvaco Corporation aided in funding the event.

A new type of garden club member emerged after the Solid Waste Management Conference in Portland, OR, September 6-



10, 1989. They were "garbolists," probably better known as recycling enthusiasts. Fifteen speakers educated the 130 participants about reduction, re-using and recycling. They learned Americans have the dubious honor of being "the garbage king and garbage queen of all time" as "the average person creates a ton of garbage per year." Shell Oil Company, which funded the conference, promised \$500 to each State or Region that held a conference on the subject. Many did.

An opportunity to exhibit at the famed Chelsea Flower Show in England came in 1991. NGC representatives Mary Louise Barr and Gilda A. de Garcia won a Gold Medal. Following in these footsteps, Gertrude Chandler carried home the Gold in 1996.

If breath-taking floral designs are your passion, the 1990 Seattle Convention was the place to be. Two talented designers, Lyn Amos from New Zealand and Richard Jeffries from England, translated masses of floral material into dazzling displays.

The 1990 Fall Board of Directors assembled in Little Rock, AR. At the opening dinner, they got a surprise visit from Arkansas Gov. Bill Clinton two years before he became President. He stressed taking a non-partisan focus on environmental issues.

Board Members enjoyed tea at the Arkansas Governor's Mansion, where many bought a cookbook, *Thirty Years at the Mansion*. Speaking of recipes, nobody could resist the Pineapple Dumpling served at a tour of Marlsgate, a working plantation. TNG printed the recipe to satisfy the demand of eager cooks.



Fran Mantler, NGC Executive Director since 1987, and Tommy Donnan, The National Gardener editor for 21 years, share time at a meeting.



Martha Smith and another West Virginian, Sara Townsend, enjoy a banquet. They weren't always dressed with such glamour since they were a hardworking team. Sara served as Martha's Corresponding Secretary. Both had been West Virginia Presidents.

After the Board Meeting, NGC took the occasion of the 20th Anniversary of Earth Day to hold an Environmental Awareness Seminar, October 7-9, 1990 in Hot Springs, AR. It was entitled, "Planet Earth: Whose Garden Is It Anyway?" Experts in biomedical engineering, chemical engineering and atmospheric science posed interesting and challenging scenarios of what life might be like in the future. Shell Oil Company financed this provocative program.

Celebrating seems habit forming. This time President Smith went to Athens, GA, to take part in the 100th birthday party of the Ladies' Garden Club of Athens on February 6, 1991. With the help of Georgia President Peggy White, she installed the officers in the same

TIME CAPSULE

- ◆ U.N. liberates Kuwait in Desert Storm.
- ◆ CNN provides live coverage of the Gulf War.
- ◆ Hubble telescope provides views of outer space.
- ◆ VCRs become fastest-selling domestic appliance.
- ◆ Treadmill recommended for staying in shape.
- ◆ Mystery novels like John Grisham's *The Firm* catch on.
- ◆ *Dances With Wolves* (1990) and *The Silence of the Lambs* (1991) win Academy Awards.

THE SMITH YEARS

- ◆ **Theme:** Open Wide Your Garden Gate
- ◆ **Installed:** May 24, 1989, Rochester, NY.
- ◆ **Conventions:** May 1990, Seattle, WA. Attendance: 785; April-May 1991 Milwaukee, WI. Attendance: 1,049.
- ◆ **Fall Board Meetings:** October 1989, St. Louis, MO; October 1990, Little Rock, AR.
- ◆ **Membership:** 285,255. **Clubs:** 9,566.
- ◆ **Life Memberships:** 6,131
- ◆ **National Affiliates:** 38
- ◆ **International Affiliates:** 233, with Mexico having the most at 94.
- ◆ **Gold Seal Winners:** Lady Bird Johnson, Texas, promoter of highway beautification and wildflowers (1990); Dr. George Ware, Illinois, Research Administrator, Morton Arboretum, Lisle, IL (1991).
- ◆ **Scholarships:** Recipients: 28 (1990); 29 (1991) Amount: \$3,500 (1990); \$4,000 (1991). Total: \$214,000. Scholarships added for President Martha Smith, Hazel Dillingham, Parliamentarian 1979-1989, and Thekla Fischer Neuner, NGC Board Member for 24 years who left a bequest of \$100,000 for the scholarship fund on her death in 1998.
- ◆ **Publication:** Tommy Donnan, editor of *The National Gardener* for 21 years, resigned. The current Editor, Susan Davidson, has served since 1990.

Major Accomplishments

- ◆ Friendship Garden at the National Arboretum in Washington, D.C., established.
- ◆ Environmental Education Summit, New Jersey School of Conservation.
- ◆ Solid Waste Management Conference, Portland, OR, September 1989.
- ◆ Environmental Awareness Seminar, Little Rock, AR, October 1990.
- ◆ Ladies' Garden Club of Athens, GA, celebrated its 100th birthday.

room where the club organized 100 years earlier. The Serpentine Garden, part of the Founders Memorial Garden designed by Professor Herbert B. Owen, had been renovated in honor of the club's 100th anniversary.

When Hurricane Hugo slammed into the Carolinas in September 1989 it left widespread destruction, including the

loss of many beautiful magnolia trees. NGC saw a need and responded, collecting \$12,168 for use in replacing trees and plants lost.

Civic Development programs have always captured the members' attention. Now, Exxon would monetarily reward outstanding projects in that area. Beginning in 1991, Exxon awarded \$5,000 to winners. By the time the awards ended in 2001, they had given more than \$75,000.

The membership chairman introduced an award to honor non-Board members who had given outstanding service for at least five years to the garden club. Representing various NGC programs, the winners were introduced at the 1991 Convention.

Change is inevitable. After 21 years as editor of *The National Gardener*, Tommy Donnan resigned because of complications following an automobile accident. National Award No.13 for State, Regional, District and Club Publications carries her name.

During her two years, Martha Smith had opened wide her garden gate as a gesture of friendship. Her final duty was turning over the gavel to Violet Dawson.



The Friendship Garden at the National Arboretum in Washington, D.C., provides a charming retreat and creating it became the centerpiece of President Smith's administration. It was dedicated April 24, 1991.

GETTING TO KNOW MARTHA SMITH

This friendly Southerner, Martha Smith, grew up in Winston-Salem, NC. She graduated from Randolph-Macon Woman's College in Lynchburg, VA, the same college from which former President Carrie Nettleton graduated. After marrying C. Manning Smith, she moved to Charles Town, WV. There she joined the Shenandoah Garden Club and started her distinguished garden club journey.

This trip included stops as President of West Virginia Garden Clubs, Inc., from 1965-1967 and Director of the South Atlantic Region from 1979-1981. She believed in active participation in NGC, having chaired 15 committees and attended every National meeting except one

from 1966-1989 when she became National President. Is it any wonder that West Virginia made her Honorary State President? She represented the West Virginia Governor at the White House Conference on Beautification.

Two special places where Martha has devoted time include her Episcopal Church and the Randolph-Macon Alumnae. She held responsible positions in both groups.

It was a sad day when Martha's husband, an orchardist and retired bank president, died suddenly at the 1984 Albuquerque Convention. The Smiths had two sons. At her installation, one of her sons, The Reverend Manning L. Smith, gave the invocation.

Her theme, "Open Wide Your Garden Gate," caught on with garden clubs. In appreciation for her service, her Executive Committee installed a garden gate at her West Virginia home. Cultivars named for her include a daffodil, an orchid, a camellia japonica seedling and an iris.

The Friendship Garden continues to be important to Martha. The video made at the dedication of the Garden was shown at her retirement home in Winchester, VA, for the group planning a trip to the Garden. All garden club members might want to include a visit to the National Arboretum and the Friendship Garden in upcoming travel plans. Martha Smith's administration had created an enduring tribute to NGC.

VIOLET HERICH
 DAWSON



Celebrations kept coming. This time the party was in Columbus, OH, for the 500th anniversary of the discovery of America. NGC decided to participate in AmeriFlora '92, the first International

Horticulture Exposition to be held in the United States.

The international scope of AmeriFlora '92 seemed tailor-made for Violet Dawson's theme, "It's Our World to Garden."

NGC agreed to purchase a black, wrought-iron gazebo for the historic Palm House in the 19th century Franklin Park

Conservatory in Columbus. The Garden Club of Ohio, Inc. would supply a second gazebo. To finance the \$25,000 needed for NGC's gazebo, each member was asked to contribute 25 cents. NGC had gotten the ball rolling with a \$5,000 contribution from "Operation Wildflower." Garden club members responded, as they always do for a worthy project, and the project became a reality.

Dedication of these legacy gazebos took place on July 16, 1992, with President Dawson taking part in the ceremony. At the 1992 Columbus Fall Board Meeting, members recorded Kodak moments as they posed by the gazebos.

One celebration wasn't enough. In October 1992, NGC sponsored "Discovery," a four-day floral extravaganza at the U.S. Botanic Garden in Washington, D.C. Designs, both traditional and creative, tantalized the visitors. Horticulture from each state included everything from apples and potatoes to prairie wildflowers. The Kansas educational exhibit, CARE, meaning Conservation and Recycling Era, was the most popular for school children visiting the event. Forty-five garden



"We take pride in the strength of our membership, its vitality and perseverance to pursue community needs. It is a phenomenon that is the spirit of voluntarism."

– Inaugural Address, 1991

Violet Herich Dawson
 Elmhurst,
 Illinois

club members traveled to Washington to aid in the show, which had popular appeal. In addition, they toured the White House and grounds and its in-house floral shop. For memories sake, President Dawson prepared a Commemorative Program for "Discovery."

An Environmental Awareness Conference, "Challenges and Choices: Energy, Economics, Environment" brought 131 garden club members to New Orleans, LA, in September 1991, to learn about world environmental problems. Shell Oil



Company provided funding for this event and for follow-up seminars and awards.

The environment got further attention when "The Living Earth," an Environmental Studies School, debuted as NGC's newest school. Wisconsin led the way with the first school in April 1993. Eighty-three attended Course I. The goal was "to elevate the standard of environmental literacy throughout the world." To observe the event, Ivy League Garden Club of Sheboygan, WI, planted a 'Red Splendor' crab tree.

For Master Flower Show Judges, an audit symposium was offered on a Nassau cruise in January 1993. They got instruction on bulbs, pot-et-fleur, iris and table designs. Beginning designers could benefit from the new Design Study Units. These included instruction on line, line-mass and mass designs plus the use of vegetables in arrangements.

