

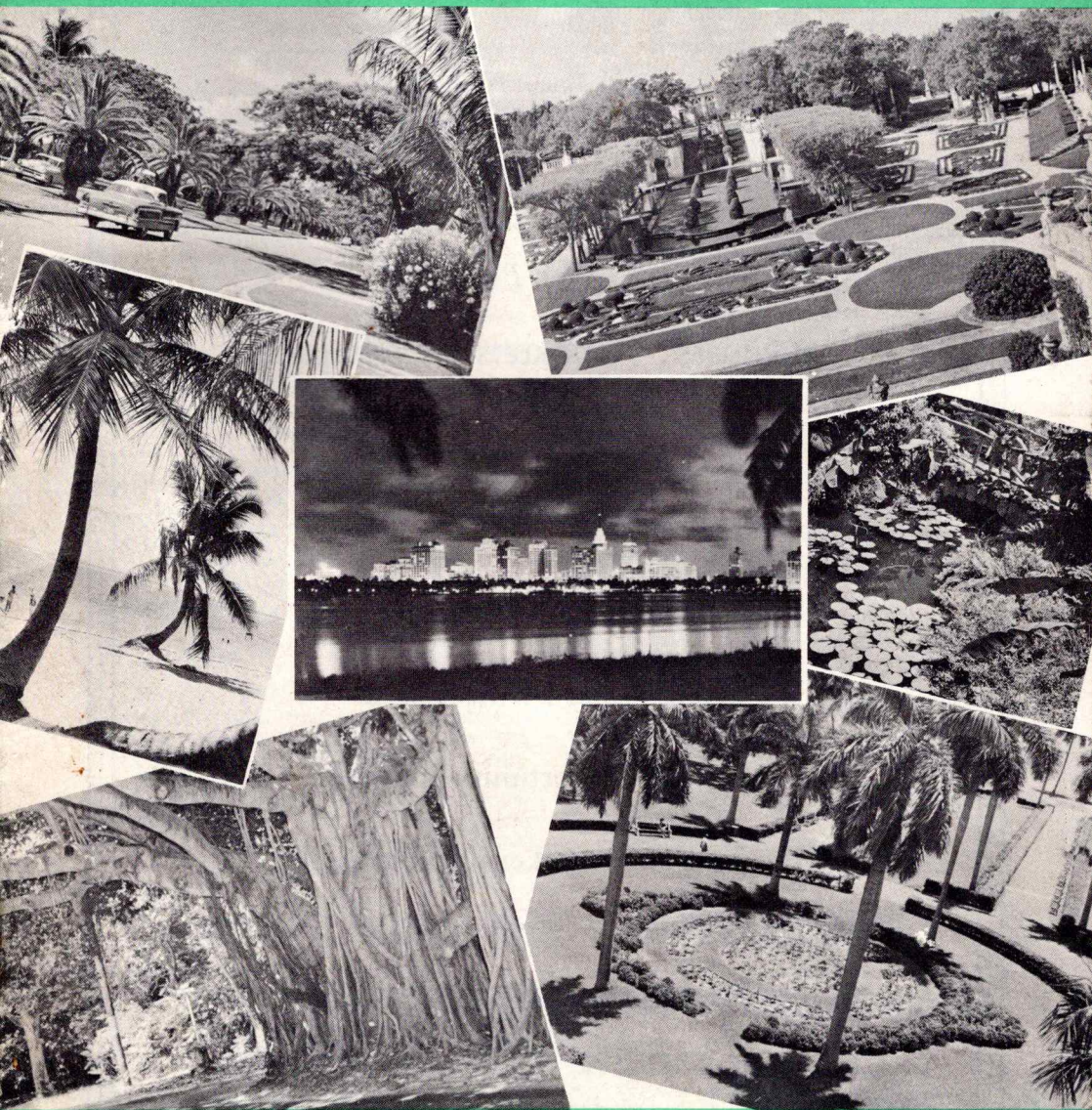
The Florida GARDENER



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Official Publication of The Florida Federation of Garden Clubs, Inc.
Member of The National Council of State Clubs, Inc.

1957



CONVENTION ISSUE

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THE COVER

Scenes of Miami that will interest convention visitors. In part, they are the Rock Garden in Bayfront Park, Crandon Park Beach, Viscaya, a Banyan tree, on the main highway in Coconut Grove, the Miami skyline and the Floral Circle back of the Library in Bayfront Park.

Photos from City of Miami News Bureau

THE POINT OF VIEW —

Miami and Florida the vacationland of America will become more than "The World's Placation Land" when the State and the National Conventions are held in Miami. "Happy Gardening — a Way of Life" and "Gardening — an Art and a Science" will reflect the accomplishments and aims of gardeners from the states belonging to National Council as well as those of Florida.

Miami is comparatively a new city, when we think of its size at the turn of the century. It was only in 18986 that Henry M. Flagler arrived with his railroad. Miami and Florida are not new in garden club work as the Florida Federation of Garden Clubs was organized on April 25, 1924, and can boast of being an organizing member of National Council.

Public Relations is particularly stressed in this issue by Mrs. Gresham. This information points up the requirements and importance of publicity.

Noteworthy is the information on the first Tropical Short Course to be held at the University of Miami.

Come to Miami for the conventions. We look forward to seeing you there.

Fay M. Mayes

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DON'T MISS THE CONVENTIONS

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RETURN POSTAGE GUARANTEED

Calendar of Events To Come

January 29-30, 1957—Florida Federation of Garden Clubs, Inc. Board Meeting, Orlando

February 4, 5, 6, **SHORT COURSE**, University of Miami, on Tropical Horticulture and Tropical Plant material in Flower Arranging, Miami.

February 11, 12, 13, 1957—South Atlantic Regional Meeting, Williamsburg, Virginia.

Mar. 6-8 & Mar 13-15 Williamsburg Garden Symposium Williamsburg, Virginia. For full details see The Flower Grower Magazine.

March 31, April 1, 2, 3, 4, 1957—National Council of State Garden Clubs, Inc. 28th Annual Convention Miami

April 4 Florida Federation of Garden Clubs, Inc., Pre-Convention Board Meeting, Miami.

April 5, 6 1957—Florida Federation of Garden Clubs Thirty-first Annual Convention, Miami.

April 25, 1957—Florida Council of Flower Show Judges Annual Meeting, Lakeland.

May 5-12, 1957—Blanche Covington Nature Study Course, St. Andrews State Park, Panama City.

June 18, 19, 20, 1957—Garden Club Short Course, University of Florida, Gainesville.

December 6, 7, 8, 1957—State Flower Show, Lake County Council of Federated Garden Clubs, National Guard Armory, Eustis. Theme: "Floridarama."

NATIONAL COUNCIL COLLEGIATE SCHOLARSHIPS

Mrs. Frank D. Moor, Scholarship Chairman, calls attention to the availability of a National Council scholarship for a Florida student. The National Council has established three scholarships to encourage the study of Horticulture, Floriculture, Landscape Architecture and Conservation. These scholarships have been named for three Past Presidents: Mrs. Frederic R. Kellogg, Mrs. Helen Hussey Champlin and Mrs. Helen Hull. They represent \$300.00, each given to the winning applicant in one check. One application may be submitted from each state annually. The applicant must be a graduate of high school or college whose grades have averaged not less than B, and who is recommended by the Principal of school last attended or by the Head of Department of the College, and by a civic leader of the community in which the applicant resides.

The qualifications governing the selection of an applicant are the scholastic record, character, aptitude, variety of avocations, ability to succeed and his or her financial need. An application blank may be obtained from Mrs. Frank D. Moor, 1552 Isabel Court, Tallahassee, Florida, and must be endorsed by the State President. This applicant must be sent through the State Chairman to the National Chairman NOT LATER THAN February 15th.

The recipient may attend any college or university that has a recognized department in his chosen field of Horticulture, Floriculture, Landscape Architecture or Conservation. The student sends a transcript of his grades to the National Scholarship Chairman at the end of each semester. The scholarship is for one year only but may be renewed provided the grades are acceptable and the student is still in need of financial assistance.

The South Atlantic Regional Convention will be held in Williamsburg, Virginia on February 11, 12, 13, 1957. Florida's quota is not complete, anyone interested in attending this important meeting contact Mrs. N. C. Rawls, 510 S. Peninsula Drive, Daytona Beach.

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President's Message

Dear Garden Club Members:

The New Year of 1957 brings our Florida Federation with mounting anticipation and enthusiasm toward the climax of our "Joy in Gardening" when we shall entertain our fellow gardeners from other states at the National Convention in Miami. Mrs. Morrah has announced "Happy Gardening — A Way of Life" as the theme for the National Convention and we shall endeavor to demonstrate that Florida typifies this theme.

Our State Convention will follow the National Convention the last two days of the week and we have chosen for our theme "Gardening: An Art and a Science." Under this subject we shall try to sum up all the progress of these two years. At approximately the same time you receive this issue of the magazine the Presidents and Circle Chairmen will receive the Call to Convention with all the details of the program and registration blanks, notations of any business to be voted upon at the convention, also the report of the State Nominating Committee with the recommended slate of new officers. (Someone asked: By what criteria should we measure those we nominate for office? I could think of but four: 1—sincerity of interest, 2—knowledge of the work, 3—proven ability and industry, 4—harmonious performance with others.) Club Presidents will receive the form for the report of the year's work, which is to be filled in and sent to the District Directors by March 10. All mail received will be important mail and will merit prompt handling.

