The Winds of Change – 1960s and 1970s

As the 1960s blew the winds of change across the Nation, changes in the Garden Club were also showing up. The Club was still dedicated to civic beautification, but with the expansion of the members out into the suburbs the energy was diffused over a much broader area.

The activities had not fallen off though – the Club was very active in these years. The RGC president was a part of state meetings on beautification and bills that related to it, such as the "junk yard bill" in 1967-8 and the infamous Highway Beautification Act of 1965 (the Anit-Billboard Act).

There was plenty to do. Raleigh was booming and a huge facelift of the government complex downtown saw the Legislature move to their new building in 1962, creating the State Mall by adding new buildings for the NC State Archives, the Administration Building, and a new City Hall on Nash Square. The 1960s also saw the BB&T bank -first glass skyscraper-- changing the city skyline forever. Other landmark buildings built included the circular Holiday Inn, and the North Hills, Mission Valley and Crabtree shopping malls.

The population was expanding with state government increasing by 47% from 1960-70 alone. In 1965, IBM moved to RTP which was the biggest industrial news of the decade, and they were joined by other large companies such as Exide, Corning, and more. 65% of the newly employed RTPers were living in Raleigh.

In 1968, a new water treatment plant fueled the growth of North Raleigh and it boomed throughout this period. Some half of newcomers arrived from other regions of the U.S. and as they blended in, Raleigh was becoming known as a progressive city. In 1975 it was listed 5th in the country for desirability to live, mentioning its low crime, good healthcare and lack of pollution. The only downside mentioned was the lack of nightlife. Raleigh was also an "All American City." The population growth was shifting the local character from rural and small-town agricultural to a suburban population employed in technology and service-industry jobs. Raleigh was no longer an island in a sea of agriculture, as it was described in 1925 when the Club was founded.

Amongst all this new building and new growth, the in 1960 appointed the Historic Sites Commission, as the original citizens began to feel a need to preserve some of the past. The Commission created the Mordecai Historic Park and moved several historic buildings to one unified location. The Club was much involved with preservation – helping to purchase the original furnishings for the Mordecai House, tackling a restoration of the garden at the Joel Lane House as a Civic Improvement project (donated \$1300 to the restoration plus plants and labor), and working on the preservation of the Historic State Capital Building, which was now turned to use as offices after the Legislature moved into their new building.

Planting Trees on the Streets

The year 1963 marked the 10th anniversary of the Dogwood Program, promoting the planting of dogwoods throughout the state by the GCNC. It was Raleighite Mrs. J. S. Mitchener (Bess Mitchener) who began the program during her presidency of the state club, and it was another Raleighite she appointed to run the program: Mrs. R. J. Pearse. She in turn was supported by RGC presidents Mrs. R. A. Isley and Mrs. J. E Pollock. Between them, they were responsible for planting thousands of dogwoods across the state and many hundreds of them in the city of Raleigh and its suburbs.



PIC and Article 62-3 Scrapbook, #

0284

Pearse got the program started by getting official sanction from the Governor of NC, as a proclamation urging citizens to plant dogwoods. She followed that up by getting the NC Dept of Conservation and Development to write to numerous nurseries and asking them to get an inventory of saplings with a special bulk price for the program. Then she sent the pricelists to every garden club in the state, as well as PTA groups, churches and schools. They all jumped on the opportunity that first year, selling the saplings by the thousands. The program was so successful they received national fame in the NY Times. Each year they urged garden club members to plant one more tree, and provided saplings at a low cost to do it. By this 10th year, Raleigh and many other towns and cities were a fairyland of white each spring. They marked this 10th anniversary by planting one on Capital Square in the spring of 1963. Why dogwood? "Because, to a Southerner, the enchanting tree is second to none – not even the magnolia of legend," claimed Pearse.