Finances are always on the mind of any administration. Two measures were undertaken to improve cash flow. Garden club members were asked to submit kitchen-tested recipes for a cookbook, *Blooming Good*. Five hundred recipes were compiled. *The National Gardener* tweaked your appetite with recipes for a "Pumpkin Puff" or a "Cranberry Holiday Torte." Sales were brisk. Revenue from cookbooks was shared with the State



President Dawson presented Barbara Bush an NGC Honorary Life Membership in March 1992 when the First Lady made a trip to Wheaton, IL.

Garden Clubs and local clubs. In her final report in the TNG, President Dawson wrote that NGC had received \$82,000 from the sales of *Blooming Good*.

The second innovative financial plan established an NGC Endowment Fund. Interest is available for transfer to the General Fund to pay for operating expenses or loans to Conventions and Fall Board Meetings. The fund had grown to \$276,428 by 2003.

The National Gardener has been the conduit in communicating with the more than 9,000 clubs. *Director's Bulletin* now supplies information on programs and activities to the Board of Directors.

Having a good travel agent is a top priority for any President. Violet Dawson needed one. She included in her itinerary a trip to New York for the United Nations World Environment Day in June 1991. In February 1992, it was on to Athens, GA, to place a Time Capsule honoring

the 101st Anniversary of the Ladies' Garden Club of Athens. In the Fall of 1992 at the Tenth Anniversary of the National Wildflower Research Center in Austin, TX, she presented \$2,500 from NGC to Lady Bird Johnson for the Center. Travels to Monterrey and Tampico in 1992 cultivated friendships in Mexico. She didn't forget the State Garden

TIME CAPSULE | THE DAWSON YEARS

- ◆ Bill Clinton elected as U.S. President.
- ◆ World Trade Center bomb killed six and wounded 1,000.
- ◆ World population is 5.2 billion.
- ◆ Hurricane Andrew ravages Florida and Louisiana.
- ◆ 98 million watch *Cheers'* last episode.
- ◆ Americans use e-mail to communicate. World Wide Web is born.
- ◆ *Unforgiven* (1992) and *Schindler's List* (1993) win Academy Awards.
- ◆ **Theme:** It's Our World to Garden
- ◆ **Installed:** May 1, 1991, Milwaukee, WI.
- ◆ **Conventions:** May 1992, Philadelphia, PA. Attendance: 898; May 1993, Asheville, NC. Attendance: 1,274.
- ◆ **Fall Board Meetings:** October 1991, St. Louis, MO; September 1992, Columbus, OH.
- ◆ **Membership:** 275,406. **Clubs:** 9,286.
- ◆ **Life Memberships:** 6,730
- ◆ **National Affiliates:** 38
- ◆ **International Affiliates:** 241
- ◆ **Gold Seal Winners:** U.S. Senator John Chafee, Rhode Island, co-sponsor of Clean Air Act Amendment (1992); Dr. George A. Petrides, Michigan State University Professor, stressed the importance of wildlife management to the ecological system (1993).
- ◆ **Scholarships:** Recipients: 29 (1992), 30 (1993); Amount: \$4,000 (1992 and 1993). Total: \$236,000. Violet Herich Dawson Scholarship added.
- ◆ **New Committees:** Government Relations, Gifts, Honorarium and Grants, Ways and Means.
- ◆ **Major Accomplishments**
- ◆ Environmental Awareness Conference held in New Orleans, LA.
- ◆ Permanent gazebo erected as part of AmeriFlora '92 in Columbus, OH.
- ◆ "Discovery," a floral extravaganza, held in Washington, D.C.
- ◆ *Director's Bulletin* provided information to Board of Directors. Editor: LaVerne Collard.
- ◆ *Blooming Good* cookbook generated income.
- ◆ Endowment Fund established.
- ◆ Environmental Study School, "The Living Earth," created. Chairman: Sue Daugherty.

GETTING TO KNOW VIOLET DAWSON



Violet Dawson and Ohio President Marie De Cessna celebrate the groundbreaking for AmeriFlora '92 in Columbus, OH, on April 13, 1989. Both Ohio and NGC purchased gazebos to be placed in Franklin Park Conservatory.

Clubs and Regions making many trips to these groups.

Picking out the right colors to wear became a requirement at the 1992 Philadelphia Convention that was "Reaching for the Gold," as it carried out an Olympic theme. Life Members were to come to the Banquet at Longwood Gardens in black and gold. Green was for Horticulture Day on Tuesday and Wednesday's Design Day was red. A first-ever Chairman's Fair showcased NGC programs.

Attendees at the 1993 Convention delighted in hearing Charles Kuralt with his tales of being "On the Road." For two years, Violet Dawson had been on the road herself bringing a positive message. Now Eleanor Yates would show how we love to garden.

*Blooming Good
cookbook provided
taste treats
and sweetened
NGC's bank bal-
ance. Divider
pages featured
exhibition table
settings from
each Region.
Editor: Lonnie
Falk. Committee:
Linda
Ellinghausen and
Gwen Barba.*



With a charming smile, coupled with an amazing talent for supplying creative ideas, Violet Dawson brings out the best in those around her. A native of Chicago, she was the first National President to come from Illinois in more than 50 years.

Vi, as she is affectionately known, has an extensive record as a volunteer with the PTA, Infant Welfare Society, Campfire Girls as well as the garden club. While Vi loved gardening, it wasn't easy to join the 250-member Elmhurst Garden Club in the late 1950s when she moved there. She was on the waiting list for two years before there was an opening. She started her service to The Garden Clubs of Illinois, Inc., by being Chairman of the Junior and Intermediate Gardeners. Her young gardeners won the Horticulture Society of Pennsylvania's Bronze Medal at the Chicago Flower and Garden Show.

From 1975-1977, she served as State president, when Illinois won a \$500 award from Alcoa for the Best Historic Trail project during the Bicentennial. If this were not enough, she ran a flower business, "The Showcase of Flowers," from 1975 to 1985.

Vi Dawson lives in a large historic home in Elmhurst, IL, with a 200-foot perennial plot and a Victorian bed of cannas. To know her is to know the love and admiration she has for her family. Her husband James, who died October 25, 2003, often accompanied her to garden club events. That family pride extends to her four children, Jimmy, Susan, Jeff and Diane, and six grandchildren. She developed a loyalty to the University of Illinois basketball program, where her two sons received All-American honors. Susan, an NGC Life Member, is a published author. Diane, also a Life Member, serves on the NGC Board of Directors. Vi had exposed her children early to the joy of gardening and they caught the fever.

Many cultivars honor this beautiful President. A peony, miniature rose, hybrid perpetual rose and two violets carry her name. Illinois planted a peony bed at NGC Headquarters for her. On her installation as President, her family presented her with a lovely painting of – what else? – violets. Appropriately, Vi loves the color purple. Her parents were farsighted in selecting so fitting a name for a future President. NGC shared that vision when she was elected President as she brought warmth and caring.

ELEANOR LANGLEY
YATES



In the 1990s change punctuated daily life. E-mail brought instant messages, as the computer became the information highway. Yet, we are all still shaped by what we love. Eleanor Yates knew “We

Love To Garden, And It Shows.”

One thing members are eager to grow is wildflowers. This isn't just a flirtation; it is a true love affair. Wildflowers became the symbol of this administration with 1994 being designated the “Year of the Wildflower” in a Presidential proclamation. The President envisioned endowing a permanent wildflower garden at the National Wildflower Center in Austin, TX, with a \$50,000 gift. That goal was reached by April 1995.

To make this dream a reality, garden clubs were asked to donate \$10 each. State Garden Clubs with 100 percent participation became members of a “Wildflower Cotillion.” At the dedication of the Seed Court Garden May 26-27, 1995, 24 State Garden Clubs were inducted into the Cotillion by Chairman Jo Jean Scott.

The 250 members who came listened as Lady Bird Johnson noted “we are leaving a legacy for generations to come and making this planet a better place to live.” President Yates eloquently described the moment saying, “We have joined together to make something happen that is good for today, for tomorrow and for all the tomorrows to come.” Gardeners turned poets submitted 900 entries for *Wildflower Expressions*, a book which previewed at the dedication.



“We all leave our footprints on the planet, but it is the trail that we take that counts. Truly our trail has been carpeted with wildflowers and love.”

– Dallas Convention, 1995

Eleanor Langley Yates
Charlotte,
North Carolina

Following the 1993 Asheville Convention, NGC introduced an environmental incentive program, PETALS, an acronym for Protect the Environment Through Action, Learning and Service. Once again Shell Oil Company and NGC teamed as sponsors. Joan Craig, who had managed so many of Shell's programs, would shepherd PETALS for NGC. To mark 25 years of support from Shell Oil Company, NGC presented them a glass-etched Tiffany trophy at the 1995 Convention.





Eleanor Yates tried out the newest "Operation Wildflower" bed linen, "Eleanor's Garden," which was on display at a JCPenney's store.

Armed with information and packets, attendees headed home from the Asheville Convention to energize garden clubs about PETALS. The enthusiasm was nothing short of fantastic. After tallying the results, 500 club entries were received and 308 incentive awards given, ranging from a minimum of \$100 to a maximum of \$500. Thirty State Garden Clubs and six Regions received \$500 each.

Imaginative PETALS projects sent New York "Into the Sewer in '94," while Delaware tackled chicken compost as an environmental problem. Georgia prepared "Pathways of Gold" to welcome upcoming Olympic guests. The story of the Lady Slipper Garden Club of London, KY, shows how PETALS dollars can grow dramatically. With school backing and matching funds from a local gas station, this nine-member club used \$250 to jump-start a \$4,432 project to control erosion at a soccer field and track.

Communication was highlighted. Local clubs received four mailings, each containing a letter from President Yates. A colorful promotional brochure, *On the Cutting Edge*, got approval for distribution of 35,000 copies. Inviting Garden Week and Membership posters became available.

Youth participated in the Smokey Bear/Woodsy Owl Poster Contest. Since we first met Smokey, he has grown up. In 1994, he celebrated his 50th Anniversary as a fire prevention symbol. In his honor, the 1994 poster contest featured only Smokey. Each State Garden Club plus the National Capital Area and Guam selected a winner, making a total of 52. Thirty state winners with parents came to Washington, D.C., August 9, 1994, to participate in his party with NGC members. U.S. Forest Service awarded NGC a plaque for distinguished service in support of wildfire prevention.

While young beside Smokey, the Intermediate Gardeners program turned 30 years old. They celebrated at the 1994 Convention, recognizing former chairmen, including Eleanor. They presented her a watercolor of the bloodroot. At the 1995 Convention, Junior Gardeners gave her "The National Wildflower Bouquet" quilt.

