

I believe that nowhere as much as in a garden club will we find the Utopia of which Kipling wrote where “No one shall work for money, and no one shall work for fame, but each for the joy of doing.” Ann Isley, RGC President.

## Coming of Age: The Raleigh Garden Club 1941 to 1959

### Summary

If in the early years the Club was eager to prove itself, the post-war years saw it mature in its influence and the power of its numbers. On behalf of beautifying Raleigh, The Garden Club became a force in government and the private sector: the NC Roadside Council, the Governor’s anti-litter and cleanup campaigns, and the HANDS program for neighborhood improvement. In 1958 the Club was credited with getting Raleigh designated as a model city with national recognition.

The Club also directly planted the new roads and many of the interchanges created by the new overpasses. They continued to plant extensively in the parks. Two outstanding public gardens were major projects: a new chapel garden at the Dorothea Dix State Hospital and completion of the Raleigh Rose Garden.

Their outreach programs on gardening, floral and home design, and environmental education were numerous and very successful. Some events were attended by thousands!

### The War Years

*See the separate story: Callout - The War Years.*

### Civic Beautification in the Post-War Years

The Raleigh Garden Club members carried on as before the war, resuming their mission to beautify Raleigh. Their reach expanded with the growth of the city, and membership grew exponentially to 600 plus.

Women returned to the home arena as war ended, but the paradigm of women as “municipal housekeepers” faded during the 50s. Women were energized by new responsibilities which they had enjoyed during the war, and full of energy to pursue broader horizons. But with many men returning home needing jobs, the culture reverted to traditional gender roles with women ideally relegated to the home. This was reflected in the garden club by becoming “influencers and motivators.” They expanded their influence in the post-War years, but did less actual planting themselves.

The goal of club, as stated in its constitution of 1942, is “to encourage the beautification of parks, streets and gardens of the community, and to aid in the protection of trees, shrubs, wildflowers and wild life.” (1942 sesquicentennial speech). In 1925 it was simply: “to beautify Raleigh.”

## City of Raleigh in the Post War years

In Spring 1942, Raleigh celebrated its Sesquicentennial, the 150th year since its founding, and the Garden Club held an open garden tour in honor of the occasion. In a speech for the occasion, the city proudly described itself in an analysis by **The News & Observer** (4/26/42): “The notable characteristic of Raleigh has been its tremendous growth despite its lack of great industry. The capital strictly is a center of education, government, and culture.” This was credited to its greatly expanded middle class, compared to other metropolises. There were relatively few super rich and equally relatively few truly poor in the city.

The city was growing, and its face and character were changed forever as the rush to the suburbs resulted in redesigning the traffic flow and streets. Working with a Master Transportation Plan, houses were moved, hundreds of property lines were moved, and a series of bridges and underpasses were added. Downtown Boulevard disappeared entirely, to be replaced by Capital Boulevard. The Beltline was created. All city streets were paved, Raleigh’s first shopping center, Cameron Village, was built in 1949. In 1945 the Raleigh city limits covered 12.5 square miles. It expanded each and every year of the 1950s until it was 33.6 in 1960.



New construction of Capitol Blvd.

The NC Art Museum opened, as did the new airport RDU during the war. The Southern Railway station was built, the Southland Speedway and the Raleigh Farmers Market as well. By the end of the 1950s, Research Triangle Park opened and brought in another wave of growth. 450 families moved to the city on behalf of just one company in RTP. Cameron Village, today renamed the Village District, had expanded to over 40 stores, 38 offices and its nearby houses and apartments.

In 1956, the NBC network radio choose Raleigh as the first city in its new program “Great City of the Week” series, describing it as “the best example in the nation of an old city, with a historic past, that has modern get-up-and-go.”

## Roads and Highway Interchanges

As Raleigh updated its roads and highways, the Garden Club continued efforts to beautify these areas, particularly the roads that led into town and gave visitors a "first impression." In 1954-56, the Club undertook to beautify the new "highway" interchanges created by overpasses: particularly Western Boulevard and others. By highways we are talking of the local roads with new overpasses, such as Western Boulevard, Capital Boulevard, and the Beltline.

[the roads to the city were listed in 1954 by the Club as: Western Blvd, New Bern 64East (the model mile), Wake Forest Rd, Louisberg Rd (becomes Capitol Blvd), Durham Highway and Garner Rd (#15A).]