Mrs. Cutten, for the National Convention, and Mrs. Adams, for the State Convention, are both proceeding most efficiently and graciously with the multitudinous amount of detail their important posts require. We are delighted with the cooperation we are receiving from all parts of the state in preparation for the National Convention. There are more offers of assistance than there are jobs to be done. Since it appears certain that several states will charter buses to come to the convention there will be opportunity even for members who do not get to the convention to greet these visiting gardeners. When the itineraries are settled those cities along the routes will be notified.

In the midst of all this preparation we pause to note that an unblemished New Year is ours to paint with such glorious colors as we will. I like to think of each of us as an artist painting the landscape of our environment with the warm colors of our human kindness and the cool colors of our prudence in actions.

We are artists in self portraiture, too.

We determine how fair our own countenances shall be.

The gleam that shines from our eyes will be that of our inner light. Our lips will curve upward only when there is serenity within; our skin, silken smooth, only when unmarred by the tracery of suspicion. The brow, tranquil or furrowed, will express our command of our responsibilities. May our landscapes and portraits this year prove us artists worthy of recognition in the hearts of our friends.

Fondly and faithfully yours,

Katherine G. Parkman

CHAIRMEN OF 1957 CONVENTIONS

Although members of her family were pioneers in Miami, Mrs. Cutten was born in New Jersey, educated in northern schools, and graduated from Simmons College.

She joined Miami Beach Garden Club shortly after moving to Miami twenty-five years ago. When she stopped "dabbling" in real estate she became president of the Miami Beach Garden Club, and later of the Coconut Grove Garden Club.

A nationally accredited judge, she is primarily interested in horticulture. Her favorites are Orchids, Bromeliads and foliage plants. She attends classes in horticulture and botany at the University of Miami.

During the two years Mrs. Cutten was president of the Dade Council of Garden Club Presidents, the council's invitation for the 1957 national convention was accepted.

Her outstanding performance as President of the Board of Governors of the Metropolitan Miami Flower Show, chairman of the 12th International Orchid Show, and many other difficult assignments, indicates her executive ability and capacity for leadership and made her selection as convention chairman a logical and happy choice.



Mrs. Helen Cutten,
Chairman,
National Convention



Mrs. Robert Elder Adams
Chairman, State Convention

Mrs. Robert Elder Adams is the president of the Council of Garden Club Presidents of Dade County, which is the hostess council for the Thirty-first Annual Convention of the Florida Federation of Garden Clubs and is the Chairman for the 1957 Convention to be held in Miami, April 4th and 5th.

Mrs. Adams is serving her second year as president of the Council. She served two years as president of the Metropolitan Miami Flower Show, past president of the Highland Park Garden Club and served two years as secretary for the Council of Flower Show Judges of the then Sixth District. She is a member also of the Sunset and West End Garden Clubs.

A transplanted Vermonter, Mrs. Adams has been a "Floridian" since 1923. Her hobby is the growing of Cacti and Succulents and talking about "Flower Arranging From Your Own Back Yard." But first comes her son, Richard, who is music major at the Florida State University.

THIRTY-FIRST ANNUAL CONVENTION Tentative Program "GARDENING: AN ART AND A SCIENCE" April 5 and 6, 1957—Miami

CONVENTION HALL: BAYFRONT AUDITORIUM —
(Club Exhibits will be in Auditorium)

HEADQUARTERS HOTEL: McALLISTER HOTEL

Board members available for individual conferences with delegates through the appointment desk.

THURSDAY, APRIL 4: REGISTRATION Thursday afternoon and evening.

FRIDAY, APRIL 5: Registration: 8 a. m. to 1 p. m. and 3 p. m. to 7 p. m.

FRIDAY, APRIL 5:

8:15 a. m. to 9:00 a. m. and 9:15 a. m. to 10:00 a. m.—WORKSHOPS

All workshops will be held at the same time beginning at 8:15 a. m. and be repeated at 9:15 a. m., thus any member will be able to choose any two workshops.

10:30 a. m. Opening Session of State Convention

After opening formalities, Reports of 1st Vice-President, Second Vice-President, 3rd Vice-President, Recording Secretary, Corresponding Secretary, Treasurer and Auditor's Report of State Treasurer, Florida Gardener Business Manager and Calendar Treasurer.

11:30 a. m. Program feature

12:00 Noon District Directors' Reports

1:00 p. m. Presidents' Luncheon. Club Presidents and Circle Chairmen especially recognized.

SPEAKER: NEW NATIONAL PRESIDENT

(All registered for the convention may attend.)

3:30 p. m. Resume Business Session

By-Laws revision consideration.

Report of Nominating Committee, appointment of Elections Committee and announcement of when the polls will open and close.

4:45 p. m. Recess. Polls open for balloting on State Officers 4:45 to 6:45 p. m.

7:30 p. m. Banquet. State Board and Life members especially recognized.

Speaker to be announced.

Informal reception after banquet. State Board members will receive all who are registered for convention.

SATURDAY, APRIL 6: Registration 8:00 a. m. to 9:15 a. m.

Polls open 8:00 a. m. to 9:30 a. m. — (Closed 9:30 a. m.)

8:30 a. m. to 9:15 a. m. — 10:15 WORKSHOPS

All workshops will be held at the same time beginning at 8:30 and 9:30 — repeated at 9:30 a. m., thus any member will be able to choose any two.

10:45 a. m. Business session—Complete unfinished business, adopt resolutions, confer Life Memberships, etc.

1:45 p. m. AWARDS LUNCHEON

State President's report

Awards made by State Awards Chairman

Report of Elections Committee

Installation of new officers

President's message

Adjournment

4:30 p. m.—Visit to Miami Metropolitan Flower Show.

IMPORTANT: Registration blanks for the State Convention will be mailed to each Club and Circle. Proper credentials for delegates, members and visitors must be in order. All delegates must be registered 10 days in advance of the convention.

NATIONAL COUNCIL of 1957 CONVENTION

Theme: "HAPPY GARDENING — A WAY OF LIFE"
TENTATIVE PROGRAM

SUNDAY, MARCH 31, 1957

- 10:00 A. M. Registration begins . . . Mezzanine, Hotel McAllister
Executive Committee Meeting
- 10:30 A. M. Church Services at Church of Choice (list of nearby churches will be available)
- 12:30 P. M. Executive Committee Luncheon (Decorations etc. by Poinsettia Club)
- 1:30 to 2:00 P. M. Buses leave on Tour to include Hialeah Park, Parrot Jungle Fairchild Garden, etc.
- 2:00 P. M. Executive Committee Meeting continued
Dinner Independently
- 8:00 P. M. Opening Reception, honoring National President, Mrs. Bradley Morrah . . . Ballroom, Hotel McAllister
(Decorations and arrangements by Mrs. Eugene A. Smith and Committee)
- 9:00 P. M. State Presidents' Forum . . . Hotel Columbus

MONDAY, APRIL 1, 1957

- 7:30 A. M. to 9:00 A. M. State Presidents' Breakfast . . . Hotel Columbus
(Decorations etc. by Council of the Halifax Area)
- Past State Presidents' Breakfast . . . Hotel McAllister
(Decorations etc. by Pensacola Federation)
- 9:30 A. M. Board of Directors Meeting . . . Hotel Columbus
- 10:00 A. M. Buses begin to leave at intervals for Viscaya
- 12:00 Noon A "Coffee" will be served all at Viscaya, by courtesy of Dade County Council of Garden Club Presidents
- 2:00 P. M. Opening Session, Annual Meeting . . . Bayfront Auditorium
- 4:30 P. M. Tea at Miami Public Library, Bayfront Park, (opposite headquarters hotels) Courtesy, Miami Parks Department
- 7:30 P. M. Opening Dinner . . . Bayfront Auditorium
(Decorations etc. by Fort Lauderdale Federation)

TUESDAY, APRIL 2, 1957

- 7:30 to 9:00 A. M. Regional Breakfasts—in Hotels
(Decorations by Clubs indicated)
- South Atlantic Region . . . (Tampa Federation)
- Central Atlantic Region . . . (Delray Beach Council)
- New England Region . . . (Panama City Federation)
- Central Region . . . (Ocala Pioneer Garden Club)
- South Central Region . . . (West Palm Beach Garden Club)
- Rocky Mountain Region . . . (Gulf Area and Eglin A. F. B.)
- 9:30 A. M. Business Session . . . Bayfront Auditorium
- 12:00 Noon Bus Tour to Miami Beach and Eden Roc Hotel
Luncheon in Cafe Pompeii, Eden Roc Hotel.
Fashion Show during Luncheon. (Decorations etc. by Miami Beach, Tropical, Mt. Sinai and Palm-Hibiscus Garden Clubs)
- 3:00 P. M. Business Session at Auditorium, if needed.
- 7:30 P. M. Awards Banquet . . . Bayfront Auditorium
(Decorations etc. by Orlando Garden Club)

WEDNESDAY, APRIL 3, 1957

- 7:30 to 9:00 A. M. Judges Council Breakfast . . . Ballroom, Hotel McAllister
(Decorations etc. by District XI of Florida Judges Council, Florida Council of Flower Show Judges)
- 9:15 to 11:30 A. M. Workshops, each workshop one hour and repeated.
Parliamentary Law, National Gardener, Publications, Juniors, Garden Centers, Radio & TV, Landscape Design, Horticulture, Garden Therapy, Programs, Flower Show Schools