One of NGC's crown jewels remains the educational opportunities afforded members. During this period, more than 250 Flower Show Schools and Symposiums were scheduled with 104 instructors standing ready to teach.

A two-year count showed that 109 Landscape Design Schools were

TIME CAPSULE

- ◆ Murrah Federal Building bombed in Oklahoma City.
- ◆ O.J. Simpson murder trial captures TV audiences.
- ◆ Brady bill requires waiting period to buy a gun.
- ◆ U.S. space vehicle docks with MIR.
- ◆ Coffee bars gain popularity.
- ◆ *Forrest Gump* (1994) and *Braveheart* (1995) win Academy Awards.

THE YATES YEARS

- ◆ **Theme:** We Love To Garden, And It Shows.
- ◆ **Installed:** May 19, 1993, Asheville, NC.
- ◆ **Conventions:** May 1994, Stamford, CT. Attendance: 1,016; May/June 1995, Dallas, TX. Attendance: 1,208.
- ◆ **Fall Board Meetings:** October 1993, St. Louis, MO. October 1994, White Sulphur Springs, WV.
- ◆ **Membership:** 258,854
- ◆ **Life Memberships:** 7,696
- ◆ **National Affiliates:** 27
- ◆ **International Affiliates:** 246
- ◆ **Gold Seal Winners:** Dr. George Archibald, Director of the International Crane Foundation, Baraboo, WI (1994); Jim Fowler, Georgia, wildlife conservationist and star of TV program, "The Wild Kingdom" (1995).
- ◆ **Scholarships:** Recipients: 30 (1994) 31 (1995). Amount: \$4,000 (1994) \$3,500 (1995). Total: \$228,500. Eleanor Yates Scholarship added.
- ◆ **Publications:** *The National Gardener*, Editor: Susan Davidson. To provide space for expanded coverage and columns, the roster appeared only once each year. *Table Settings for All Seasons* by June Wood and Deen Day Smith was added to the Flower Show Schools reading list. *Director's Bulletin*, Editor: Veva Schreiber. *Creative Flower Arranging*, by Betty Belcher.
- ◆ **Dues:** 1929, 5 cents; 1949, 10 cents; 1963, 25 cents; effective June 1, 1995, 50 cents.

Major Accomplishments

- ◆ PETALS program launched with Shell Oil Company funding.
- ◆ Donated \$50,000 to Seed Court Garden at National Wildflower Research Center.
- ◆ Blue Star Memorial Highway program turned 50 with increased interest.
- ◆ Donated \$2,000 to Missouri Botanical Garden for conservation activities in Madagascar.
- ◆ Revenue from Videos and Illustrated Lectures generated \$17,000 in 1994-1995.



President Eleanor Yates inspects the Seed Court Garden at the National Wildflower Research Center in Austin, TX, where the garden clubs donated \$50,000.

in Jessie Conner's garden at Headquarters during the 1995 January Executive Committee meeting. To honor military service personnel, Eleanor placed a wreath at the Tomb of the Unknown in Arlington, VA, on April 24, 1995.

Our love of gardening was kindled with Eleanor Yates. The next President, Mary Louise Michie, knew garden club members are "Always Creating Beauty."

held. Seventy-nine Gardening Study Courses were offered. The newest school, The Living Earth, held more than 20 courses focusing on environmental education.

Financial needs saw dues double from 25 cents per capita to 50 cents effective June 1, 1995. The cost of a Life Membership also doubled from \$100 to \$200 effective June 1, 1994. A stampede to buy one occurred before the price increase. A total of 889 were bought from May 1993 to June 1, 1994.

As part of the 50th Anniversary celebration of the Blue Star Memorial program, a By-Way Marker was dedicated

GETTING TO KNOW ELEANOR YATES

A native of Rocky Mount, NC, Eleanor Yates grew up in the 1930s and 1940s as a farm girl who loved to garden. Home Demonstration and 4-H clubs sparked this interest.

After Eleanor and her husband, Graem, moved into a new neighborhood in Charlotte with their three children, she was the catalyst for starting the Eager Diggers Garden Club in the 1950s. Her interest in garden clubs didn't stop at the local level. In 1977, she became President of The Garden Club of North Carolina, Inc.

There was a parade of National offices that followed, including South Atlantic Regional Director from 1983-1985, on the road to the Presidency. However, she did-

n't neglect her local roots, being a Director of the Charlotte Camellia Society, North Carolina Nature Conservancy and Charlotte Botanical Garden. To better communicate with the International Affiliates, she studied Spanish, which paid dividends as she traveled seven times south of the border as President.

Speaking of traveling, her frequent flyer miles increased faster than bunnies multiply. She visited all 51 State Garden Clubs, all eight Regions, often with repeat visits, plus her International trips. What adventures she had, from going on a hayride in Nebraska to riding a real steer at the Dallas Convention. She toured seven covered bridges in Iowa, receiving a copy of the best seller, *The Bridges*

of *Madison County*. Hawaii presented her three leis, one with 1,000 flowers. On April 26, 1995, she visited the White House, returning in June with 11 other garden club members to decorate the White House for a congressional picnic.

Her talented commercial artist husband had a green thumb, creating a new *Camellia sasanqua* 'Eleanor Yates.' Many cultivars bear her name, including a white and yellow iris, a daylily, an Asiatic hybrid lily, a rex begonia and an exotic *Phalaenopsis*.

As one of her friends wrote, "She is bright, gracious and hard working. To know her is to love her." Noted for her smile and friendliness, her trademark "Hello, Pal" greeting made her presidency a delightful journey.

MARY LOUISE
MICHIE



When John Keats wrote in 1818, “A thing of beauty is a joy forever,” his thoughts anticipated the spirit of Mary Louise Michie’s administration. In her inaugural address she set the tone saying,

“More than anything else, beauty has the power to bring people around the world together.”

One of the special places she wanted to create beauty was at the St. Louis Headquarters. Built in the late 1950s, this charming building could now benefit from a little extra TLC. To encourage support, donors of \$25 or more to the “Always Creating Beauty” fund would be listed in *The National Gardener*. At the 1995 Fall Board Meeting, this project got a dramatic send-off when Shell Oil Company representative Betty Lynn McHam surprised Mrs. Michie with a \$10,000 gift. Donations poured in and by April 30, 1997, \$88,209.93 had been received. More followed.

An expansion committee studied possible modifications to Headquarters. After coordinating changes with its neighbor to the north, the Missouri Botanical Garden, NGC was on track to expand Kellogg Hall and Member Services 40 feet to the north. Groundbreaking would be in October 1997. The addition would be made possible by the generosity of the Cecil B. Day family, the family of Deen Day Smith (now Sanders).

Even before this projected addition, Headquarters was sprucing up. Elegant new rugs at Headquarters provided a pathway of beauty. Specially loomed carpet runners incorporating the State Garden Clubs’ seals, with their birds, flowers and trees, were placed in the three hallways encircling the



“We are living in the fast lane of a changing world and our area of gardening is no exception.

Horticulture scientists are keeping us busy catching up with what is going on in each area of our many plant societies.”

– Michigan Convention, 1996

**Mary Louise
Michie**
Fort Worth,
Texas

atrium. Montana, which previously hadn’t had a seal, designed one. A water garden greeted visitors at the front entrance. Central Region replaced a 40-foot Hawthorn tree that had blown down in a windstorm outside Headquarters. A grant from PETALS helped pay for the replacement.

Planting trees always captures the imagination of garden club members. When Nebraska planted a million trees in one day in 1872 at the first Arbor Day, it set the bar high as to what could be accomplished. After President Michie asked



the garden clubs to plant "Millions of Trees for the Environment," they responded enthusiastically. By May 19, 1997, 108,899,760 trees had been planted in this administration. On Arbor Day 1996, garden clubs paid respect to the victims of the Oklahoma City bombing in a "Day of Remembrance," often planting white flowering trees. New Mexico remembered them by adding 17 Autumn Purple Ash trees at the Governor's Mansion in Santa Fe.

The Blue Star Memorial program expanded in 1996 when it was approved to place markers at VA Medical Centers and National Cemeteries omitting the word "Highway" on these markers. It was a banner period for installations with 64 new markers placed. Of this total, 44 were By-Way Memorial Markers.

Started in 1993 as a joint project between NGC and Shell Oil Company, PETALS called for an encore. PETALS seeks to provide the initial seed money to inspire activities benefiting the community. In 1995, 310 local garden clubs received more than \$121,000. For example, Twister Garden Club,



The dedication of a Blue Star Memorial Highway Marker at the Willamette National Cemetery in Portland, OR, pleased Nan Jean Roller, Oregon Blue Star Chairman; Linda Nelson, Oregon President; President Michie and Marjorie Johnson, NGC Blue Star Chairman.

Wakita, OK, got \$500 to clean up a vacant lot left after Warner Brothers filmed *Twister*. They "installed planters, sidewalks, trees and flowers" to repair damage. Five Regions and 28 State Garden Clubs won \$16,500.

Sharpening leadership skills was one of President Michie's priorities. A first step in accomplishing this was a Leadership Retreat funded by Shell Oil Company and held in Grafton, IL, following the 1995 Fall Board Meeting. State Garden Club Presidents and Regional Directors learned strategies on how to organize and solve problems. It was a period of bonding as Directors and Presidents made new friends.

Thank you's were in order at the 1996 Convention for the instructors of the Flower

Show Schools. At this first-time ceremony, 61 of the 101 instructors were present and received a special Certificate of Appreciation. Instructors would have a new tool, the revised *Handbook for Flower Shows, 1997*, with a Spanish translation available.

The other schools had recent publications to enhance their curriculums. Landscape Design Schools were offered

TIME CAPSULE

- ◆ Bill Clinton re-elected as U.S. President.
- ◆ 1996 Olympics held in Atlanta, GA.
- ◆ George Burns dies at 100 (1996).
- ◆ Princess Diana and Prince Charles divorce.
- ◆ Beanie Babies and Tickle Me Elmo dolls are hits.
- ◆ E-mail overtakes surface mail in volume.
- ◆ Gourmet recipes available on the World Wide Web.
- ◆ *The English Patient* (1996) and *Titanic* (1997) win Academy Awards.

THE MICHIE YEARS

Theme: Always Creating Beauty

Installed: June 2, 1995, Dallas, TX.

Conventions: May 1966, Traverse City, MI.

Attendance: 1,109; May 1997, Hilton Head Island, SC. Attendance: 1,119.