That same year, (1962-63) the Civic Improvement committee, chaired by Mary Lee McMillan, took on a post-construction eyesore. As Raleigh underwent its new facelift, adding the Beltline, expanding major streets and putting up its first glass skyscrapers, the Club turned its attention to planting trees to beautify the streets. They planted Watermelon Pink Crape Myrtles from Peace College along Peace St to the train station at Seaboard, because it was the first area seen by incoming train passengers and had

been heavily impacted by construction. The labor of planting the trees was provided by the Dept. of Parks.



PIC 62-3 scrapbook # 0276

The Club also voted to buy numerous Crape Myrtles and Dogwoods for other spots in the city.

They continued a project started the previous year, adding 10 more massive planters to Hargett St. and planted and maintained them.



PIC 62-3 Scrapbook # 0278

The HANDS (Home and Neighborhood Development Sponsors) program for civic beautification was still going strong. In 1962, Raleigh City Manager wrote: "W. H. Carper announced all departments in city government have been asked to cooperate with the HANDS program. I remember the Oakwood community rehabilitation program. This was more than just a garden club program. Those women wanted to save their neighborhood, and what has been done in Oakwood testifies to the success of this program. ... this is one of the best personal and community projects you could find. This is a level on which all of you can do things and review things in regard to community needs. The HANDS program is a major factor in keeping city government small and inexpensive. It is a real do-it-yourself community effort." Raleigh Times, Oct 16, 1962 [62-63 scrapbook/#0225.jpg] That same year, RGC ran a "litter bug campaign concurrently with the HANDS anti-litter project by the City Planning Dept.

In 1964-6, RGC's civic improvement committee took on a second Model Mile (a program of the NC Roadside Council) as their contribution to the city's beautification. It was located on 64 East near Wake Memorial Hospital and included the planting of 100 new dogwood trees.

The first model mile was not forgotten. A lovely project to plant roses along the Beltline was worked out with the city. The Club would get the roses purchased and planted, and then upkeep would be provided by the city. The Club ordered 2000 roses and the first year they got sponsors from the business community to pay for 1169 of them... including 110 red ones the Club paid for and planted along the road between Lassiter Mill and Six Forks.

Youth Garden Clubs – RGC sponsored youth garden clubs including one at Sanderson High School where they celebrated Arbor Day by planting a tree on the grounds. They also planted and maintained vegetable gardens, added 100s of bulbs provided by the club to the school grounds and designed a school garden to beautify the grounds. [find the date ?? and add to timeline]

The next decade saw less activity along the roads, but the Club did finance and dedicate a new Welcome sign in 1978-9 at the north entrance to Raleigh on Capital Blvd/ US 1, between Oak Forest and Spring Forest Roads. Other area garden clubs took on the other main entrances. Raleigh had grown in size, so that the new signs needed to be placed in new locations along the city borders. Later (1991) they would add 20 crepe myrtle trees to the sign.



dsc 0223 tree at legislature

In 1974, the Club planted a 10 ft Washington Hawthorne tree in honor of Mrs. J. S. Mitchiner, member RGC for 50 years and counting. This is the same Mitchener who began the dogwood program, and supported the NC Roadside Council. The tree was planted on Fayetteville Mall in front of Briggs Hardware in 200 block. Mitchener was present for the dedication ceremony. A heated debate was being carried on at that time about a sculpture for the 100 block. In the end, a consensus never was achieved, and no sculpture was ever added there. "Folks may argue about a sculpture, but who could argue about a tree?" joked the Raleigh Times correspondent who covered the dedication and admired how the Club got their donation accepted. The Club also planted a tree in honor of Carmen Jones, past president and one of the most outstanding floral designers for many years. She chaired the decorating of the Governor's Mansion many Christmases and in memory of that and of her, they planted an evergreen Red Cedar (*Cedrus deodara*) in the Raleigh Rose Garden.



Miss Carmen Jones of [502 Tilden St., who for several years had charge of flower arranging for functions at the Governor's Mansion, died Saturday. She was a member of several historical and garden societies and was a descendent of Joel Lane, one of Raleigh's founders, whose land was bought by the state as the site for the Capital.]