STATE GARDEN CLUBS

MARCH 31, APRIL 1, 2, 3, 4 — MIAMI

- 12:00 Noon Luncheon . . . Bayfront Auditorium
(Decorations etc. by Belle Glade Canal Point, Chosen, Clewiston Garden Study, Okeechobee, Pahokee and South Bay Garden Clubs)
- 1:30 to 3:30 P. M. Business Session . . . Bayfront Auditorium
- 3:45 P. M. Buses and Boats begin to leave for Crandon Park.
Opportunity to swim in ocean if desired.
- 5:30 to 7:30 P. M. Calypso Entertainment at Crandon Park
- 6:00 P. M. Barbecue supper on the Beach at Crandon Park
(Decorations etc. by Banyan Club and others)
- 7:30 P. M. Return trip by Bus stopping en-route at Miami Seaquarium
for special night showing

THURSDAY, APRIL 4, 1957

- 7:30 A. M. Life Membership Breakfast . . . Hotel Columbus
(Decorations by Miami Shores group, Miss Estill, Chairman)
- 9:30 A. M. Business Session . . . Bayfront Auditorium
- 9:45 A. M. Optional Tour to Arvida Orchids and Fantastic Gardens Nurseries
- 11:00 A. M. Meeting of Executive Committee
Luncheon independently
- 2:00 P. M. Meeting of new Executive Board
Bus tour to Private Gardens in Coral Gables en route to Dinner Key
- 4:30 P. M. to 6:00 P. M. Preview of Metropolitan Miami Flower Show
at Dinner Key Auditorium
- 7:30 P. M. Closing Banquet . . . Bayfront Auditorium
(Decorations etc. by Pompano Beach Garden Club)

FRIDAY, APRIL 5, 1957

- 8:00 A. M. Post Convention Tours begin.
- GENERAL INFORMATION**
- Headquarters Hotels — McAllister and Columbus**
Business Meetings — Miami Bayfront Auditorium
- Registration Fee — Includes the cost of registration, program, lectures, printing of Call and other Convention expenses . . . \$15.00
- Registration Fee — For attendance one day . . . \$3.00
- After March 1st a Late Registration fee will be charged of \$20.00 or \$5.00 for one day
- Package Deal for Transportation, Tours, Meals (except Breakfasts) Entertainment and Workshops . . . \$37.50
- South Atlantic Regional Breakfast . . . (Tuesday, April 2, 1957) . . . 2.25

IMPORTANT: Registration for the convention, for meals, tours and etc., must be made in advance and the cost for all events in which you wish to participate must be submitted with your registration.
Members may attend the convention for one day or more or for the entire convention.

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and mail to Mrs. William C. Phillips
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Miami, Florida

WELCOME TO FLORIDA

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PUBLIC RELATIONS — (PUBLICITY)

by MRS. JULIUS GRESHAM, *Chairman, Daytona Beach*

To achieve most objectives, public support, as well as membership support is necessary. Therefore it is most important that public relations be good. Good public relations are aided by good publicity. Though let us not think of publicity as a synonym for public relations but rather think of it as the conveyance for public relations.

Our President, Mrs. Parkinson, has said — "Public Relations is more than publicity. It is an interpretation to the public and to our own membership, of the programs and projects of our State Federation." We should carry this interpretation through every possible media in the state. By media we mean daily newspapers, country weeklies, all state magazines in which it is possible to carry our story, radio and TV.

It does not matter whether you use the title Public Relations or Publicity Chairman in your local club work. It is important that a Public Relations (Publicity) Chairman realize that she is the "Spokesman" for the club. It is not necessary at all that she be a trained writer or reporter. A little initiative does wonders!

It is also important that the Public Relations (Publicity) Chairman make contact with the editors of the daily newspapers, weeklies, and managers of the radio and TV stations to acquaint them with the long range aims of your club and the Federation and the current programs of activity to carry through these purposes.

It is important that the Public Relations (Publicity) Chairman know how to prepare copy (which is the way you write up your story) for newspapers and radio or TV programs.

1. For newspapers, white, 8½ x 11 sheets should be used.

2. Always double spaced copy, preferably typewritten. If you cannot get your material typewritten, be certain that every name and address is printed instead of written in script.

3. On your copy, always place in the upper right hand corner your name and address and phone number and your title. This is so that the newspaper will know who is the authority for this story and how to reach you to check any facts in it.

4. In the first paragraph of your copy, always carry the five W's —

Who, Why, What, When, Where

5. Always in writing a newspaper story be sure your most important material is first, details may be added in

the succeeding paragraphs. This is important, because at times your story may need to be shortened at the newspaper and should they delete the last several paragraphs — your basic story will not lose the important content.

6. Be sure to check to learn the deadlines of the papers and always observe them unflinchingly.

7. Direct, straightline English is always best.

8. Keep a copy of releases for your files.

9. Keep a scrapbook for your organization's history.

To many people who have been to Flower Shows and who see newspaper stories about Flower Shows, they have an idea that the major work of garden clubs is built on flower arranging — while this is a basic and integral part of our work because we do learn to use the things we have growing in our yard and which we utilize for Flower Show presentation — yet the public generally does not know our permanent program.

They hear less about our horticultural achievements and our Garden Therapy programs in psychiatric hospitals, with spastic children and work with exceptional children, with the blind as well as in veteran's hospitals — our Junior Program which is creating wholesome interests for our young people; our Landscape Design program which is a study to create a proper setting for our homes and for our family's enjoyment; our interest in making attractive the City parkages and other public planting in the City; our Roadside Development program for the protection of property values, safety and orderliness; our promotion of wise use of natural resources (Conservation) considering their use and the needed conservation of them; the Garden Centers where educational material on gardening and information is gathered for members and the general public as well as visitors to the community.

We need to bring to the public an understanding that Garden Club members are largely home owners who are learning how to make their homes attractive both with the plants around their home and the flowers that they use to make their homes attractive and whose interest is in making their neighborhoods and towns attractive.

Let us all strive to interpret a clearer understanding of what the Garden Club members do in their **complete program.**



Mrs. Julius L. Gresham

Chairman, Public Relations

Mrs. Julius L. Gresham served as President of the Ortona Garden Club, also Azalea Circle Chairman. As Ortona President she initiated the formation of Junior Garden Clubs. At present is School and Playground Project Chairman of the Ortona Garden Club. She served on the Executive Board and as President of the Council of Garden Clubs of the Halifax District.

Mrs. Gresham was chairman of the Steering Committee to form the Ortona PTA and served as its President. She is Secretary of the Ortona Civic Association; Secretary of the Finance Committee of Continuing Council on Education; Den Mother — Cub Scouts; Chairman of Flower Committee, First Church of Christ, Scientist, and serves on the Nursery Committee.

Mrs. Gresham has served on the Red Cross and the Community Chest drives. Her main interest is her three boys — husband, "Gresh"; Julius, Jr., (Kikki), age 11 and Lee age 8.

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WHAT ABOUT PICTURES-?

Tell your story in pictures, they enhance. Pictures are basically more interesting than words and we have learned that people will read most anything under a picture. Pictures are perhaps the easiest method of getting publicity for your organization.

Pictures for publicity are usually taken by the newspaper's own staff photographer.

When a newspaper is kind enough to send a photographer, the Publicity Chairman should greet and work with him. She should know in advance those that are to be in the picture, notify them to be standing by for the photographer, to save time. You should also know in advance what will make good picture material and have it set up. Tell the photographer what the picture is for and how you plan to use it. It is well to ask how many pictures will be allowed in advance, so that if more than one, you can have additional ideas set up. Let him be the final judge in arranging principals. Furnish the editor with suggested caption giving names, titles, etc., and have one for the photographer, it helps him to identify and to understand the story you are trying to tell. Identify those in the picture from left to right.

Pictures of people or activities help build public interest in your efforts, therefore action pictures are far better than posed ones. Try to limit the picture to three persons. Pictures of an individual, a new president or a speaker, may be a head and shoulders one — or portrait type.

The use of pictures will add readership to your story — for one picture is worth ten thousand words.

IT HAS BEEN SAID

As a result of newspaper, radio and television, and national magazine publicity, gardening has a wider general recognition in the United States than in any other nation.

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The Why Of District Meetings and Presidents Conferences

by Mrs. RAYMOND HUSSEY, DeLand

Some confusion seems to exist as to the purposes of and the contrasts between the annual fall district meetings and the presidents conferences which are held in the spring of the year.

In the by-laws of the Florida Federation of Garden Clubs, Inc., under Article XIII—District Organization, it states in Section 1 that district meetings shall be held annually, the place and date to be decided by the President of the Federation and the Director of the District.

By definition, then, this constitutes the formal business meeting of the clubs within a district. The state president must attend each of these so she arranges an itinerary during the fall months of the year that will enable her, and members of the executive board if so invited, to attend each in turn. The session is scheduled as an all-day meeting and the districts were recently re-districted so that members from all clubs would be within easy driving time of a meeting place.

The main purpose of the meeting is to elect a district director on the uneven year and to elect a member and an alternate member to the state nominating committee on the even year. Voting delegates from each club are selected on the same basis as they are chosen for the state convention.

The District Director works out the program for the day in consultation with the state president. Reports from each club in the district must be heard at this time. This is necessary so that the director may summarize these for her district report at state convention, thus eliminating the necessity of individual club reports at that time.

The day's meeting features the message of the state president in which she brings the aims and projects of the state federation directly to the members. She may ask certain of the state chairmen or special project chairmen to accompany her to a meeting to speak of their phase of the federation program.

Delegates to the fall meeting must be properly named and registered 10 days in advance. In addition, members of clubs in the district may attend as spectators rather than voting delegates.

There is no provision made at the fall meeting for outside speakers.

The presidents conference came into existence during the administration of Mrs. Halle Cohen in 1951. She felt the need to meet informally with club presidents so that the State Federation's purposes, projects, and organization could be explained. The growth of the state federation had been so great that she felt a conference of this type would be beneficial to the presidents taking of-

ice. Here they could ask for help with their specific problems in an informal, relaxed atmosphere.