Fall Board Meetings: October 1995, St. Louis, MO; October 1996, Wilmington, DE.

Membership: 250,833

Life Memberships: 7,957

National Affiliates: 43

International Affiliates: 262

Gold Seal Winners: Dr. Peter J. Felker, Texas, researched sources to feed the hungry in underdeveloped countries (1996); William John Park, South Carolina, developed Park's Seeds and Wayside Gardens into the largest mail-order horticulture company (1997).

Scholarships: Recipients: 31 (1996); 35 (1997) Amount: \$3,500 (1996 and 1997) Total:

\$231,000. Mary Louise Michie Scholarship added.

New Committees: Long Range Planning and Children's Gardens.

Major Accomplishments

- ◆ "Headquarters Beautification Celebration" infused cash for needed updating.
- ◆ "Millions of Trees for the Environment" resulted in more than 108 million trees planted.
- ◆ Leadership retreat in Grafton, IL, held in October 1995.
- ◆ Blue Star Memorial Markers can be placed at VA Hospitals and National Cemeteries.
- ◆ PETALS continued popular with Regions, State Garden Clubs and local clubs.
- ◆ NGC Board of Directors with 25 years service inducted into The Golden Circle.
- ◆ Developed a web site: www.gardenclub.org



Robert Rucker, Millions of Trees for the Environment Chairman, does his part by planting his gift of a copper beech tree at Headquarters with President Michie at the 1995 Fall Board Meeting.

in 25 states, as were the Gardening Study Courses. Six states had completed the Environmental Studies Schools.

Member Services listed more than 13 new publications on everything from installations to garden therapy. "Keeping in Touch" debuted and was sent twice a year to keep the 8,488 club presidents informed on awards, current projects and parliamentary tidbits.

When President Michie announced at the 1996 Fall Board Meeting, "We, too, wish to ride the information super-highway," she got hearty approval. As of spring 1997, NGC had a web site:



Betty Lynn McHam surprised President Michie with a \$10,000 check from Shell Oil Company to get her "Headquarters Beautification Celebration" off to a good start.

www.gardenclub.org. A computer program was purchased to aid convention chairmen and a Pentium scanner became another new addition.

The first Golden Circle Awards for 25 years of service on the Board of Directors were announced at the 1996 Convention. Thirteen outstanding members were honored.

During these two years, President Michie had created beauty with her leadership. Now Barbara Barnette would show how "Gardening Makes a World of Difference."

GETTING TO KNOW MARY LOUISE MICHIE

A true daughter of the Southwest, Mary Louise Michie was born in Tulsa, OK, and graduated from The University of Tulsa and Tulsa Business College. Before joining the 500-member Tulsa Garden Club in 1945, she worked for Stanolind (now Amoco). In 1953, when her husband was transferred to Fort Worth, TX, the 500-member Fort Worth Garden Club welcomed her. In 1979 she was elected President of Texas Garden Clubs, Inc., and was South Central Regional Director from 1985-1987. She holds the title of Honorary Life President of Texas Garden Clubs, Inc.

This regal lady has great affection for her family, which includes twins, Marc and Marcia. She showed great courage carrying out her duties as President only weeks after her beloved husband, John M. Michie Jr., died. A poem written by her mother, Mrs. Harriet K. Potts, set an inspiring tone at her installation.

Her community service included being president of at least ten other groups, including the 4,000-member Fort Worth Woman's Club and the YWCA of Fort Worth and Tarrant County. Chi Omega sorority named her Alumnae of the Year for community service in 1971. In 1995, Daughters of the American Revolution presented her its highest Conservation Award and the National Arbor Day Foundation selected her in 1997 for the Caroline French Morton Award for her project, "Millions of Trees for the Environment." Caroline Morton was the wife of Arbor Day pioneer J. Sterling Morton. From 1997-1999, she served on the Board of Directors of the National Wildflower Research Center.

At the 1995 Fall Board Meeting, Robert Rucker, Millions of Trees for the Environment Chairman, assisted her in planting his gift of a copper beech tree at Headquarters. The Garden Clubs of Mississippi, Inc., dedicated a white dogwood tree to her at its headquarters in Greenwood. Illinois Judges Council allocated \$500 to place a tree at NGC Headquarters to honor her.

Eight cultivars carry her name. These include a miniature rose pink, hybrid tea rose, two daylilies, rose pink African violet, Siberian iris, mid-season iris and pink petunia. Yes, Mary Louise's favorite color is pink. She looked stunning in her soft pink gown at her installation. She had provided charm, grace and warmth as President and is still an inspiration as she celebrated her 90th birthday on August 12, 2003. Hundreds of well-wishers sent her cards.

B A R B A R A
B A R N E T T E



As the century drew to a close, Barbara Barnette reflected that garden clubs were one of the great movements of the 20th Century. It was a movement that was determined to keep moving forward

as the 21st Century approached.

On the morning following President Barnette's installation, State Presidents and officers traveled to Washington, D.C., to capture the dream of building a Butterfly Garden. It would be located in the National Garden adjacent to the U.S. Botanic Garden. Shell Oil Company provided \$50,000 to get the project under way.

The three-acre National Garden will include the Butterfly Garden as part of a living museum of environmental education exhibits. Also included are a Water Garden honoring America's First Ladies and a Rose Garden. The Butterfly Garden would incorporate floral beds that attract butterflies, a bronze sundial designed by Clydetta Fulmer of Georgia and four bronze benches with butterflies and roses. Educational material on butterfly conservation and gardening would be available.

To secure financing, \$1,000 granite pavers for the Nation's Garden Path, limited edition Christmas ornaments, Lenox NGC 70th anniversary commemorative plates and special jewelry were offered for sale. Buying a paver turned out bargain-minded Board Members as they snapped up enough recycled jewelry to purchase one at the 1997 Fall Board Meeting. By the end of 1999, 203 pavers, 450 of the 500 Lenox plates and around 18,000 ornaments had been purchased.

In April 1999, Shell and The National Capital Area



“Garden Clubs have been a program of service – service not only to its members but service to all mankind. We can take pride and satisfaction in having been one of the great movements of the 20th century.”
– Inaugural Address, 1997

**Barbara
Barnette**
Greenwood,
South Carolina

Federation of Garden Clubs threw a three-day party in Washington, D.C., to celebrate the Butterfly Garden project. President Barnette presented a symbolic check for \$357,228.13 to the National Fund for the U.S. Botanic Garden and unveiled the sundial. Of course, butterflies needed to join in the celebration. Butterflies had been brought from California and the 180 attendees freed them, giving added beauty to the occasion. A Standard Flower Show, Gardening Consultants Forum, Landscape Design Refresher Course and a



buffet at the home of National Capital President Shirley Nicolai rounded out the festivities.

Excitement abounded at the 1997 Fall Board Meeting as the groundbreaking for an addition to Headquarters took place on October 3. In attendance were three members who had also been at the 1959 Headquarters dedication: Jane Schlereth, Office Manager from 1978-1987, and Golden Circle Members Ann Venard and Alice Heilman.

This addition would be the gift of the Cecil B. Day family, the family of First Vice-President Deen Day Smith. Deen captured the spirit of the day when she said, "May the beauty that is within the hearts of all garden club members be reflected in this expansion of our National Headquarters."

During the construction, there were stories to tell. Canadian geese swam in Kellogg Hall when the roof was raised. Then, there was the mouse, Fluffy, who took up residence in Executive Director Fran Mantler's office, not to mention problems with asbestos and major glass breakage.

However, good things were happening, including installing an elevator, adding storage space and expanding Kellogg Hall and Member Services. Markham Smith was the architect and Virginia

White was interior designer for the addition to Headquarters.

Jean Villareal, Chairman of the Headquarters Expansion Committee, chalked up many frequent flyer miles going from Florida to St. Louis to oversee the construction. Committee members Eleanor Yates and Joan Wipperman often joined her.

At the 1997 Fall Board Meeting, the National Flower Arrangers group was born. Devoted to studying floral designs, 250 members had joined by late 1998. The oversold seminar in Atlanta in 1999 attested to its popularity. While originally its chairman was an NGC Board Member, later this group became a National Affiliate and its Chairman listed as liaison.

Funded by Shell Oil Company, PETALS projects continued to harvest excitement. Four Regions, 21 States and 340 clubs were awarded \$118,897. This proved a good investment as matching funds saw the seed money grow to \$1,216,695.



In April 1999, Barbara Barnette stands on the steps of the Capitol to present a symbolic check of \$357,228.13 to the National Fund for the U.S. Botanic Garden in Washington to build a Butterfly Garden with garden club friends looking on, including Chairman Deen Day Smith (now Sanders).

TIME CAPSULE

- ◆ President Clinton's affair with Monica Lewinsky is front-page news.
- ◆ House of Representatives impeaches and Senate acquits Clinton.
- ◆ Princess Di and Mother Teresa die.
- ◆ Columbine High School shootings stun nation.
- ◆ DVD players and digital cameras hit the market.
- ◆ Furby is a holiday gift sensation.
- ◆ Harry Potter books bring excitement.
- ◆ *Shakespeare in Love* (1998) and *American Beauty* (1999) win Academy Awards.

THE BARNETTE YEARS

- ◆ **Theme:** Gardening Makes a World of Difference
- ◆ **Installed:** May 21, 1997, Hilton Head Island, SC.
- ◆ **Conventions:** June 1998, Denver, CO. Attendance: 940; May 1999, Atlanta, GA. Attendance: 1,223.
- ◆ **Fall Board Meetings:** October 1997, St. Louis, MO; October 1988, Boston, MA.
- ◆ **Membership:** 243,597
- ◆ **Life Memberships:** 8,286
- ◆ **National Affiliates:** 46
- ◆ **International Affiliates:** 296
- ◆ **Award of Excellence Winners:** Award of Excellence replaced the Gold Seal. **1998:** Katy Moss Warner, Florida, Disney World Horticulture Director; Jane Popper, President of the Pennsylvania Horticulture Society; Dr. Will Wolverton, Mississippi, retired NASA research scientist. **1999:** Dr. Harold Pellett, Minnesota, developer of cold-hardy trees and shrubs; Dr. Gene E. Likens, New York, acid rain expert and writer; Callaway Gardens, Georgia, as a public, educational, horticultural and charitable organization.
- ◆ **Scholarships:** Recipients: 35 (1998) 36 (1999) Amount: \$3,500 (1998 and 1999). Total: \$248,500. Barbara Barnette Scholarship added.
- ◆ **New Committees:** Healing Gardens, Natural Disasters, International Affiliates Flower Show Schools, International Conservation, Web Site and TNG Editorial and Promotions.