### NC Roadside Council

In 1945, Raleigh Garden Club's Mrs. J. S. Mitchener became president of GCNC and began the NC Roadside Council. It consisted of representatives from various statewide organizations. The goal was to improve unattractive spots on the highways of the state. They saw themselves as an advisory group to the NC State Highway Commission. In 1949, they worked with the commission for constructive legislation. But the most significant impacts of the Council were the Model Mile program for roadside beautification and their outreach work to educate the public about the evils of littering. [\*\*\* original idea of the council came from Connie Troutman, president in 1947....see people on master list]

The Model Mile program for roadside beautification enlisted the aid of organizations and individuals in developing roadways in units of one mile. Prizes were offered for the best Model Miles. Requirements listed...

### A MODEL MILE

A standard for roadside development, set up by the N. C. State Roadside Development Council.

What is a model mile? In general it may be said that it is a stretch of roadside in which owners and neighbors take some practical pride.

It will not have:

1. Garbage dumps, scrap piles, old car graveyards.
2. Tack signs on trees or fences.
3. Signs painted on farm buildings.
4. Huge signs on curves.
5. Continuing signs.
6. Signs at scenic places.
7. Cat-eye signs, except SHPWC signs.
8. Eroded fields visible by passing motorists, not in process of restitution through correct plowing, planting, mulching or other adequate control methods.

On the contrary a model mile will have:

1. The co-operation of home and land owners to make the picture from the roadway attractive through:
  - A. Neatness of property
    - a. Lumber or firewood in neat piles.
    - b. Unsightly but necessary things placed back of buildings or screened with shrubs or trees.
    - c. Farmyard repairs. No broken barn or shed doors or sagging gates.
    - d. Painting or whitewashing wherever possible.
    - e. Neat fences and mail boxes.
  - B. Planting of lawns with flowering shrubs and trees around buildings and in yards at homes, churches, schools and community buildings.
  - C. Protection of vegetation in the highway right of way.
2. The co-operation of filling stations, stores, garages and other business places in making these places as attractive as possible by:
  - A. Cleaning up grounds.
  - B. Keeping signs to minimum necessary.
  - C. Making definite driveways and parking places with grass plots between.
3. The assistance of sponsoring organization and property owners in planting grass or lespedeza on roadside slopes to supplement erosion control work of the highway commission.
4. Turn-off places for cars where there are scenic views or historical spots.
5. As few advertising signs as possible and those set back at a distance equivalent to one linear foot for each square foot in the sign, with a minimum of 50 feet for each sign from edge of highway right of way.
6. Co-operation of utility companies in keeping destruction of trees and shrubs to a minimum.
7. Informal planting of native trees and shrubs wherever practicable, such as dogwood, crabapple, redbud, hawthorn, pine, cedar, holly, honeysuckle, sweet gum and maple, outside the highway right of way.

see pic C:\Data\RGC History Archives\Archive Scans RGC-Master\RGC Archives 1940s\RGC History 1948-50\Pics 1948-50 # 0078.jpg

RGC did a Model Mile in 1949 along with the installation of their Blue Star marker (see below), and maintained these plantings again in 1958-60. They did a second Model Mile program in 1952-4, along the new Beltline (??where exactly) and won the State award for that beautification project.

The Club urged planting shade trees on Raleigh streets, and held a program in 1942-4 with a speaker from the NC State University Extension Program on a "Safer and More Beautiful Raleigh." A list of suitable trees to plant was included. The Club then set up a "Tree School" for the year that met each month and gave tours of trees of Raleigh, including the Capitol grounds.

## Blue Star Memorial and the Model Miles

One of the first needs of the post-war years was honoring the great losses of the War. The Blue Star marker is a nationwide project of National Garden Clubs (then still named the National Council of Garden Clubs). It began right after the war in 1945 to honor the men and women who served in the second World War by placing markers along highways all across the nation, and continues to this day. The Blue Star was adopted because it had become an icon in World War II and was seen on flags and banners in homes for sons and daughters away at war as well as in churches and businesses.