The conferences were limited to club presidents so that the number attending could be kept small.

Article VI, Section 2, of the by-laws states that special meetings may be held at the call of the president and it is under this provision that the meetings are so ordered.

Again, the state president and the directors of the various districts together determine the schedule and the president sets up her itinerary. The district director presides at the meeting.

Following Mrs. Cohen's administration, Mrs. Eugene Smith found the conferences to be helpful, so continued the practice.

Mrs. John Parkinson, current state president, has added the attendance of circle presidents as well as club presidents to the conference as so many of the larger clubs are set up on the circle plan and if circle presidents were not included, much of the value of the meeting would be lost.

She also has added the attendance of the newly elected program chairman so that they may hear what the federation plans to emphasize as major objectives. They may then include programs on those subjects in their calendar for the coming year.

Each president is also asked to give the best idea that has been developed within her club during the year so that the other clubs may share the experience. A question and answer period is scheduled so that specific problems may be discussed by any president or program chairman.

The atmosphere of the spring conference is informal and no official business is transacted. Again, no effort is made to have outside speakers as the whole idea is to bring the leaders of the clubs into closer contact with each other and with the state president.

At the invitation of the president, the federation vice-president has been asked to attend all spring conferences as it has become traditional that the first vice-president succeed to the office of president. By attending the conferences before taking office, she is thus able to become acquainted with the problems that arise in the clubs and circles.

EDITOR'S NOTE: Mrs. Eugene A. Smith, immediate past president of the Florida Federation of Garden Clubs, Inc., introduced the Presidents' Conference to the federation. When as District Director of then District VI, she planned the first one which was held in Hollywood.

PLANNING THE FIRST TROPICAL SHORT COURSE FOR GARDENERS



Left to right: Mrs. Eugene A. Smith, Short Course Chairman, Miami; Mrs. Luther H. Atkinson, Director District XI, Pompano Beach; Dr. Taylor Alexander, Chairman, Department of Botany, University of Miami and Mrs. Serafina Lastra de Giquel, Havana, Cuba. Courtesy Miami Herald.

First Short Course on Tropical Horticulture OFFERED BY THE UNIVERSITY OF MIAMI IN COOPERATION WITH THE ELEVENTH DISTRICT FLORIDA FEDERATION OF GARDEN CLUBS, INC.

FEBRUARY 4, 5, 6, 1957

Mrs. Luther Atkinson, District XI Director and Mrs. Eugene A. Smith, Chairman of the Short Course announce the first Short Course in Florida dealing, exclusively, with TROPICAL materials.

Dr. Taylor Alexander, Head of the Botany Department of the University, has co-ordinated the facilities of his Department and will offer the following information:

Orientation of the Course	Dr. Taylor Alexander
Plant Introduction	Serafina L. deGiquel
Landscaping Tropical Gardens	Prof. John Lynch
All Day Field Trip to the South Miami Campus	Dr. Gray Butcher
Entomology	Dr. Floyd Shuttleworth
Pathology	Seymour Goldweber
Fertilizers	Roy Nelson
Propagation	Mrs. Julia Morton
Poisonous Plants	Serafina L. deGiquel
Flower Arranging	
Mechanics	
Conditioning Tropical Material	

We are fortunate, particularly, to have the services of a visiting authority from Havana, Cuba — Mrs. Serafina L. deGiquel is a recognized Horticulturist both in Cuba and the United States. She operates her own nursery, "Shadow Box" in Havana. She, also, has conducted classes in both Horticulture and Artistic Arrangements in Havana for four years under the sponsorship of the Lyceum Lawn Tennis Club.

The Short Course is open to Garden Club members, their friends, and all who are interested in furthering their knowledge in Tropical Horticulture and the use of Tropical Materials in Artistic Arrangements. The Course is \$3.00 for all three days and evenings, or any part of it. Applications may be made, directly, through the Botany Department of the University of Miami, Dr. Taylor Alexander, Director.

LIVING MEMORIALS

by MRS. W. A. BINGHAM, *Living Memorials Chairman, Tampa*

The Memorial Garden Chairmanship was established by the National Council in 1955 and was incorporated in our State Chairmanships in 1956. A Memorial Garden may be large or small and it can be a planting on your Blue Star Highway, a landscaping project in honor of a beloved member or a past president, an Honor Park for one of your heroes, or a Rose Garden in memory of a loved one, all of these are Memorial Gardens. These Gardens may be established by Clubs, Circles, Individuals or a Community.

There are a few facts to be considered when making plans for a Memorial Garden: It should be planted with materials that will not require much maintenance; use as much marble-concrete and brick as possible to cut the high cost of labor that is required for the maintenance of such gardens.

We are pleased with the progress that has been made in our State and happy to give you the names and location of the Memorial Gardens that are listed with us.

The Cluett Memorial Garden, Delray Beach; Blue Baker Memorial, Lake Worth; The Lewis Palmer and Ralph Yonger Memorials, Fort Pierce; A Memorial Garden at the Southwest Florida Tuberculosis Hospital is sponsored by Old Fashion Garden Circle of Tampa; A Memorial to Mrs. H. T. Lykes, sponsored by the Founders Garden Circle is located at the Tampa Federation Garden Center.

If you know of a Memorial Garden please let this chairman know about it, we have been invited to list all of our Gardens in a booklet that will be published by the National Council next year. We do want Florida to be well represented.

When the Apostle Paul was in Corinth preaching to the Corinthian Brethren he said, "I have planted, Apollos watered; but God gave the increase." Your Memorial Garden Chairman is not Paul, but she has planted the seeds for Memorial Gardens and has watered them not with literal water but with letters, talks, plans and offers of any help that she can give. Now she is awaiting the increase that will come in great numbers. There can be no nicer tribute to a beloved member, past president, a hero, an outstanding citizen or a loved one, than a Memorial Garden planted with shrubs and trees showing the creative work of God in it's growth and beauty.



Mrs. William A. Bingham

Chairman, Living Memorials

Mrs. William A. Bingham was born, educated and married in Tennessee. She came to Florida in 1925 — which almost makes her a FLORIDA CRACKER. She attended Dickson Norman and Ward Belmont Colleges. Mrs. Bingham is the mother of two sons, William A. Bingham, Jr., and Wade Liggett Bingham, and has three grand-daughters.

She has served as president of Memorial Jr. High and Hillsborough High Schools, Band and Orchestra Association and was the originator of the "Mile of Penny" drive to buy musical instruments. Mrs. Bingham is chairman of the Citizens Committee for the Memorial Clock and Chimes; a past Director of District VIII; past president of Tampa Federation of Garden Club Circles; twice president of Lake-Wood Manor Garden Circle and is now State Chairman for Memorial Gardens.

She has many hobbies, one being Hydroponic Gardening, but the one she enjoys most is fishing with her husband.

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FORT LAUDERDALE, FLORIDA

At the Public Relations and Radio-TV Workshop held at our 30th Convention in March, booklets entitled "So, You've Been Elected Publicity Chairman! Or, How to Make Friends With the Editor" were distributed. The number was limited and for the benefit of those Publicity Chairmen not attending and those not receiving a booklet, we are listing some of the helpful hints under DON'TS and ANY QUESTIONS?, taken from this booklet. We hope they prove their worth.

DON'T'S

1. DON'T rush in (or phone) a routine story and hand it to the editor five minutes before his deadline. Routine material should be in his hands at least 24 hours prior to the day of publication.

2. DON'T color the facts. Superlatives, exaggerated claims, self promotion opinion, or personal comment do not belong in a news story unless the opinion or comment are news in themselves.

3. DON'T beg, plead, wheedle, or shed tears before the editor to get your story printed. If you have a good story, it will stand on its own merits.

4. DON'T argue with the editor if your story isn't printed, and don't go over his head to the editor-in-chief or publisher in an attempt to get your rejected story in print.

5. DON'T pressure an editor by flaunting your advertising in his face. In the first place you're insulting him, and in the second place chances are he doesn't have anything to do with the advertising anyway.

6. DON'T try to disguise advertising as news. Nothing will get you in trouble with the editor faster than giving him a story that belongs in the advertising columns.

7. DON'T send your material to the wrong man. Address the material to the editor by name, and better yet, when you have an important story deliver it to the editor in person. It will give him a chance to get quick answers on any questions he may have about the story.

8. DON'T send the editor a story and then ask him to send you a clipping if he prints it. His concern is getting it into print. You should show enough interest in the story to watch and see if it's printed.

IT HAS BEEN SAID

One of the features of Publicity Work is that thousands of individual garden clubs have been able to secure apt, non-professional writers from their ranks who become so adept at writing that they have influenced the newspaper editors in realizing the value of garden club articles to the extent that many editors now employ special garden columnists and devote entire pages to garden club topics.