Major Accomplishments

- ◆ Initiated plans for a Butterfly Garden at the U.S. Botanic Garden in Washington, D.C.
- ◆ Groundbreaking for expansion of Headquarters took place.
- ◆ Mission statement developed.

The 1998 Denver Convention featured innovative programming. A Power Lunch allowed chairmen to explain their duties. Using a workshop format, State Presidents gave details about one project to overflow audiences. Exercise was also on the agenda as the President declared June 6 as National Exercise Day. Members practiced the ancient Chinese workout, Taoist Tai Chi, and didn't look like amateurs.

Did Smokey Bear exercise also? It was a slimmed-down version of him that arrived in Denver. The svelte Smokey seemed less frightening to children. Six poster contest winners came to Denver for a hot-air balloon ride, but it had to be scratched as an unexpected June snowstorm covered Denver in a blanket of white.

When NGC's Executive Committee returned to St. Louis in January 1999, there was a Long Range Planning Session sponsored by Shell Oil Company to answer the question, "Where Are We Going?" The answer was a mission statement, which



President Barnette found some new friends for a photo opportunity as she visited the Pindar Reserve in South Africa in 1998 while attending the World Association of Flower Arrangers Show in Durban, South Africa. Thirty-three garden club members joined her.

from a one-man rendition of *Gone With The Wind* to Terry Maple, Director of the Atlanta Zoo, and Jim Fowler, television celebrity, parading a Harris hawk, Siberian tiger and a Florida panther among concerned breakfast guests. PBS's red-suspended Roger Swain delighted everyone. The finale was Barbara Barnette turning over the gavel to Deen Day Smith.

was adopted by the Board of Directors on May 17, 1999, in Atlanta, GA.

President Barnette attended the World Flower Show in Durban, South Africa, in February 1999 and felt frustration that the World Association of Flower Arrangers turned down NGC's application for membership. Still, the group that joined her was awed by the floral displays and became poetic about the abundance of flowers growing wild.

Her exciting two years ended at the 1999 Atlanta Convention. At this 70th Anniversary event, a video portrayed NGC's history. Programs ranged

GETTING TO KNOW BARBARA BARNETTE

The beautiful and gracious Barbara Barnette made a long-term investment in the garden club movement when she joined the Holly Garden Club of Greenwood, SC, in 1952. By 1975, she was President of The Garden Club of South Carolina, Inc. Following years of service to NGC, she became National President in 1997. The high esteem in which her State Garden Club holds her was evident when they announced the creation of the Barbara Barnette Environmental Scholarship with donations reaching \$15,000 by 1999.

Babs, as her friends and family know her, had been an active community volunteer on the board of the Cambridge Academy, South Carolina

Nature Conservancy, Bartram Trail Conference and Health Science Foundation Board.

She won the Conservation Medal from the Daughters of the American Revolution in 1976. In 1983, South Carolina Gov. Richard Riley presented her with the Order of the Palmetto for her service on the Governor's Community Improvement Board.

Babs Barnette had been married to J. Edwin Barnette, who had been Vice-President of Greenwood Packing Company until his death in 1982. Her family includes one daughter and two grandsons. It was a poignant moment at her installation when her handsome grandson, Will Underwood, presented his grandmother with a

bouquet of red roses.

National Presidents can expect the unexpected. Her trip to South Africa was advertised as an adventure. Did that include sharing her room with a cobra? It was reported that the visiting snake was removed with no harm done.

Many cultivars carry her name. These include two daylilies, a pink camellia, a pink Louisiana iris, succulent ground cover, a tropical water lily, a miniature rose and a hosta.

Her final report left this thought: "As this administration and this century comes to an end, it is our hope that our achievements have added to that legacy." Barbara Barnette had made a world of difference to the garden clubs and all its members.

DEEN DAY
SMITH



While keys symbolized this administration, the importance of service and excellence became its hallmark. It was a time of celebration with the rededication of Headquarters on October 1, 1999,

and a time of to select a new name on May 4, 2001.

On a crisp October afternoon, hundreds gathered to watch Deen Day Smith cut the ribbon for the expanded Headquarters made possible by the generosity of her family. Jonathan Kleinband, Director of the Missouri Botanical Garden, gave the dedicatory remarks. An elegant tea, with cookies and sandwiches shaped like butterflies, allowed guests to mingle and explore the building after the ceremony.

The expansion included an enlarged Kellogg Hall on the first floor and an elevator to the rear ground level where Member Services had enough room for its offerings. In Kellogg Hall, a rug designed by Amy Lacey Champion captured attention with its Columbine motif on a green background. In the adjacent gardens were the Bob Thomas Memorial sculpture, the Armillary Sphere to honor Violet Dawson, and a butterfly bench as a tribute for Babs Barnette. On Mooney Terrace, more than 93 engraved pavers acknowledged State Garden Clubs, Regions or individuals.

Excitement gripped the 2001 Convention as the vote on a name change after 66 years had been anticipated and debated for many months. On May 4, 2001, an amendment to the Bylaws passed by a narrow vote and the name shortened to National Garden Clubs, Inc., from National Council of State Garden Clubs, Inc. Deen had written, "We must analyze



"The service you give to others is the legacy you leave behind."
– Inaugural address, 1999

**Deen Day
Smith**
Norcross,
Georgia

where we wish to be and, if changes are needed, have the courage to make them!" They did!

However, much happened before that vote. At the Atlanta Convention, a first of its kind Directory, *1999-2001 Keys for Information*, compiled by Marvinna Northcutt and Ruth Sullivan, was distributed with information on chairmanships and National and Regional rosters.

The Habitat for Humanity Landscaping Project exemplified the President's commitment to service. The goal was to



provide landscaping in the form of trees, shrubs and flowers for Habitat homes. Shell Oil Company funded 55 PETALS grants and \$500 in special awards at the 2001 Convention. More than 830 Recognition Certificates were awarded states, clubs and individuals who participated.

Deen's love of butterflies spilled over to the garden clubs who received 158 PETAL grants for butterfly projects. *Papilio on Parade*, edited by Arabella Dane, brimmed with information on the value of butterflies in the ecosystem. An intrepid group joined Deen in February 2000 as they scaled 10,000 feet to El Rosario Monarch Sanctuary in Mexico to see the monarchs swarming. A second butterfly trip explored southern Arizona.

Plans for the Butterfly Garden at the National Garden progressed. One goal seemed closer to reality when Shell Oil Company announced at the 2001 Convention it was giving \$10,000 for the publication of butterfly information to be distributed there. By June 2001, sales of items targeted for the



Deen (second from left) shows she knows what to do with a shovel as Hawaii Federation members and friends break ground for a Habitat for Humanity Landscaping project.

project totaled more than \$491,000. Originally scheduled to be finished in 2001, unexpected government regulation has postponed completion even though the ground breaking took place on October 17, 2001. However, the 1999-2001 Project Chairman Gerry St. Peters felt this had been "a tremendous success because of the enthusiastic response, overwhelming support and extraordinary efforts of our members."

A star in the garden club galaxy was "2000: Time in Bloom," an International Flower Show held in San Diego, CA, May 26-28, 2000, with June Wood as Chairman. From Maine to Hawaii, members arrived armed with designs and horticulture. The final counts showed 920 horti-

cultural exhibits, 167 floral designs and 72 artistic craft entries. The International Affiliates entered 18 designs. It ranked as a 5-star event.

Deen knew that "information is the key to performance." More than 23 books, pamphlets, brochures, videos and tapes, besides *The National Gardener*, *Director's Bulletin*, and spe-

TIME CAPSULE | THE SMITH YEARS

- ◆ Awaiting the Millennium brings concern and excitement.
- ◆ U.S. elects George W. Bush as President.
- ◆ Stock market starts decline in October 2000.
- ◆ Hillary Rodham Clinton becomes Senator from New York.
- ◆ Home cooking focuses on healthy foods that are quick and easy.
- ◆ *Who Wants to be a Millionaire* gains a TV following and reality-based shows score ratings successes.
- ◆ *Gladiator* (2000) and *A Beautiful Mind* (2001) win Academy Awards.

- ◆ **Theme:** Keys For A Gardening Future
- ◆ **Installed:** May 19, 1999, Atlanta, GA.
- ◆ **Conventions:** May 2000, San Diego, CA. Attendance: 1,004; April/May 2001, Chicago, IL. Attendance: 1,043.
- ◆ **Fall Board Meetings:** October 1999, St. Louis, MO; October 2000, Princeton, NJ.
- ◆ **National Affiliates:** 47
- ◆ **International Affiliates:** 356
- ◆ **Membership:** 231,415
- ◆ **Life Memberships:** 8,598
- ◆ **Award of Excellence winners: 2000:** Edward R. Hasselkus, curator of the Longenecker Gardens, University of Wisconsin Arboretum; Dr. Thomas C. Emmel, Florida, lepidopterist, wrote 25 books on subject; Dr. Allan M. Armitage, Georgia, researches annuals and perennials.
- ◆ **2001:** Thomas J. MacCubbin, Florida, Orange County Extension and Environmental horticulturist; Frederick Meijer, Michigan, created gardens open to the public; Chicago Mayor Richard M.

Daley, developed a "City in the Garden."

- ◆ **Scholarships:** Recipients: 36 (2000), 34 (2001). Amount: \$3,500 (2000 and 2001). Total: \$245,000. Deen Day Smith Scholarship added.

Major Accomplishments

- ◆ Headquarters remodeling finished and rededicated.
- ◆ Name changed to National Garden Clubs, Inc.
- ◆ 1999-2001 *Keys for Information Directory* published. Editors: Marvina Northcutt and Ruth Sullivan.
- ◆ Habitat for Humanity Landscaping Project started. Chairman: Jo Williams.
- ◆ Leadership and Long Range Planning Conferences sparked creative ideas.
- ◆ Butterfly Gardens Across the Americas became a focus. Chairman: Arabella Dane.
- ◆ Quality publications, audiocassettes and videos were financial and critical successes.
- ◆ International Flower Show held in San Diego.



*Knowing that "information is the key to performance," Deen Day Smith made publishing a major emphasis of her administration. Surveying the more than 23 publications that rolled off the press are *Marvina Northcutt*, Directory Chairman, *Joan Brown*, Communications Vice-Chairman and Horticulture Therapy Guide Chairman and Smith.*

cialized publications, made available that information. Three major books published were: *Gourds – From Vine To Design* by Donn Kelter with Bev Kelter as editorial assistant, and *Designs Made Easy* and *Holiday Happenings*, both edited by Barbara D. May.