In 1975, the Club was able to get the Dept. of Parks to update planting of the Glenwood median. This was the project initially begun by the Club in the 1920s and designed by Elizabeth Lawrence as the Glenwood Esplanade. It was done as part of the city-wide effort to beautify the city before the bicentennial.

The HANDS Program – a contest for neighborhood beautification

HANDS Program was still run by the Club. The HANDS program (Home and Neighborhood Development Sponsors) In 1962-3, it was able to offer \$1200 in prize money and had 30 groups entering their projects to the competition. RGC also ran the anti-litter campaign through the HANDS program. This same year, the Club put up an exhibition in the Sears Garden Center showing previous projects of the program and this helped promote and publicize both the program and the Club. The RGC chair for the program was sent to the national meeting to represent the Club, held in Savannah.

In 1965—6, the program celebrated its 10th anniversary. This program had originated in Raleigh between the civic arm of Sears and the Club, designed and created by them to focus on civic beautification, and over the years it was so successful that it grew into a national program. The national meeting was held in Raleigh and the Club went all out to host the dinner, providing floral designs and celebrating its role in getting the program off the ground. As it matured, HANDS focused on public properties like Schools for beautification and cleanup, incorporating the anti-litter educational program that ran in schools. It was definitely a prime example of how the Club had become a force for civic beautification in the government and private sectors, and also how the activities had turned more from digging and planting to administering and motivating. In 1968-69, however, the Club turned over the administration of the program, the finances and the bank account, to the formally by letter to the director of the HANDS committee. It had been a huge success and sponsored a lot of civic beatification throughout the state.

In 1972-3, the Civic Improvement committee called on members to plant to beautify the city at home too – setting an example of civic pride. members called on to beautify homes - one added trees, one added 200 clumps liriope to sidewalk to street median, added flowering trees to be viewed from street. Reported on this back to club.

The Gardens – Getting Your Green On

The Mary Lee McMillan Garden

The Club designed and installed a new public garden at the side of the newly completed Clubhouse of the Women's Club of Raleigh. This garden was named the McMillan Garden in honor of Mary Lee (Mrs. R. L.) McMillan, an extraordinarily active member and past President of both the RGC and the WCR. She had been a member of the RGC since its founding. Mary Lee loved flowers and the garden represented a lifetime of gardening and giving flowers to others. Known as the Camellia Lady, she annually made hundreds of camellia corsages to give to hospital and nursing home patients. [See her biography for many more accomplishments.]

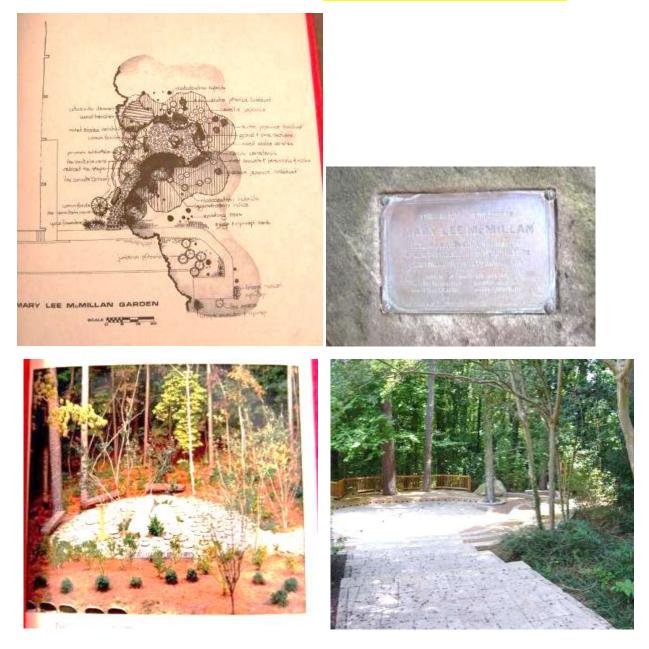


Mrs. R. L. McMillan, who sponsered the Garden School held recently in Raleigh.