24 BANKS

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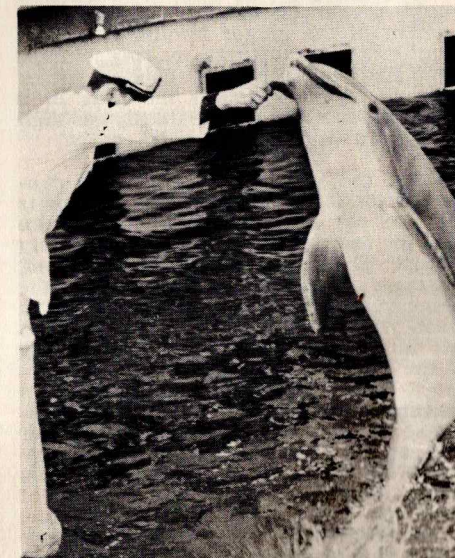
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| 5. Pensacola | 17. Deland |
| 6. W. Palm Beach | 18. Starke |
| 7. Coral Gables | 19. Belle Glade |
| 8. Daytona Beach | 20. Madison |
| 9. Lakeland | 21. Port St. Joe |
| 10. Key West | 22. Chipley |
| 11. Bartow | 23. Arlington |
| 12. Gainesville | 24. Bushnell |

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FORT WALTON BEACH, FLORIDA

FROM THE GROUND UP

By MRS. REGNER HANSEN, Horticulture Chairman

So often we hear remarks to the effect that growers are poor arrangers and arrangers are not interested in growing. It is refreshing to know that many of our top arrangers in Florida are also excellent horticulturists. Or is it the other way around? Having learned that creating lovely arrangements involves quite a large expense when flowers must be purchased in addition to containers, etc., these arrangers have found much satisfaction in growing their own material. It is these arrangers that have also found that tri-colors are won by that elusive element "distinction," and "distinction" is often brought into the arrangement by using common materials in unusual ways or by using unusual material. They also have learned that the best method of obtaining unusual material is to grow it in order to have it on hand when needed.

Candles of Costus

At a Christmas show one time, an arrangement suitable for a TV or radio console created quite a bit of comment and excitement. This was a simple arrangement of gilded seagrape leaves and candles?—no, not candles; but the new young shoots of costus. These are a lovely wine red color, size and shape of regular candles. The very tip shows a bit of green where the wick and flame would appear on candles. Costus is a member of the ginger family. It grows from roots or cuttings making clumps about six feet tall. They do best under trees or as background material in a shade garden. They are hardy enough for Central Florida and both coasts.

Uses of Costus

From the young shoots used as candles, on through full maturity the plants are used by arrangers. The leaves are well formed and blue green, with lovely texture. They must be well conditioned, however. Stripped of the leaves, the stems of mature costus are a beautiful green with maroon bars and can be cut into any length desired. In the spring of the year the top of these plants put out a "cone" shaped bloom scape of a pleasing soft orange. These "cones" increase in size throughout the summer and can be used at anytime in arrangements by plucking out the one or two blooms that come between the scales of the scape. The blooms are hardly usable. Towards fall this "cone" turns a mellow rich tan. Later it dries and may be used for dried arrangements. When dry the scales flare out just as a pine cone does, revealing shades of pink to mauve.

Bananas

Bananas grow almost throughout the

state and their bloom is well known by most of us as an exciting exotic material for arrangements. But there is more to the banana plant than fruit and flower. A plant dies as soon as it has flowered and fruited, putting out new suckers for plants to replace itself. Arrangers, knowing this, do not hesitate to cut and use the old stalk. Peeling back the outer parts reveal the heart — as delicate a pink as can be had and the lovely texture of a pearl. The heart may be peeled out into many sections and cut to desired lengths. Thus used we have the material for strong lines in a bold modern arrangement. It is breathtaking used with pink anthurium.

The dried foliage of the banana has striking lines and patterns. Gilded, they are handsome. They may be cut up into small pieces, wired together, sprayed any color making a flower form such as a carnation, peony, or chrysanthemum to be used at Christmas time.

Bananas are heavy feeders and want plenty of moisture with good drainage. They, too, can grow under trees, but do as well under more light.

Foliages For Arrangements

In the southern portion of the state, philodendrons and pothos are grown outdoors a great deal. These climbers are planted at the base of oaks or palms and are much admired by everyone. As they climb, they grow larger stems and foliage than indoors. The common Philodendron Cordatum grows heartshaped leaves up to eight inches long. The common pothos leaves will grow twelve inches or longer. Both foliages are prized by arrangers. In addition this philodendron has bright dark pink new growth tips that are always gracefully curved. They are thick enough to create strong structural lines in arrangements. The pothos, defoliated, gives yellow line material. The Philodendron Hastatum has beautiful flowers. These regal looking spathe-like blooms are white on the outer sides. The interior is maroon or red mahogany. The spadix is white. To obtain these the arranger must grow them outdoors herself, for not many people will cut these to give away! The philodendrons are aroids whose requirements are few. They do not like to be watered too often and thrive on neglect. When in pots, their leaves will turn yellow and drop off if they are overwatered.

Bromeliad

We do not, of course, use our own native Bromeliad in arrangements as they are on the Conservation list. However, we may use the blooms from those we grow in our homes and yards, which

are not native to Florida. Many of these have handsome berries rather than bloom. Most have blooms at least as striking as our native Tillandsia fasciata. Both foliage and "blooms," as we call the beautifully colored bracts, are handsome in arrangements. Many have red bracts, the Achmea Caudata variegata has white margins or strips in the green stiff leaf. The bracts are a permanent yellow which lasts for several months. Achmea fasciata has beautiful silvery bars across the back of the leaves. The bract is pink and also lasts for many months. These highly ornamental plants are cousins of our pineapples and Spanish moss. Originally at home on the floors of the jungle, they literally took to the trees when the forests became too thick, shading the floor so they could not bloom. They climbed the trees and adapted themselves to the new life of living without earth, utilizing the light, air and water and such debris and dust particles as fell into the heart of the plants. Only one specie is known to be a native of other than North America. These plants may be planted in log gardens, or in pots containing good amounts of leaf mold mixed with soil, and some growers simply pot them in osmunda. Many can be fastened upon oak trees. Be sure the heart has water.

Do You Need Color?

When color is needed in foliage, to complement a flower arrangement or when a center of interest is needed in a foliage arrangement, the designer frequently turns to Rex begonias. Some of these have interesting texture or animated forms without having other than green or silvery color. Others have brightly colored foliage in shades of pink and red. Some look soft, others have a metallic appearance. The designer knows she may start new plants from the leaves she has cut for her arrangement. The leaf is pegged down on the propagating bed (or box containing a mixture of one-half finely chopped peat and one-half vermiculite kept slightly moist). Large leaves may be cut through their veins to encourage more plants. When young plants have formed, they are potted into small pots with light porous soil. Mature plants like richer soil containing leaf-mold and manure. These plants like plenty of ventilation and are at their best here during our cooler months as they seem to resent hot humid weather.

Caladiums also are used for their colorful foliage. They are equally handsome in the garden making stunning beds of color or as border material. These are grown from bulbs planted not too deeply into the ground or pots. They like good loamy soil and good drainage. The plants go dormant during the fall of the year and the bulbs may be stored until ready to set out again. The plants prefer not to be allowed to

dry too much, so give them enough water to keep them growing, but do not overwater.

There are many more plants such as these that are used by both the arranger and the grower for their decorative value as plants and as arrangement material. Most of these in a flower show exhibit you will find are grown by the exhibitor of the arrangement as the grower will not cut hers unless she is using it. It will surprise a number of us to find how often the well-known artistic arranger wins blue ribbons in the horticulture division, too. Or is it the horticulturist that is winning ribbons in the artistic division? Hard to tell them apart.

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NILES, CALIF.

FLOWER SHOWS SCHEDULED

by MRS. ARTHUR F. COE, *Chairman*, Jacksonville

- February 2-3 "Camellias of Yesterday, Today and Tomorrow in Our Home" Tallahassee Garden Club, Garden Center.
- February 13 Spring Flower Show — DeLand Garden Club, Purman Hotel.
Feb. 28-Mar. 1 Annual Flower Show — Punta Gorda Garden Club, Community House.
- March 2 Annual Flower Show — Town and Country Garden Club, Presbyterian Church, Lake Worth.
- March 2-3 Bulb Show — Pensacola Federation of Garden Clubs.
March 3 House and Garden Show — Palm Beach Garden Club.
March 4-5 "Happy Hours with Flowers" — Belleair Garden Club, Belleview-Biltmore Hotel.
- March 7-8 Spring Show—Palmetto Garden, Palmetto Agriculture Center
March 9 Spring Show — Federated Garden Clubs of Fort Lauderdale, Garden Center.
- March 9-11 Spring Show — Garden Club of St. Petersburg, Sunshine Tower.
- March 10 Home and Garden Placement Show — Traveller's Palm Garden Club, Jupiter.
- March 11-16 Spring Show — Lake County Council of Federated Garden Clubs, Eustis Fair Grounds.
- March 12-13 Spring Show — Manatee River Garden Club, Art League Building, Bradenton.
- March 12-13 Spring Flower Show — Wauchula Garden Club.
March 13-14 Spring Show — Sarasota Garden Club, Municipal Auditorium
March 14-15 Annual Flower Show — Clearwater Garden Club.
March 14-15 Spring Show — Lake Wales Garden Club.
March 14-15 Spring Show — Dade City Garden Club.
March 15-16 Annual Spring Show — Hollywood Garden Club.
March 16-17 Flower Show — West Palm Beach Garden Club, West Palm Beach Armory.
- March 16-17 Annual Flower Show — Melbourne Garden Club.
March 19-20 Spring Show — Winter Haven Council of Garden Clubs, National Guard Armory.
- March 21-22 Annual Flower Show — Zephyrhills Garden Club.
March 22-24 "A Floral Picturama" — Tampa Federation of Garden Club Circles, Tampa Municipal Auditorium.
- March 23-24 Spring Flower Show — Garden Club of Stuart.
March 23-24 "Blossoms, Bouquets and Books" — Garden Club of Jacksonville Junior Show, Garden Center.
- March 30-31 Annual Rose Show — Jacksonville Rose Society, Garden Center.
- March 28-31 Everybody's Flower Show — Daytona Beach.
April 4-7 Metropolitan Miami Flower Show — Dinner Key Auditorium.
April 12 Spring Show — Auburndale Garden Club.
April 12 Junior Flower Show—Delray Beach Council of Garden Clubs.
April 13-14 Annual Flower Show — Garden Club of Lakeland, Civic Center Building.
- April 13-14 Spring Show — Garden Club of Sanford.
April 13-14 Spring Show — Garden Club of Jacksonville, Garden Center.
April 15 Spring Show — Dunnellon Garden Club.
April 24 Spring Show — Youpon Garden Club, Carrabelle.
April 25 Home and Placement Show — Madison Garden Club.
April 27-28 Spring Show — Federated Garden Circles of Palatka.
May 2-3 Spring Show — Macclenny Garden Club.
May 4 Junior Flower Show—Traveller's Palm Garden Club, Jupiter
May 4-5 Annual Flower Show — Gulf Area Garden Club, Ft. Walton Beach Community Center.
- May 8 Annual Flower Show — Eglin Air Force Base Officers' Wives Garden Club, Ft. Walton Beach.
- December 6-8 "Floridarama" — STATE FLOWER SHOW, Lake County Council of Garden Clubs, Eustis National Guard Armory.