NGC lent a helping hand to the International Affiliates. In the wake of Hurricane Mitch in Honduras, NGC provided \$10,000 for planting 34,309 trees and shrubs. Monterrey, Mexico, received \$10,500 to build a butterfly garden after a devastating fire there in 1998.

A Children's Garden Seminar convened at the Atlanta Botanical Garden April 17-18, 2000. Katy Moss Warner, Director of Disney's Horticulture and Environmental Institute, felt children's gardens teach social skills with interactive fun. Michigan State University's Jane L. Taylor spoke about the 4-H Children's Garden, which she founded.

PETALS continued to provide grassroots excitement with awards of \$132,175. The total completed value of local projects grew to \$1,625,939, a 12 to 1 ratio.

Leadership training was an important key to success for this President, who pointed out that "leaders must have followers or they are not leading." Leadership conferences were held at both the 1999 and 2000 Fall Board Meetings with assistance from Shell Oil Company. Workshops nationwide reinforced the message.

As President, Deen traveled 150,000 miles, going to all 50 State Garden Clubs, the National Capital Area and the eight Regions, often with repeat visits. She visited International Affiliates in Peru, Ecuador, Honduras, Mexico and Argentina, being an outstanding ambassador for NGC. Now, Lois Dupré Shuster would lead this great garden club organization as it explored new paths.

GETTING TO KNOW DEEN DAY SMITH SANDERS

Born in rural Georgia, Deen attended Mercer University where she served as President of Alpha Delta Pi Sorority and became its National Alumna of the Year in 1981. She graduated from Georgia State University and later received its Distinguished Honorary Alumnae award. Mercer also gave her an Honorary Doctor of Law degree.

She married her college sweetheart, Cecil B. Day, who died of cancer in 1978. Their five children and 16 grandchildren are a joy to her. In 1983, she married Charles O. Smith, Jr., who also died of cancer in 1995. Romance came into her life for a third time when at a high school reunion in 2001, she renewed her friendship with Jim Sanders, a fraternity brother of Cecil Day. They married in 2002.

Possessing exceptional leadership qualities, Deen became President of The Garden Club of Georgia, Inc., in 1987 and is its Honorary Life President. In 1989, she went on the NGC Board as Chairman of Litter, Reclamation & Recycling. At the 2003 National Convention, NGC elected her Honorary Life President.

A wealth of experience followed Deen to the Presidency. She served as the first woman member of the Georgia Chamber of Commerce and had been on the Board of Directors of the Atlanta Botanical Garden, Georgia Trust for Historic Preservation, First Union National Bank, Callaway Gardens and National Wildflower Research Center.

NGC almost lost her in a plane crash off the coast of Chile in 1991. It was through the efforts of her late husband, Charles Smith, that she swam to safety.

Deen found being President is hot stuff. In Troy, MI, she was in the receiving line when a fire marshal rushed in to tell them smoke was billowing from the air conditioner. The group speedily retreated. The fire truck turned out to be the background for the official pictures.

Cultivars carry Deen's name. These include a pink and white lantana, a tall bearded iris that is peachy orange in color, and a miniature rose.

The 2000 California Convention bookmark might have described her best. It read, "Capture the Essence of the Moment and the Expectancy of the Future."

LOIS DUPRÉ
SHUSTER

W

hen Lois Dupré Shuster took office on a beautiful May night in 2001, there was no inkling of the catastrophe that would occur on September 11 and alter the priorities of a nation. Of the four

hijacked planes, two destroyed the Twin Towers in New York City, one hit the Pentagon in Washington, D.C., and one crashed in western Pennsylvania near the family resort of the National President. As mourners came to the Pennsylvania site, Lois often spoke with them. Her philosophy of giving hugs took on added significance as she tried to bring a measure of healing into their lives with each embrace.

The days following the 9/11 disaster were wrought with uncertainty as airlines altered schedules and the fear of flying gripped the nation. As the Fall Board Meeting approached in October 2001, there was concern about attendance. Never worry, Board Members are a fearless group, and 285 came to the meeting. The tragic loss of life as the result of 9/11 was very much on the minds of the Board. They felt that NGC should honor the victims. The Headquarters Trustees suggested a Memorial Garden. "Pass the hat" contributions at the Board Meeting resulted in \$1,523 given with other amounts pledged.

These donations accumulated to \$25,202.26 for the development of a September 11th Memorial Garden at the St. Louis Headquarters. The garden, which is 16 feet wide, symbolizes the Twin Towers with two flagpoles, and plantings in the shape of the Pentagon and the Keystone state, Pennsylvania. The garden cost \$3,524.15, leaving the remainder for maintenance. The official dedication will be part of the 75th Anniversary



"Let's show our appreciation of each other, always remembering that 'A Hug A Day Is The Garden Club Way.'"
– Inaugural Address, 2001

**Lois Dupré
Shuster**
Champion,
Pennsylvania

Celebration of NGC's birthday in May 2004.

Freedom Trees became another focus for honoring the 9/11 victims. President Shuster had made planting two million trees a major goal of her administration. As an extension of this, clubs were urged to plant Freedom Trees as they paid respect to the victims. Shell Oil Company offered \$1,000 to be divided between the State Garden Club planting the most trees and those planting the most on a per-capita basis. One example was the garden club on Staten Island, NY, that planted 78 trees

in memory of 78 firefighters from Staten Island who lost their lives at the Twin Towers.

A Freedom Tree dedication was held at the National Arboretum in Washington, D.C., following the 2002 Fall Board Meeting. A trifoliolate beech tree, a gift of Shell, was planted with soil mixed from New York City, Somerset (PA) County and the District of Columbia. A week later trees were planted in Pennsylvania using the same mix.

Garden club members love to plant trees and plant them they did with 11,348,270 trees being added, according to Chairman Judy Grotts. This far surpassed the goal of two million trees. The Pennsylvania Urban & Community Forestry Council donated two cedar trees that were planted in Bermuda to honor Lois and 2002 Convention Chairman Sandy Manthorpe.

When it came time to celebrate the "Year of the Rose" in 2002, NGC was right in step. *The National Gardener* carried articles about "Roses for the Home Garden" and "Container Roses." As a gift from NGC, Chairman Peg Newill oversaw planting ten rose bushes in Bermuda.

A first for NGC was the 2002 Cruise Convention that departed from Boston and anchored in Bermuda. Highlights of the Convention included a spectacular House and Garden Tour, with homes dating back to the 18th Century, and an equally spectacular design program. Six designers participated representing the Garden Club of Bermuda, International Design Symposium and June Wood and Hilda A. de Garcia from NGC. The Memorial Service, conducted by Angelo Raitano, provided a time for reflection in the setting of an historic church.

On the cruise, Consultants could refresh in one of three different schools: Environmental, Gardening Study or Landscape Design. Dale W. Defeo coordinated it.

A new 4-star program was promoted, recognizing members who had completed all four of NGC's schools. By 2003, Chairman Martha Claire Farmer had received 22 applications.

In July 2002, the National President and a garden club entourage attended the 7th World Flower Show in Scotland. NGC became a member of the World Association of Flower Arrangers as part of the umbrella group, Assembly of Flower Arrangers, USA. This group includes the International Design Symposium and National Flower Arrangers, an NGC National Affiliate with NGC members.

Would you believe frogs invaded Headquarters? About 184 of them took over. No cause for alarm. These are antique floral holders for display in Member Services.



Alarm accompanied the groundbreaking for the Butterfly Garden on October 17, 2001, as the Congressional Offices closed due to the anthrax scare following the 9/11 terrorist attacks. Former Presidents Barbara Barnette and Deen Day Smith, Betty Mosher, 2001-2003 National Capital Area President, Libby Coffee, NGC Landscape Design Chairman, and Ellen Spencer, 1999-2001 National Capital Area President, took part. However, construction has been put on hold due to unexpected government regulations.

TIME CAPSULE

- ◆ September 11, 2001, terrorist attacks change America.
- ◆ Afghanistan targeted for harboring terrorists.
- ◆ Iraqi Freedom proves successful.
- ◆ Drought conditions and forest fires wreck havoc.
- ◆ Microsoft introduces the Xbox.
- ◆ Interest rates lowest in 40 years.
- ◆ Sixty percent of women are working.
- ◆ Chicago (2002) wins Academy Award.

THE SHUSTER YEARS

- ◆ **Theme:** Celebrate Your Garden
- ◆ **Installed:** May 5, 2001, Chicago, IL.
- ◆ **Conventions:** May 2002, Bermuda. Cruise Attendance: 505; May 2003, Biloxi, MS. Attendance: 892.
- ◆ **Fall Board Meetings:** October 2001, St. Louis, MO; October 2002, Baltimore, MD.
- ◆ **Membership:** 222,853
- ◆ **Life Membership:** 8,850
- ◆ **National Affiliates:** 50
- ◆ **International Affiliates:** 422
- ◆ **Scholarships:** Recipients: 34 (2002 and 2003) Amount: \$3,500 (2002 and 2003). Total: \$238,000. Lois Dupré Shuster scholarship added.
- ◆ **Award of Excellence winners:**
 - 2002:** John R. Thomas, Texas, wild-flower seed and inventor of viable seed planter; Lee Springgate, responsible for parks and community services for Bellevue, WA; Dr. John Motloch, Indiana, Chairman, Landscape Architecture Dept. at Ball State University. **2003:** Panayoti Kelaidis, Colorado, will be curator of rock/alpine garden at Denver Botanic Garden; Millard Fuller, Georgia, founder of Habitat for Humanity; David Milarch, Michigan, clones and preserves Champion trees.

Major Accomplishments

- ◆ Planted more than 11 million trees.
- ◆ Freedom Trees dedicated in remembrance of 9/11.
- ◆ September 11th Memorial Garden planted at Headquarters.
- ◆ Held first cruise convention.
- ◆ Year of the Rose celebrated.
- ◆ Deen Day Smith Sanders elected Honorary Life President.

Since NGC doesn't engage in deficit financing, certain belt tightening was needed. At the 2002 Fall Board Meeting, it was decided to reduce *The National Gardener* from six issues to four and combine *The Director's Bulletin* with *Keeping in Touch*.

In May 2003, garden club members traveled to Biloxi, MS, to enjoy traditional Southern hospitality. One of the Southern leaders they honored was Georgia's Deen Day Smith Sanders, who was elected Honorary Life President of NGC. When they said, "you all come," South Carolina President Patty Epperson did just that despite a broken leg. In a decorated cast and using crutches, she crossed the stage to collect her state's awards. It just shows that garden clubbers continue to be hardy perennials.