Mary Lee McMillan to be honored

The RGC hired Wayne McBride, landscape designer of Lewis Clarke Assoc. for the plan, and the garden was installed for the dedication on September 16,1973. Telegrams came from First Lady Pat Nixon, Ladybird Johnson, ??? others? Among the trees and flowers, the Club planted some of her favorites including flowering trees and of course, Camellias. ???? article on the spring bloom... find it!



Find a spring pic with flowering trees, further back? (There was one in the newspaper...)

The Club worked to raise the money for the garden through a Spring Home and Garden tour, recruiting sponsors, and over the following years raised money to maintain it. The following year several plants had to be replaced and the garden mulched again. In 1978-9, the Club refurbished the plantings one last time and then the maintenance was turned over to the WCR. By the turn of the century, the garden

languished some as the trees grew up to create more shade. Finally in 2015, the WCR and their catering partner Irregardless Restaurant's Mr. Arthur and Mrs. Anya Gordon gave the garden a complete facelift, installing hardscaping to allow the area to become a small outdoor wedding and event spot. This fulfills a wish from the original plantings. The garden is open to the community, as it has been since it was donated by the RGC. At the new dedication, Mary Lee was remembered: Like the McMillan Garden, she bloomed beautiful and shared her beauty with everyone she met.



Restoration of an old project – McMillan garden

The Raleigh Rose Garden

In 1975, three Dawn Redwoods from the same order as were used in Pullen Park were planted in the Raleigh Rose Garden. Two remain today, but one grew too large and had to be removed. The club planted an entire rose bed (30 bushes) with the new "All American 1976 Award Winner," the Seashell. These were ordered at wholesale through the Wayside Nursery through Muriel Steppe. They are still there today in bed 45. Then they planted and 20 miniature rose bushes – the first miniatures planted in that garden. "The roses and Redwood trees are considered major improvements for the future," recorded the Club Board meeting minutes, 9/25/1975.

[See full Rose Garden story in the Callout: The Rose Garden Story]



The Martha Franck Fragrance Garden

The first version at hospital in Buettner opened in 1960. Officially a garden of the state garden club. RGC donated funds for it.

The garden began with Helen Keller's lecture in 1935 in Raleigh. One person in the audience was Martha Franck, a garden club leader from Durham. With her halting voice, Keller planted a seed in Franck's brain. Over and over, Franck dreamed of a traveler searching for a flower based only on its smell. As the dream persisted, an idea grew. She would create a new garden for the blind, a place that would let the sightless experience the natural world through scents, sounds, and textures. Franck's garden opened in 1960 at its original location, the Adult Rehabilitation Center for the Blind in Butner. Later it would be moved to Raleigh and become an important garden for the Club.

[See full details of garden in CALLOUT separate file: MFFG]

The Historical Gardens: Joel Lane Garden and Mordecai

The Club gave \$300 given to Joel Lane period garden and \$100 to Mordecai period garden for plants to spruce them up for the Bicentennial.







Mordecai herb garden



Dix Chapel Garden

Planting continued in the Dix Chapel Garden, mostly memorial plantings in honor of members efforts or in remembrance of them. The regular maintenance was handled by the Club members for many years, but finally passed into the hands of the Dix campus 1973. The garden was still quite well known, at least in gardening circles. The Club reported: "Widespread interest is shown in this project, and the many groups who come to Raleigh to visit places of interest ask that this beauty spot be included in their tour. It is on the State Tour of Garden Clubs of NC and the Capital City Trails. "

Long report on garden 62-3 Scrapbook, # 0289 with all details.....



PIC cover of 62-3 year book

[See Callout: The Dix Chapel Garden, for the full story of this footprint.]