DON'T MISS THE CONVENTIONS

CALENDAR OF FLOWER SHOW SCHOOLS

COURSE II

Feb. 25-27, 1957 — Tampa (Temple Terrace)
Mrs. A. J. Johns, Chairman
201 Linda Ave., Tampa 4

Instructors:
J. M. Crevasse
Mrs. Eárl B. White

April 17-19, 1957 — Miami
Mrs. Harry E. Crim, Chairman
415 Marmore Ave., Coral Gables

Mrs. William C. Knox
Mrs. Paul Ochiltree

COURSE III

March 13-15, 1957 — St. Augustine
Mrs. C. V. Loach, Chairman
Box 218, St. Augustine

Mrs. Alma Funk
Mrs. Ira J. Varnedoe

COURSE IV

February 5-7, 1957 — Dade City
Mrs. J. F. Jeter, Chairman
Box 103, Dade City

Mrs. Alma Funk
Mrs. Guy Yaste

READING EXAMINATION

Reading Examination will be given April 30, 1957. Request for holding the examination should be made by the Club President, or her appointed Local Chairman, to the State Chairman of Flower Show Schools no later than March 10.

Student judges, having completed all other requirements for the Judging Certificate, will register for the examination with either the Local Chairman or the State Chairman no later than March 15 in order that eligibility can be checked and examination papers ordered from the National Chairman.

Judging Certificate requirements are given on Page 12 of the Nov.-Dec. 1955 issue of The Florida Gardener.

Remember Awards for Publicity

by MRS. JULIUS GRESHAM
Public Relations Chairman

All Clubs please keep in mind the Mary S. Compton Awards for Publicity, (Yearbook—page 52). In another article you are reminded to keep a scrapbook for your Club's history. Why not plan to enter this scrapbook in competition for an Award! There is nothing quite like the thrill of receiving an Award for your Club at the Awards Banquet at Convention. Of course the satisfaction of accomplishment is a great thrill—an Award is added frosting. Do try it.

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"Advertising is as important to the reader as news and the other contents of a newspaper. They will look for ads just like they'll look for the story on "Aunt Euphoria's birthday party," so states Editor Will Sumner, Jr. The function of advertising is such a vital one that its importance cannot be overestimated to both the advertiser and the publication. A complete sample of The Florida Gardener rate card is listed so that it may be detached for use.

THE FLORIDA GARDENER

PUBLISHED BI-MONTHLY

Official Publication of The Florida Federation of Garden Clubs, Inc.

ADVERTISING OFFICE -- BOX 51, SHALIMAR, FLORIDA
Mrs. D. M. Young, Business Manager

Date _____

Please insert our advertisement in _____ bi-monthly issues of The Florida Gardener, starting with the _____ issue, to occupy _____ page, for which we agree to pay the sum of \$ _____ per issue. Copy and cuts to be furnished by the advertiser prior to closing dates shown on reverse side.

Accepted by _____ Advertiser _____

The Florida Federation of Garden Clubs, Inc. By _____

POST CONVENTION TOURS

Two excellent Caribbean tours, with special events of interest to Garden Club members, have been arranged for those who will wish to do some travelling in the area following the Convention.

One will be a week-end tour of Havana, April 5-7.

The second will be a longer trip to Jamaica, Haiti and Puerto Rico, April 5 through April 13. Special arrangements will be made for Florida members to join the tour in Jamaica following the State Convention.

Complete information can be obtained from the Fort Lauderdale Travel Service, 1100 East Las Olas Blvd., Fort Lauderdale, or Mrs. W. M. Allison, 1501 S. E. 12th St. Fort Lauderdale.

NEWLY ACCREDITED JUDGES

- Mrs. Robert E. Adams
110 N. W. 63rd Ave. Miami
- Mrs. M. S. Farrar
1143 Andalusia Ave. Coral Gables
- Mrs. Henry F. Freeman
P. O. Box 1467. South Miami
- Mrs. D. L. Gattis
13220 N. W. 1st Ave. Miami
- Mrs. W. E. Haskins
206 No. Third St., Jacksonville Beach
- Mrs. Gilbert Head
665 Jasmine Way S. St. Petersburg
- Mrs. Gerald E. Ludwig
P. O. Box 869 Sarasota
- Mrs. James S. Mann
1358 Van Buren St. Hollywood
- Mrs. C. C. Ritchie
1631 E. Anderson St. Pensacola
- Mrs. Frank L. Woodruff, III
1308 Magnolia Ave. Sanford

NEW DISTRICT CHAIRMEN

- District IX Therapy Chairman: Mrs. David Harris, 713 E. Orange, Lakeland.
- District IV Legislation Chairman: Mrs. Reuben Bonden, Box 83, Mandarin.

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A Junior Conservationist — Lloyd Johnson

By MRS. LOUIS NOVELLY, Junior Gardening Chairman, District XI

There is a dedicated 'teen-ager in Miami, dedicated to the cause of Conservation of Natural Resources and Wild Life, and his dream of the future is to become a Wild Life manager with the Conservation Department. At fifteen, Lloyd Johnson, Jr., has spent four years studying the many phases of this subject and speaks as an authority and with poise that few adults possess.

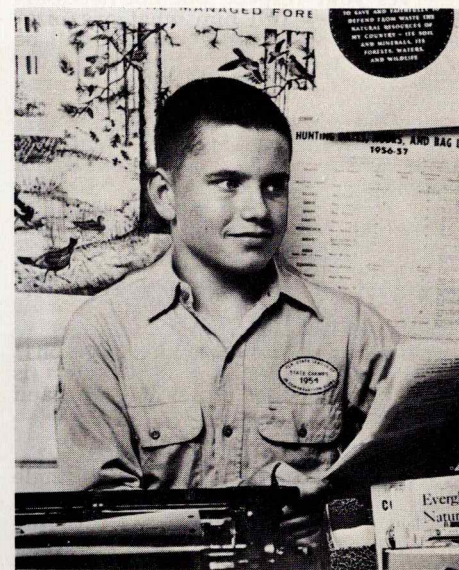
His interest in Conservation began as a Scout earning a merit badge, but unlike many youngsters, his interest continued, with the result that he has done remarkable things along this line. He is an Eagle Scout, Junior Conservation Club state secretary, junior director of Tropical Audubon Society, a member of Miami Zoological Society, editor of a State Conservation League Bulletin for which he digs up information, writes, edits, and sells to a wide circulation. The League is a group of Clubs sponsored by the Game and Fresh Water Commission of Florida.

Among his numerous projects is the planting of "Audubon Gardens" (conservation plots) at Allapattah Y.M.C.A. and at Santa Clara School, for which he has the blessing-and-assistance of Parks and School authorities. Lloyd builds bird houses, feeders and baths, and plants shrubs that attract birds. He trains and encourages other young people in caring for wild life.

To date, this busy boy has given more than a hundred talks to various adult and junior organizations on many facets of his subject, has appeared on radio and TV on numerous occasions (he will also appear on Garden Club of the Air, the District XI project on January 21), has been a panelist on a Miami Public Library program, and was principal speaker at the District XI Junior Gardening Conference at Miami Springs. He held the amazed presidents, junior chairmen and visitors utterly quiet for twenty-five minutes as he told them "what you adults have done" by lack of conservation practices and what still can be done with a little thought, even now. His talk so impressed his audience that he has received invitations to speak before civic and garden club groups of the District.

A Junior High student, he is taking a course at Dade County Agricultural School in nursery practice in addition to his other activities.

This is a young man to watch, for he is destined to become one of our State's leading Conservationists. His course is set, and he will follow it.



Lloyd Johnson Jr., Conservationist
Courtesy Miami Daily News Staff Photo.

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How do I get to know the editor? Walk in and introduce yourself. He deserves your respect, but not necessarily your awe. Tell him what organization you represent, and that you will be giving him a story about the group from time to time.

Must all my stories be typewritten? If you want to get along with the editor and preclude any possibility of mistakes.

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How long should I write my story? If you can't boil it down to a single page, the odds are against it being printed. This, of course, isn't always the case, but it works fine most of the time.

When should a news story be submitted?

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Should I advise the paper ahead of time about a meeting or election or the like?

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Why wasn't my story used?

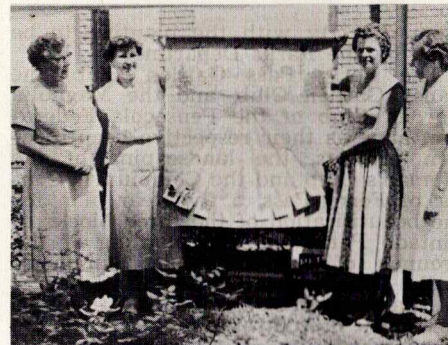
For many reasons. Lack of reader interest — too close to deadline — poorly written according to newspaper style — to make room for more important news, etc. Keep at it and study stories that are used — you'll make it.