The Raleigh Garden Club installed the first Blue Star Memorial in North Carolina in 1949 on Highway 64 / New Bern Avenue 2 miles east of the city. The presentation of the bronze marker to the State was made by RGC President Mrs. R.O. Caveness, and the acceptance was by the State Highway Commissioner James Dodge. For the dedication on Sept. 14<sup>th</sup>, club members were joined by the Raleigh mayor, city council members, the president of the American Legion, American War Mother's president (Raleigh chapter), and president of the State Music Clubs. The Club won the first place award for the project from the state garden club.

The Club then proceeded to beautify the mile of highway along the marker under the Model Mile Program. In 1958-60, the plantings were refurbished. This marker was unfortunately removed in the expansion of the Beltline, it was there until around 2015.

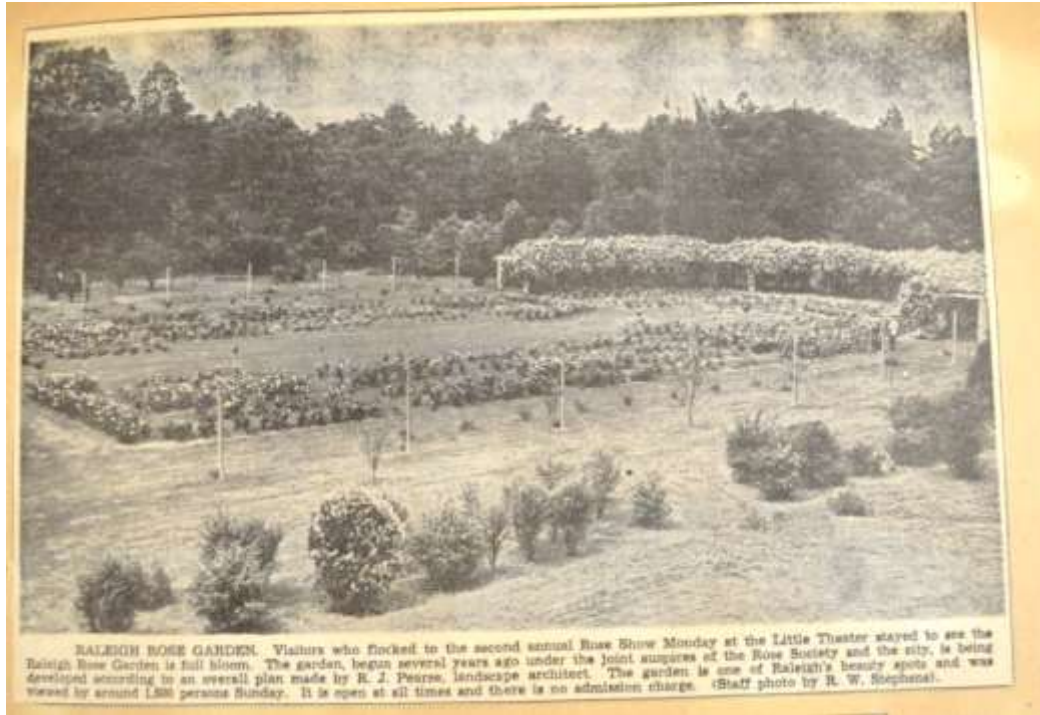


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## Civic Plantings: The Big Gardens and the Parks

Two very large gardens were the Rose Garden near the Little Theatre. The Club had secured the land in 1932-3, and commissioned a landscape plan but funds were not available to finish it. In the 1950s the

Club, joined with other civic organizations, finally raised the money and the garden was completed for a dedication in 1951. It appeared on the RGC garden tour for the next several years.



The Dorothea Dix Hospital Garden at the new Chapel was the effort of the Raleigh Garden Club and pulled in all the state garden clubs to complete. It was created as a place for the hospital patients to go for outings on Visitor's Day, and also was featured on many garden tours. It won the national award for the best garden of a Church or Synagogue from NGC.



Yearbook cover 1962-3

See separate stories about the Rose Garden and the Dix Chapel Garden for the full stories of these amazing footprints.