Planting in the Parks

If the 1960's was largely focused on the streets of Raleigh during its new construction boom, the 1970s gave their attention to the parks and public gardens. The decade was dominated by the Bicentennial of the United States in 1976 and there was a major effort to beautify the city in its honor in the years preceding the celebration.

Before the Bicentennial quite took hold, in 1972-3, twelve trees were planted in the Edna Mae Wells Park. The Club financed the purchase of the trees and the holes were dug by the Dept. of Parks staff. It isn't clear if the Club members even knew that this little park was the original Arboretum established in 1927 For native plants and wildflowers. The park had been renamed after Dr. BW Wells wife after her early death in 1937, and in 1939 it was donated and turned over to the Dept. of Parks. But it was a lovely addition to another of RGS's Footprints.

With the GCNC, plans were made for trail maps of nature spots – continuing the maps for nature lovers that Mary Lee McMillan had inspired the GCNC to undertake and which still hung in many a public schoolroom.



BICENTENNIAL PLANTINGS

As the city got ready to celebrate the Bicentennial of the USA in 1976, the Club took on a large number of new civic beautification projects. After some difficult years, with membership dropping and some internal politics, a new president galvanized the Club and led a charge to resume civic work: Mrs. Frances Erdahl.



In 1976, The Club planted 95 Crepe Myrtle trees in Chavis Park as a Bicentennial gift. They were planted on the bank at the creek by the playground and on the hill of the ball park to screen the tall fence.



Pullen Park was a longtime favorite place for the Club efforts, and they also got 105 red Crepe Myrtle trees as part of the Club's Bicentennial gift. Sixty were planted on the outer border of the lawn near the Hillsborough St side at the Theater in the Park. Added 45 were planted between Western Blvd and the park, near Howell Lake. The Club also donated 3000 daffodil bulbs for planting in Nash and Moore Square, Pullen Park, Jaycee Center, Chevis and Mordecai Parks. The planting was done by the Dept of Parks with help from volunteers of the Club and the public.

The big impact beautification was the creation and planting of Liberty Hill. The park created a man-made hill off of Pullen Road. The Club purchased 40 Dawn Redwood saplings and planted a lovely grove of them in cooperation with the Raleigh Dept. of Parks. The Dawn Redwood is a special tree with a unique story – it was saved by only a few seeds, one of which was given to Duke Gardens. Even today, the tree has ongoing efforts to reintroduce and spread it in the Southeast where it was once native. [SEE separate file CallOUT for the full details.] This grove is the largest in Raleigh and today is beautiful. A plaque in bronze on a rock read "Dawn Redwood Trees (Meta Sequoia), The Raleigh Garden Club, Bicentennial Gift to the City of Raleigh, 1776-1976" The dedication ceremony took place on Wed July 28, 1976. That fall, the Club donated azaleas to fill out the planting.



The Club's efforts were rewarded by the state GCNC. They won the Marjorie J. Doub Award for Beautification. Goal to beautify 4 areas in 3 of Raleigh Parks. Howell Lake, Pullen Park (37 Meta Sequoias trees, 45 Crepe Myrtles), Theater in the Park, Pullen Park (60 crepe myrtle trees), Chavis Park (95 crepe myrtle trees), Raleigh Rose Garden (30 rose bushes, 3 meta sequoia trees). Total retail value was \$2114 (in today's dollars, adjusted for inflation: \$11,430) and the money was earned through 2 antique shows, selling bulbs and plants, bridge benefits, and selling homemade cakes, jams, pickles, etc.

The RGC president, Frances Erdahl, also won the award for the best Bicentennial private garden.

The Club also encouraged the public to plant for the Bicentennial celebration. They held a plant exchange and gave away over 2000 plants -member donated – to help beautify our city. It was held at Cameron Village and the N&O reporter covering event was amazed at the response – in 2 hours all plants gone.

Raleigh Mission Landscaping

The Club took on the landscaping for the Raleigh Mission in 1978. In March they planted a golden rain tree (A Ginko) at the Raleigh Rescue Mission, 314 East Hargett St., beginning a 2-year landscaping project that included planting hollies, various shrubs, ivy and a bronze marker.