President Lois Shuster shows how to plant a Freedom Tree at the National Arboretum after the 2002 Fall Board Meeting. Shell Grant Committee members Joan Craig, Pat Westgard and Marilyn Oberti and Dr. Thomas Elias, U.S. National Arboretum, make sure she is doing it right.

The contributions of Shell Oil Company were remembered at the Biloxi Convention. Chairman Joan Craig reminded us that Shell came on board more than 30 years ago by funding a Youth Conference in Florida and has been at NGC's side in numerous conferences and programs nearly every year since then. During the 10 years of the PETALS program, Shell contributed \$1 million for community projects. This grew to more than \$8 million with contri-

butions from garden clubs and outside donations.

As NGC looked towards its 75th Anniversary, the installation of June Pitts Wood sparkled as each guest was given a diamond crystallite. Lois Shuster asked us to "Celebrate Your Garden." Now NGC would celebrate another milestone in 2004.

GETTING TO KNOW LOIS SHUSTER

If you were limited to one word to describe Lois Shuster, it would be enthusiastic. This native Pennsylvanian brought a high degree of energy to the Presidency. She traveled 98,000 miles as President and made herself accessible to all members. If given a choice between sitting at the head table at conventions or joining a table with local members, the head table always came in second. She loved this opportunity for interaction and the members warmed to this friendly president.

A graduate of Northwestern University with a major in Speech, Lois has served as Mayor of Champion, PA, since 1964, the year she first joined a garden club. As Mayor she has officiated at more than 100 weddings, something that has become "a favorite duty." She

loves hands-on-gardening with her husband, Ray, who specializes in fruits and vegetables. They freeze or can 300 quarts of their bounty annually. She never runs out of customers for this produce with nine children, 18 grandchildren and countless friends.

Lois was elected President of Somerset Garden Club in 1970 and 1984. In 1987, she moved up to Pennsylvania State President. She became a Master Flower Show Judge and Landscape Design Consultant and enjoys an enviable reputation as a floral designer.

If you thought these were her only

talents, you were wrong. It would be wise to not offer to take her on in bridge since she was the outstanding duplicate bridge player in her county. That isn't easy to do. In addition, be wary of having a golf game with her. *Golf Digest* gave her the local award for the most improved golfer. She has been manager of a retail bakery and a ski rental shop as well as being heavily involved in the family resort business.



The 'Lively Lois' daylily

Lois told us that "a hug a day is the garden club way" and she practiced that spirit of friendliness with everyone. Here is a hug to you, Lois, for two exciting years!

JUNE PITTS
WOOD



Diamond anniversaries symbolize a time to sparkle and rejoice and an opportunity to pause and reflect. In 2004, NGC will do both as it celebrates its 75th year. President June Wood captured the

spirit of this anniversary in her theme "Preserving the Past – Forging the Future."

The Diamond Jubilee festivities, described as "Rooted in History," will climax at the St. Louis Convention in May 2004. Attendees will visit Headquarters where the 9/11 Memorial will be dedicated. A Time Capsule will be sealed and a white ash tree cloned by David Milarch from one grown at Mount Vernon by George Washington will be planted.

"Forging the Future" takes an exciting twist as the first Flower Show Symposium at a National Convention will be offered. Also, Consultants can enroll for a Tri-Refresher Symposium (Landscape Design, Gardening Study and Environmental). The new Tri-Refresher Schools are developing a following.

As a prologue to the 75th Anniversary, the 2003-2005 administration took office at the Beau Rivage Resort in Biloxi, MS, on May 20, 2003, when Honorary Life President Deen Day Sanders elegantly installed them. Could it really have been Mississippi or was it France? It took only a little imagination to believe Monet lingered there, welcoming guests to Giverny as the stage replicated the famed artist's garden. Lynwood Hall of Moultrie, GA, created the set.

In her acceptance speech, President Wood previewed her plans. The restoration and preservation of historic gardens would be a major goal. The Principal Financial Group



"Leaders and members of this organization have always been far-sighted and ahead of their times and we must cultivate those same qualities if we are to continue to preserve National Garden Clubs as the largest volunteer organization of its kind in the world."

– Acceptance speech, 2003

June Pitts Wood
Albuquerque,
New Mexico

agreed to be the corporate sponsor, providing up to \$200,000 for approved Historic Garden projects. State Garden Clubs and local clubs could each receive a maximum of \$3,000 if they qualified under the guidelines that included generating matching funds.

To get the Historic Garden project started, State Garden Club Presidents spent the day following the Convention to learn the details of this opportunity. Chris Riedel King from the Principal Financial Group joined representatives from



the National Park Service, Seed Savers Exchange and the Antique Rose Emporium to provide a spark for the project. As Presidents took this information home, garden clubs across the country responded with enthusiasm sending in more than 400 entries. Gardens at churches, cemeteries, historic homes, schoolhouses, battlefields, parks, covered bridges, historic trails and even farms became favorite sites for refurbishing. President Wood offered a certificate and \$100 for the most outstanding historic garden project at an historic site.



June Wood surveys sunflowers used for table centerpieces at a Congressional Picnic at the White House in June 1995.

A WATERWISE solution initiative also previewed at the post-Biloxi Convention. Grants from \$500 to \$1,000 would be available, again with the need for matching funds on projects that "focus on sustainable Water Quality and Water Conservation." Plans are under way for a Waterwise Seminar and Tour, August 16-25, 2004, which includes stops along the California coast.

It has been said, "The best time to plant a tree was twenty years ago. The next best time is now." June Wood knew that and encouraged planting trees, especially flowering ones. To assist members having difficulty in picking a suitable one, Donna Schumann prepared a booklet, "America's A-Bloom," listing trees



The two Woods – Parliamentarian Phyllis and President June – confer on the day's agenda.

that would be appropriate. A white flowering cherry tree, introduced by the National Arboretum, will be planted at Headquarters to celebrate "America's A-Bloom."

The High School Speech and Essay contests continue a long tradition, as do the poster contests. *Youth Design Study Courses* by Fran Wittgartner will be available. High School Distinguished Service Awards will be offered for outstanding civic projects. Chairman Mary Ann Moreno reported \$7,500 had been donated to fund youth awards.

Getting NGC's message out requires creativity and diligence. Help appears on the way. Taunton Press, publisher of *Fine Gardening* magazine, has agreed to partner with NGC to promote National Garden Week with additional publicity

TIME CAPSULE

- ◆ Blackout 2003 leaves 50 million in Eastern U.S. and Canada in the dark.
- ◆ California elects actor Arnold Schwarzenegger as governor after recall of Gray Davis.
- ◆ Mortgage interest rates hit record lows.
- ◆ Extremes in lifestyles: downsizing or mega sizing in cars and foods.
- ◆ *Harry Potter and The Order of the Phoenix* becomes instant best-seller.
- ◆ Comedian Bob Hope dies at 100 (2003).
- ◆ Oscar winner Katherine Hepburn dies at 96 (2003).

THE WOOD YEARS

- ◆ **Theme:** Preserving the Past – Forging the Future
- ◆ **Installed:** May 20, 2003, Biloxi, MS
- ◆ **Conventions:** May 2004, St. Louis, MO; May 2005, Milwaukee, WI.
- ◆ **Fall Board Meetings:** October 2003, Falls Church, VA; October 2004, Albuquerque, NM
- ◆ **Membership:** 217,869
- ◆ **Life Memberships:** 51 new members added by October 2003.
- ◆ **National Affiliates:** 69 (19 were Affiliates)
- ◆ **International Affiliates:** 422
- ◆ **Scholarships:** From 1949-2004, nearly \$2.5 million in scholarships will be given. Owens-Rucker, Crosby-Ladson-Knapp and Brumby-Dillingham scholarships combined.
- ◆ **Award of Excellence Winners: 2004:** Dr. Peter S. White, Biology Professor, University of North Carolina and Director of North Carolina Botanical Garden; Dr. James L. Reveal, Maryland, spent 40 years protecting endangered floral species; University of Georgia College of Environment and Design for leadership in that area.

- ◆ **New Committees:** Invasive Plants, Penney Pines, Pesticides, Native/Heritage Plants, Senior Citizens and Retirement Facilities, Urban Garden Clubs. Added more International Affiliate members to International Flower Show Committee.

Publications

- ◆ *Directory, 2003-2005.* Editor: Peggy Atencio.
- ◆ *Fulfilling The Dream The Story of National Garden Clubs, Inc.* by Mary L. Cochran.
- ◆ *Keeping in Touch* combined with *Directors Bulletin.* Editor: Carol Klingberg.
- ◆ *The National Gardener* reduced to four issues from six. Editor: Susan Davidson.

Major Accomplishments

- ◆ Historic Gardens project with corporate sponsor, the Principal Financial Group.
- ◆ Taunton Press aids in supporting National Garden Week and Gardening Study courses.
- ◆ WATERWISE solution initiative promoted.
- ◆ "America's A-Bloom" emphasized planting flowering trees.
- ◆ *Gems of Honor* plaque honored those donating \$75 for 75th Anniversary.



Teaching has become an important part of NGC's outreach to its Affiliates. June Wood made many visits to our International Affiliates to teach Symposiums. She joins one student at the gates of the city of Montevideo, Uruguay.

and sponsor phases of the Gardening Study Program. The Communications Committee, headed by Veva Schreiber, prepared a handout, *Delivering The Message*, outlining ways to alert the public to NGC's exciting programs.

While the President travels, she reaches out to NGC's far-flung membership. She opened and judged flower shows in Peru and Costa Rica. In 2005 she will represent NGC at the International Flower Show in Japan. NGC will sponsor a tour to Japan as it did to Peru.

To continue fulfilling the dream, four Vice-Presidents stand ready to provide leadership to guide this organization on paths of greatness: Kitty Larkin, Barbara D. May, Renee D. Blaschke and Shirley S. Nicolai. The story will pause for a moment to give time to reflect on the accomplishments of 75 years. Perhaps the mission statement adopted in May 1991 sums up these achievements best:

"National Garden Clubs, Inc. provides education, resources and national networking opportunities for its members, to promote the love of gardening, floral design, civic and environmental responsibility."

As garden club members have fulfilled this mission, they have made a difference in their city, state and country. The dream will continue!