Does it help to know the editor personally? Should I invite him to social gatherings?

If he does good imitations, or tells funny stories, if he's an A-1 barbecue chef, or does a mean rumba, by all means invite him, and often.

IT HAS BEEN SAID

That the Garden Club Publicity Chairman is the strongest exponent of garden club aims and ideals, since no professional writer can tell the story of organized gardening half so intimately and authoritatively.



PROJECT GARDEN SEED

The Palatka Federation of Garden Clubs has as their main therapy project the donation of seeds; the teaching of their planting and care to the Farm Colony in Gainesville. This federation has many therapy projects, however, this one was requested by the Colonists. Pictured are Mrs. L. W. Goodnow, Council Therapy Chairman on the left; Mrs. Swearingen Garden Circle; Mrs. J. W. Suttlemyre, president Palatka Federation of Garden Clubs and Mrs. Walters, chief Occupational Therapist at the Florida Farm Colony on the right.

Mrs. John R. Parkinson has announced that the Florida Federation of Garden Clubs is giving an Award of Merit to the District whose members sell the most pages of advertising in the Florida Gardener from the September-October 1956 issue through the March-April 1957 issue. Any member of any club who would like to help her District win this Award of Merit please write to Mrs. D. M. Young, Box 51, Shalimar, Florida, and she will assist you in every way possible. LET'S ALL GET OUT AND HELP OUR DISTRICT.

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DIETEL'S
TROPICAL NURSERY

By Adelaide O. Nieland

This is the mid point of our garden club year, and, as members review their accomplishments to date, they may well be proud of their record. Real progress has been made in city, home, and highway beautification, in garden therapy, junior gardening, horticulture, and conservation.

The Holidays provided the incentive for several clubs to sponsor additional projects, such as, Christmas house tours, seasonal shows, workshops on decorations, outdoor lighting contests, and Christmas bazaars.

Civic Beautification

The North Miami Beach Garden Club concentrates on making its home city more beautiful. Many trees and plants have been purchased and set out by the club on various street islands and these will be watered with the sprinklers installed for the purpose by the city water department. The Council of Garden Club Presidents of Dade County helped to spearhead an extensive "Operation Beautyfront" program which includes detailed plans for overall beautification. Individual citizens are being encouraged to cooperate by growing palms planted in gallon cans furnished by the City, by growing annuals for the Garden Club Ramble in Bayfront Park, by attending classes of an eight-week lecture series, "A Layman's Method of Landscape Design," and by disposing of trash and keeping public places clean in supporting the "Don't Be a Litterbug" movement. The Garden Club of Lake Wales is enlisting the cooperation of all local civic organizations in promoting its city beautification project.

The Magnolia Circle of the Jacksonville Garden Club has completed the beautification of the grounds around the Children's Museum and the Montebretia Circle, assisted by the Holly and Oakwood Circles, has landscaped the Duval Medical Center. The Ortega Circle, in working for the beautification of Ortega Village, is taking all steps necessary to preserve their attractive trees. The Gainesville Garden Club with the cooperation of the city has a program for replacing the fine old trees recently removed when the highways were widened. Property owners desiring to replant may obtain free trees

from the city with the planting to be done by the Parks Department.

The Ferry Pass Garden Club, the Pansy Garden Club, and the Magnolia Garden Club of the Pensacola Federation have as their respective beautification projects, the landscaping of the Woman's Club and the Community Center of Ferry Pass, a five-year plan for the beautification of the three blocks of Tintado Park, and the planting of the grounds of the Pensacola Symphony Hall. The Naples Garden Club has as its major project the beautification of the local hospital grounds. Members are now making extensive preparations for their annual Home and Garden Tour to be held in March. Each year the proceeds from this event are earmarked for the hospital project which has already cost more than \$1,700.00.

The High Springs Garden Club plans to set out pines, cedars, and dogwood on the grounds of the new wing of their school and the Jacaranda Garden Club has turned over the proceeds of a recent card party for the beautification of the Port Orange School grounds. The Garden Club of Lake Weir is cooperating with local civic organizations for the improvement of their school grounds and the Monticello Garden Club has started a landscaping program for the Jefferson County High School. The Holly Garden Club of Holly Hill used the proceeds of a rummage sale to pay for the shrubbery planted in the recreation area of the School for the Blind. Members also held a work day on the grounds to set out succulents and cacti for a rock garden. The Perry Garden Club planted 17 dogwood trees at the cemetery and four on the Court House lawn. Some 3600 daylilies were set out along the Blanch Norton Trail in Asa Gray Park by the members of the Lake Helen Garden Club. The replanting of the Public Library lawn by the Iris Garden Club of St. Augustine and the landscaping of the DeBary Post Office by the members of the DeBary Garden Club have been completed.

Garden Therapy

The Boca Raton Garden Club gave over 100 dish gardens as Christmas gifts to the patients at the Lantana Hospital. Potted plants contributed by the members of the Madison Garden Club were distributed to the patients of the Chatahoochee Hospital when the club gave its third annual garden therapy program at the hospital. Flower arrangement was the topic discussed with demonstrations in the use of dried materials and wild flowers. Both the Palatka Garden Club and the Gainesville Garden Club redoubled their efforts at the Florida Farm Colony for the Holiday season. Several Gainesville circles were assigned wards or cottages to decorate and others assisted in corsage making.



United Nations Day Observed With Tree Planting

The Ortona Junior Garden Clubbers planted a tree on the Ortona School grounds to observe United Nations Day. Lowering the Brazilian pepper into the ground are, from left, Linda Shapiro, Sandra Dobrow, Kathy Kronawitter, Margaret Chambers and Joan Hoffmeister.

The Palatka Club also included the J and R Nursing Home (colored) and the Home for the Aged in special therapy projects. Living Christmas trees for the patients at the Naval Hospital were decorated by each circle of the Jacksonville Garden Club and the live Christmas tree used at the Yule-time coffee of the Arlington Garden Club of Daytona Beach was later planted at the Orthopedic Center.

Junior Gardening

The Junior Garden Club sponsored by the Bouquet Garden Club of Winter Haven (now in its second year) has a busy program planned. This will include the making of seed flats, Thanksgiving arrangements and Christmas decorations, as well as the growing of potted plants with a prize to be awarded to the junior giving his plant the best care. The 6th Grade juniors at the Base Elementary School of Eglin Field likewise have a full schedule. Their first project will be the making of litter-bags for the senior club. Each junior is to receive a foliage plant to be potted and then turned over to the school. Juniors of the Madison Garden Club have been growing flowers at the school, making cigar box gardens, and also making decorations for hospital trays at Christmas time. The junior garden club chair-

man of the Pensacola Federation is forming an Escambia County Junior Garden Club and the Dinsmore Garden Club reports that its newly organized juniors are making satisfactory progress.

Garden Centers

Wauchula Garden Club recently completed its garden center and was awarded the Achievement Cup at the District IX meeting for having shown the most progress in its major project during the year. The St. Petersburg Garden Club has leased a five-acre tract from the city for a garden center and members are working to have this built and landscaped by spring.

Litterbug Campaign

The Sand and Seed Garden Club of Hialeah started a litterbug campaign at the Flamingo School providing ribbons for the patrol, litterbug stickers for the children's notebooks, and large trash cans on the school grounds labeled with the familiar "Don't Be a Litterbug" slogan. As an additional incentive to help keep their community litter-free, the children were taught to sing a litterbug lyric to the tune of "Daisy." The junior gardeners have served as leaders in the school campaign, distributing literature to their classmates and reporting to the senior club from time to time. The Hialeah and Sunshine Garden Clubs are planning to have similar campaigns in their neighborhoods. The Lake Wales Garden Club is stressing cooperation with other civic groups, such as, the Woman's Club and the P. T. A. The litterbug campaign is being handled by the Business and Professional Women's Club, leaving other phases of highway beautification for the garden club.

Members of the Indian River Garden Club set a "Beautification Day" for South Indian River Drive to the Martin County line. All residents of the area were urged to clear up trash as well as to beautify their part of the river bank, thereby contributing to the added beauty of the entire Drive. The Dinsmore Garden Club plans to replace the roadside parks on U. S. 1 which were removed when the highway was widened. "Don't Be a Litterbug" trash cans will be set out at each location. The Sunnyland Garden Club has joined other groups in opposing the removal of the center strips on Highway 1. Members held a work day at Sunnyland Park, donning their work clothes to weed and prune existing plantings and to plant annual beds.

Horticulture

The Punta Gorda Garden Club sponsored a meeting featuring hibiscus, amaryllis, begonias, and gerberas for its second annual Guest Night. The public was also invited to the sixth annual horticultural clinic held by the Halifax Council of Garden Clubs. Experts in various fields were present to answer



No "Litterbugs" Among Them

You won't find a "Litterbug" among the members of the Junior Garden Club at the Flamingo Elementary School, as they help the sponsoring adult Sand and Seeds Garden Club of Miami launch a clean up campaign getting ready for the drive are (l. to r.), Mrs. C. C. Brewer and Don Sellers, studying the anti-litterbug pledge; Rosetta Burger getting a pledge ribbon; Mrs. Albert Points; Teacher, Mrs. John P. Mraz, pinning the ribbon on Rosetta and Mrs. A. D. Edwards. **Courtesy Home News.**

questions from the audience and cuttings were given away. To promote the growing of hibiscus, Hibiscus Day is proclaimed by the Mayor of Winter Haven each year with the garden club lending its full support. Mandarin Garden Club included a special study of hibiscus in its horticultural school and also sponsored its first accredited hibiscus show. "Horticulture for the Home Gardener" was the subject discussed by Mr. Robert Logan at a meeting of the River Dunes Garden Club of Ormond Beach. Each member of the Pachira Garden Club of Miami is growing a plant for the Metropolitan Flower Show, and, in addition, is growing and making a study of crotons in trying for the State Horticultural Award.