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On Moran 18, 1977 a Golden Shain from was planted at the Saleigh Sector Filadien with our Frontient New, Searge Galles and neveral other also memory periodpoting. This marked the beginning of a tonver localizating project at the Second Sinder at an approximate rest of \$500,00, which will include planting bolides, verime shrine, Try and an appropriate Brance marker.





PIC photo and newspaper of tree. "On March 18, 1977 a Golden Chain Tree was planted at the Raleigh Rescue Mission with our President, Mrs. George Callas and several other members participating. This marked the beginning of a two-year landscaping project at the Rescue Mission at an approximate cost of \$800.00, which will include planting hollies, various shrubs, ivy and an appropriate bronze marker."



TREE FOR MISSION — The Rev. Wayman Prichard, right, executive director of the Roleigh Rescue Mission, supervises as representatives of the Roleigh Gorden Club Johns or tee Fridgy in front of the new Roleigh Rescue Mission building at 314 E. Hargett St. From left: Mrs. George Callas, Mrs. Dits Jones, Walter Peace (representing his wife, a club officer), and Mrs. John A. McAllister. "The main object was to eliminate from view, by screen plantings, unsightly surrounding property, thereby enhancing the simple beauty of the area by providing aesthetic and acoustical improvement." --- from the Dedication program. The dedication plaque remains but plantings along fence have deteriorated.

The Club donated and helped plant shrubs to improve the landscaping around the NC Welcome Center. This was run by the Chamber of Commerce, and the Club supported a new members tea there most years during these decades with large floral designs and monetary help with refreshments.



Hymettus Park

In the 1970s, Miss Cecily Browne donated to Raleigh the 4 acres of land on the corner of Wade Avenue and Dixie Trail to be used as a nature park. RGC was requested by the City of Raleigh to take an active role in developing and maintaining the park, and they did so, designing and installing a "Nature" park with paths, planting it with over 200 species of native plants rescued from areas being bulldozed over for new development. This project was affectionately known as "Two Jumps Ahead of the Bulldozer."

Hymettus Woods still nestles in the heart of the city in reach of everyone. It was dubbed "a haven of peace and beauty and provides something for everyone whether it be a place to study ecology or a place to walk or to sit and contemplate, or a place to go to commune with our souls. It has no gates or fences and just about every plant native to this area can be found there." [This is no longer so true as invasive English Ivy has taken over.]

The Club's efforts were not unmarked. They won first prize for Conservation – a major award of the Hazel Kepler silver bowl - from the GCNC, and went on the win the SAR regional award as well.



[See CALLOUT: Hymettus Woods, for full details of this major project.]

Public Outreach

Spring Open Garden and Home Show

Competition from the big Home and Garden Show, and other garden tours, finally brought an end to the Club's big spring event.

Christmas Holidays – Beautifying for the Holidays

The Club continued to volunteer their efforts to decorate the Governor's Mansion the first year of the term.





1971 Governor's mansion with Raleigh Garden Club hostesses for the open house.

Christmas Home Show

The Club continued to do the Christmas Show, decorating the Women's Club of Raleigh building and opening to the public. In 1962, the theme "Christmas at Home" included a famous chartreuse table for a bride's reception, showing that the Club still wowed the city with their floral design talents.



Any heide would thigh hereoff in tairyland space passes at the bridal lable exterpiece. Advantag is are Judy and Ann Parker (Bad) Photo:

(62-3 scrapbook/# 0267.jpg]

The following year, in 1963, they did the show as a judged standard flower show,



article and pic 63-4 scrapbook, # 0093 and 0094



By 1967, the Club had parted ways with the Women's Club and could no longer decorate the building as they had since McMillan's first Christmas Show in 1927. They changed the focus to a Holiday House tour, using a member's private home and filling it with floral creations of Club. The first tour was at the Reardon home and featured a collection of antiques, and opening it to the public was quite a success. [Article 67-8 # 0302] The Club continued this way of showing what was new and trendy in floral design each year, using one to three homes for the event.