GETTING TO KNOW JUNE WOOD

Whether it is a traditional mass or a creative abstract design, June Wood creates floral masterpieces with imagination and style. Her exceptional talent has made her a much-in-demand Flower Show Schools and Symposium instructor for 21 years. She was a natural choice for the National Flower Show Schools Committee and served 12 years.

Born in Carrolton, GA, she graduated from Auburn University. She married another Georgian, Donald Wood, who is a retired nuclear physicist, and moved to New Mexico. They have one son.

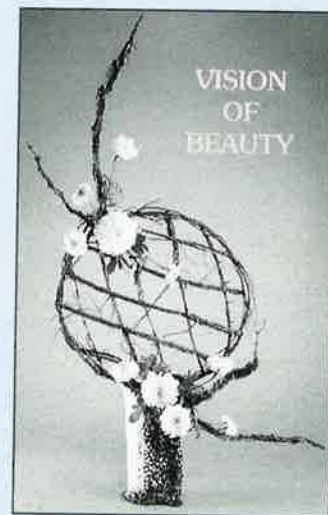
A visit to a garden club flower show tweaked her imagination, which led to a long involvement in New Mexico Garden Clubs, Inc. She became President in 1989. Three New Mexico Governors and the Albuquerque Mayor have honored her promotion of civic and highway beautification.

When she was a Flower Show Schools Instructor she discovered that she often had to cope with more than the curriculum. On one teaching assignment June was trapped in a waterbed

during a tornado alert. Her only escape route was rolling to the bottom of the bed. She did that, only to find the door swollen shut. A hotel employee had to come to her rescue. Another time a llama thought her hat was a taste treat and made a meal of it.

A daffodil and two daylilies will be named for this avid greenhouse practitioner. Her passion for growing orchids and tropical plants isn't her only talent. She is a church organist, pianist and choir soloist. She collects cookbooks and loves gourmet cooking, but with her heavy travel schedule it might be hard to indulge this hobby.

This amazingly creative President personifies the caring and capable leadership of those that have led this organization. She has given us pride in the past and in June's own words, the future "will be an inspiring, enduring one."



One of June Wood's two cover designs for Vision of Beauty. The calendar has featured 16 of her designs.

ACKNOWLEDGEMENTS



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and Marvinna Northcutt

Cover photographs: Joan Franson and Robert Rucker

Cover design and photo reproduction: Kim Smith, graphic designer, Tucson, AZ

NGC state map: Randy Harris, graphic designer, Tucson, AZ

State flowers wreath: Myrta Spence, Cape Fear Garden Club, Wilmington, NC

Photographs: Barbara Barnette, Violet Dawson, Pat Grossi, Babe Hughes, Bill Korley, Mary Louise Michie, Marge Purnell, Robert Rucker, Deen Day Sanders, Walter Smith, Sarah Stuver, Sara Townsend, Pat Westgard, Marilyn Whitmore, June Wood, Eleanor Yates

Historical information: Barbara Baker, Mary Louise Barr, Joan Craig, Rachel Dirske, Leslie Frost, Pat Grossi, Phoebe Kirkman, Fran Mantler, Jean Ladson, Marie Monaghan, Shirley Nicolai, Sylvia Patrick, Ruth W. Paul, Dr. Rusty Van Pelt, Mary Jo Wedgeworth

75th Convention Logo: 2004 Convention Committee
Mae Jean Nothstine, June Kummer and Jean Hood

Source Material

Bulletin, 1930-1948

The National Gardener, 1949-2003

The First Twenty Years, edited and compiled by Lottie A. Leach

The Thirty-Fifth Year History, compiled and edited by Evelyn O. Ebert

Fifty Years of Service by Eleanor Crosby

Reflections 1929-1989 by Helen Hennessy, Violet Dawson and Mary Cochran

First Ladies of the Arizona Federation of Garden Clubs, Inc., by Mary Cochran

Ten Year History, 1988-1998, History of The Garden Club of Georgia, Inc., by Delores Capitan

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of Missouri, Inc., compiled and edited by Grace Edwards

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History of the Deep South Region, 1961-1989, by Jerry Tubb, Historian

We Were There 1933-1971, History of Pacific Region by Margery V. Bardon

75 Years of Reflection, Wisconsin Garden Club Federation, by Judy Newman, Chairman,

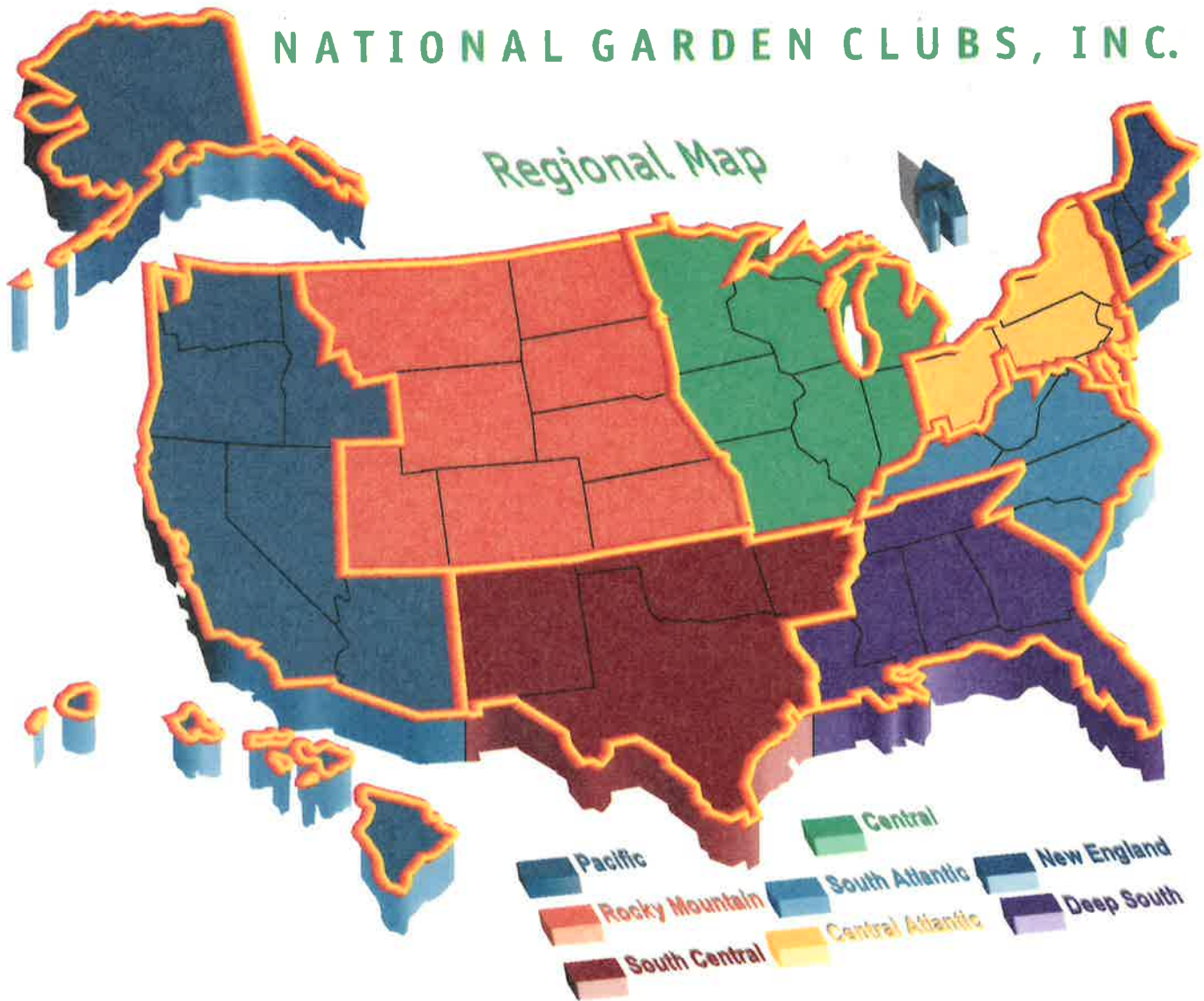
Kitty Larkin and Colleen Weiler

The First Thirty-Four Years 1925-1959, The Garden Club of North Carolina, Inc., compiled and edited by Mrs. H.R. Totten, Miss Louise Ballard and Mrs. George W. Little

Printed by

Arizona Lithographers, Tucson, AZ

NATIONAL GARDEN CLUBS, INC.



Regional map by Randy Harris, graphic designer, Tucson, AZ

ADMISSION TO NATIONAL GARDEN CLUBS, INC.

CENTRAL

- 1929 Illinois*
- 1929 Iowa*
- 1929 Wisconsin*
- 1932 Michigan
- 1933 Indiana
- 1937 Missouri
- 1956 Minnesota

PACIFIC

- 1929 Oregon*
- 1932 California
- 1935 Arizona
- 1935 Washington
- 1954 Idaho
- 1960 Alaska
- 1964 Nevada
- 1972 Hawaii

CENTRAL ATLANTIC

- 1929 Maryland*
- 1929 New Jersey*
- 1929 New York*
- 1929 Ohio*
- 1931 Pennsylvania
- 1954 National Capital
- 1958 Delaware

ROCKY MOUNTAIN

- 1931 Kansas
- 1933 Colorado
- 1935 Utah
- 1937 Nebraska
- 1938 Montana
- 1944 South Dakota
- 1957 Wyoming
- 1965 North Dakota

DEEP SOUTH

- 1929 Florida*
- 1929 Tennessee*
- 1931 Georgia
- 1933 Mississippi
- 1934 Alabama
- 1935 Louisiana

SOUTH ATLANTIC

- 1930 North Carolina
- 1930 West Virginia
- 1932 Kentucky
- 1932 South Carolina
- 1934 Virginia

NEW ENGLAND

- 1929 Connecticut*
- 1929 Massachusetts*
- 1932 Maine
- 1932 Rhode Island
- 1934 New Hampshire
- 1937 Vermont

SOUTH CENTRAL

- 1929 Texas*
- 1932 Arkansas
- 1935 Oklahoma
- 1951 New Mexico

Dates indicate year State Garden Club admitted to NGC

* Charter



The garden club movement began in January 1891 as the dream of a small group of women in Athens, GA. That dream planted lasting roots on May 1, 1929, as the vision of what was possible and the force for good it could be caught hold. Over the past 75 years the growth of National Garden Clubs, Inc., has been intertwined with the history of our country and has spread across six continents. It met the challenges of the Great Depression and World War II, as well as the changing lifestyles and the environmental crises of later decades. It shaped lasting friendships as members worked together and found satisfaction in making a difference in their community, their state and their country.