Flower Arrangement and Flower Shows

The workshop held by the Lake City Garden Club in advance of the Flower Show School proved helpful as preparation for the school lectures. Members of the Brentwood Garden Club attended the Pensacola Fall Flower Show in a body to discuss and evaluate the exhibits for the benefit of their new members. The first flower show held by the Dunnellon Garden Club last spring proved so successful, the club now plans to sponsor a study course on staging a flower show so that their next show will be even better.

Looking ahead to its spring flower show, the Garden Club of Deland will sponsor a lecture on "The Mechanics of Flower Arrangement" by Mrs. J. Lynwood Price. Twenty members of the Green Thumb Circle of the New Smyrna Beach Garden Club, having received instruction in corsage making, later turned their handiwork over to patients at Fish Memorial Hospital. Since Pachira Garden Club is to help make corsages for the National Convention, members are now attending corsage classes in preparation for this assignment. District XI now has two Floralia Clubs as originated by Mrs. Emma H. Cyphers. The purpose of these clubs is to promote better design in flower arrangements, to stage better flower shows, and to have better judging for these shows.

Garden clubbers especially interested in flower arrangement will not want to miss the two workshops with Gregory Conway to be sponsored by the Fort Pierce Garden Club February 20th and 21st.

Many clubs and circles sponsored seasonal shows for the Holidays. Among these were the garden clubs of Macclenny, Green Cove Springs, Ormond Beach, and the Daytona Beach Council of Garden Clubs. Circle shows were staged by the Green Thumb Circle of New Smyrna Beach, the Gloriosa and Begonia Circles of the Gainesville Garden Club, and the Hydrangea Circle of the Lake City Garden Club.



Christmas Program of the Gainesville Garden Club

Mrs. J. Lynwood Price (right) of Jacksonville presented a program on Christmas Decorations. She is also President of the State Council of Flower Show Judges. In the center is Mrs. Frank Strozier, First Vice-President and Program Chairman of the Gainesville Garden Club and left, Mrs. E. L. Fouts, Corresponding Secretary of the Gainesville Club.

Christmas Programs

The Conway Garden Club of Orlando gave a party for members and their husbands with a humorous skit having floral characters the program feature. The Melbourne Garden Club held a "Sugar Plum Tea" at their public library. Flower arrangements and compositions representing the titles and themes of well-known books provided an attractive and appropriate setting. Both the Gainesville Garden Club and the Newberry Garden Club in cooperation with their respective cities set up a lighted Nativity scene at a central location where many could enjoy it.

Christmas sales in variety were held by the St. Lucie County Federation, the Starke Garden Club, the Pompano Beach Garden Club, the Boca Raton Garden Club, and the Pensacola Federation. Christmas workshops or demonstrations were sponsored by the Cape Jessamine Garden Club of Daytona Beach, the Sea Oats Circle of New Smyrna Beach, and the Gainesville Garden Club. Club members of District V attended the Gainesville meeting with Mrs. J. Lynwood Price the featured speaker.

Christmas lighting contests were conducted by the garden clubs of Punta Gorda, Starke, Ormond Beach, and Macclenny. Tours of homes decorated for Christmas were sponsored by the garden clubs of High Springs, Dunnellon, and Ocala. The Davis Islands Garden Club decorated the Municipal Hospital of Tampa. This has come to be an annual project for the club.

Miscellaneous

Key West Garden Club is unique in that it has a man as president, Commander Ray W. Byrns, U. S. Navy retired. Com. Byrns and his co-workers in the garden club have done much to make Key West increasingly attractive.

Fund-raising continues to be a popular activity. Both the Oleander Circle of the West Palm Beach Garden Club and the Pierson Garden Club have held plant sales, the Deland Garden Club sponsored a garden mart in Band Shell Park, and the Gloriosa Circle of the Jacksonville Garden Club staged a Country Fair, adding over \$2,000.00 to the building fund.

The Cherokee Garden Club of St. Augustine has aroused considerable interest in its "Garden of the Month" project. A committee each month selects an outstanding garden and awards the owner a bronze marker in recognition of her contribution to the beautification of the city.

The Pompano Beach Garden Club has long been active in conservation, and, for its meeting on "Wildlife in the Glades" having Mr. Fred Cunningham of the U. S. Fish and Wildlife Service as



SMALL LIVING CHRISTMAS TREES growing in pots, have been decorated to bring the message of hope and giving to the patients at the Jacksonville Naval Air Station Hospital—a tree and small gifts for each patient's bedside table. This is an annual project of the Garden Club of Jacksonville, Mrs. Arthur F. Coe, President, pictured left with Mrs. Thomas G. Brown, Garden Therapy Chairman.

the speaker, an appropriate "Dinner in the Glades" was also featured.

The Pensacola Federation celebrated its twenty-fifth anniversary with a silver coffee, and, as a highlight of this occasion, twenty-five silver dollars were presented to the president for the building fund. The Hillcrest Garden Club of Daytona Beach has also had a birthday — its ninth — and celebrated with a party. As the history was read during the program, members re-dedicated themselves to their original objectives: "To improve our homes as individuals; to improve the area in which we live; and to cooperate in the beautification of our city."

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Garden Club Members from Colombia, S. A., Visit Miami

by Mrs. JESSE O. HYDEN, Miami

Inspecting plants, seeing gardens and flower arrangements were of equal interest to the 58 Colombian ladies who spent two weeks in Miami. They are members of three garden clubs in Bogota, Medellin and Manizales. They were entertained by the Council of Garden Club Presidents of Dade County at Simpson Garden Center. In the park they saw the last native hammock planting in the Miami area. The art of flower arranging was demonstrated by Mrs. Lilburn Railey, Mrs. Henry Freeman, Mrs. R. C. Lohmeyer, Mrs. C. M. Ballard and Mrs. Robert E. Adams.



Mrs. Jennings B. Parker, president of the Metropolitan Miami Flower Show and member of Sunset Garden Club, Miami, on the left. Center—Mrs. Isabel de Uribe, of Bogota, Colombia, and president of Bogota Garden Club which was organized fifteen years ago by the late Dr. David Fairchild with fifteen members. The club now has 130 members. Right—Mrs. Lombana also of Bogota.

They were entertained by the Coral Gables Garden Club who arranged a tour of Homes and Gardens for them to see. The homes had been decorated with arrangements made by club members.

The Metropolitan Miami Flower Show Board entertained them with a luncheon at the home of their president, Mrs. J. B. Parker. A tour of four other homes and gardens was made on Sunset Drive. Each was a different type of architecture. A tour of Arvida nurseries was made.

Just about all points of interest were covered while they were here. Tours were made to Fairchild Tropical Gardens, Villa Viscaya, Everglades National Park, the Monkey Jungle, the Parrot Jungle and many Nurseries.

As Garden club members the world over they were interested in buying plants getting cuttings, etc. By a special permit they were permitted to take plants with them. All soil was washed from the roots and the plants were wrapped in foil. The visitors expressed the intention of returning in April for the flower show.

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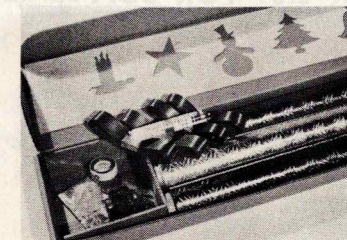
Also — during the last meeting of the year, when regular reports (verbally read) would take 2 to 3 hours — these reports are given out in book form (mimeographed) — and club members have a wonderful time as they say their good-byes 'till fall — with none of the boring details that are essential to any well-knit organization.

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from Federated Garden Club of New York State.....	2.00

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The Art of Home Landscaping—Garrett Eckbo.....	5.95
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Flower Show Guide—Wood.....	3.00
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The Care and Feeding of Garden Plants: The American Society for	
Horticultural Science, The National Fertilizer Association.....	3.00

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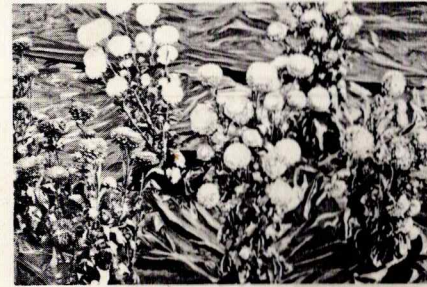
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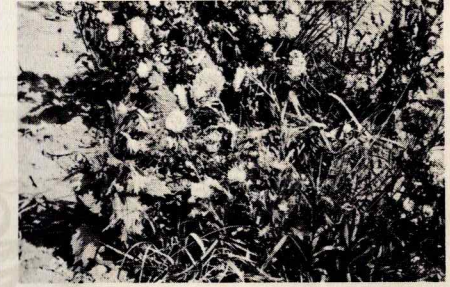
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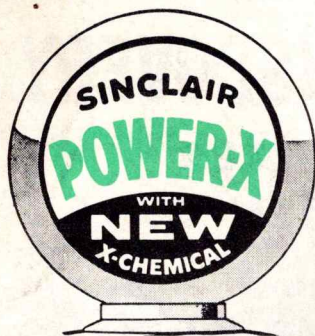


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