Reardon House 1967 Holiday House Tour and

Ingram house 1972 tour

Historic State Capitol Building

In 1979 the Club took on the decorating of the State Capitol, a project they would continue annually for over 3 decades.



Legislature and Billboard

The Club was active in championing civic beauty and preservation with the Legislature. There was a Club Legislation Day, when members descended on the offices of the legislators to speak with them in person.

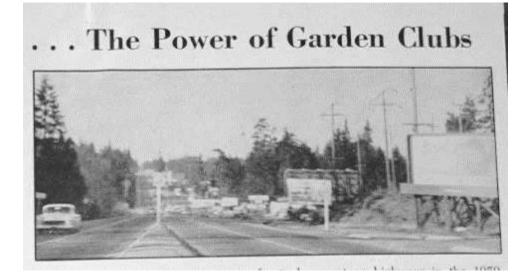
One huge issue was the use of billboards on the new highways and the Raleigh Garden Club supported the National and State Garden Club efforts to curtail the use of billboards joined by the American Society of Landscape Architects, and other civic organizations. By 1063, this issue represented a huge divide in both the legislature and the Club members. It was a national debate, leading eventually to the Highway Beautification Act of 1965.

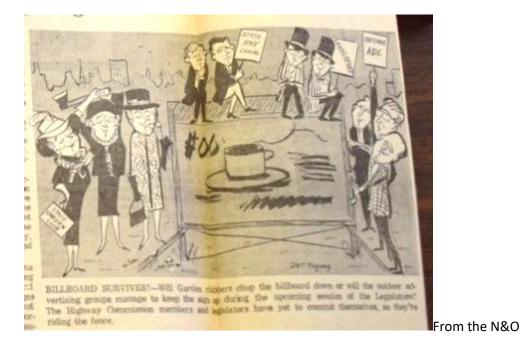
The garden clubs had been working for years to prevent scenery along the interstate highways. One slogan: Prevent scenery from becoming "Signery".

The goal was to restrict billboards, not eliminate them. The 3 reasons given were natural beauty, highway safety, and saving tax payers money (a provision of the Federal Aid Highway Act of allowed the state to collect additional half of one per cent of total cost of roads if they restricted the signage.)

The HANDS educational director of Sears Foundation in the southern region, W. C. Greenway, was quoted as saying, "Garden Clubs can be the most powerful group in any city, I've found out." He gave a

beautification talk to the Club titled "Eternal Vigilance is Price of beauty as well as liberty." He urged members to keep a sharp eye on Legislative doings, and make their support and influence felt with local representatives.





Garden Therapy

Garden Therapy as a civic duty was alive and well in the Club. Members still brought flowers to the hospitals and nursing homes, but as the city grew and hospitals got bigger and more numerous, it became less comprehensive.

The Club created a garden as a a bird sanctuary at the Women's Prison in 1966. In 1975 they added to the plantings and were still tending garden, mentoring a group of inmates who did the actual work. They also held a monthly visit to perform activities like pressed flower cards and picture, etc.

The garden therapy group focused more and more on institutions rather than hospitals. They continued to maintain the Dix Chapel Garden through 1973. They also continued to organize activities for the patients at the State Hospital, such as bulb planting on the grounds.

The city opened Glenwood Towers, a public housing apartment complex to provide affordable living to mostly seniors in the early 1970s. The Club carried out activities there: in 1972-3 they organized planting of bulbs at Glenwood Towers by the residents with our Club furnishing the bulbs and supervision. A major project got underway that same year to build a greenhouse for the residents, co-sponsored by many civic groups including the RGC. Once open and dedicated in 1975, two chairs were appointed for leading garden therapy activities. Members went weekly to teach flower arranging and related subjects at the Greenhouse for several years.