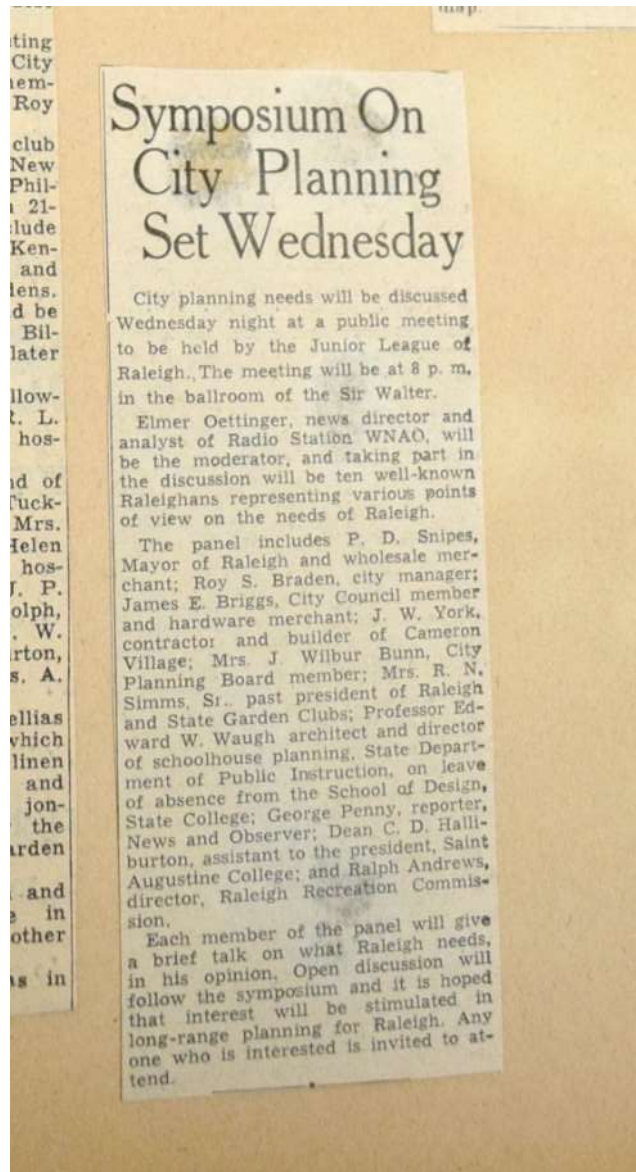
A lot of attention was given to beautification of both Raleigh's parks and public buildings. A short list shows the Club took on projects in every presidential term.

Project List for the 1950s of the Civic Improvement Group:

1950-2	600 azaleas and 4000 tulips planted in public areas
1952-4	Restoration Well's Park
1954-56	New Neighborhood plots: Harvey and Carr / Gardner and Everett
1954-56	Winter Plantings (Interior) at Cerebral Palsy School Clinics
1954-56	Winter Plantings (Interior) at City Council Board Room
1954-56	Winter Plantings (Interior) at Health Building
1954-56	Winter Plantings (Interior) at Women's Club
1954-56	Pullen Park Lake
1954-56	YWCA Grounds
1954-56	New Neighborhood plots: Harvey and Jarvis / Cowper Drive Park
1954-56	Dogwood Planting Week – President Mitchener presented one to governor in ceremony and he planted it at Exec. Mansion.

## The Garden Club and the Government

The Raleigh Garden Club was now an acknowledged force for civic improvement, sitting on many governmental committees, participating in Raleigh Planning Symposiums, and active in the Legislature.



1949- City Planning Symposium speaker all key men and Simms, past RGC pres. RGC Club History Scrapbook 1948-50 #0045

In the Spring of 1950 the Club, joined by Men's Horticulture Club (today called Gardeners of Wake Cty) succeeded in passing a resolution opposing any further encroachment on Moore Square for use as a parking area. Their biggest commitment to the "corporate world" however, was the HANDS program with Sears, Roebuck & Co.



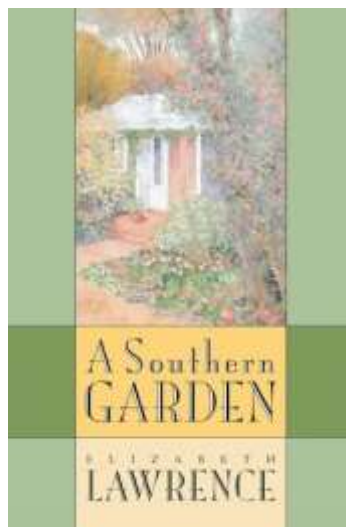
## Expansion of the Suburbs

The Club's mission continued to be civic beautification. The Club energy turned just as strongly to a home focus due to the rapid growth of the city and the expansion of the suburbs. With it, an emphasis on landscape gardening of newly built homes was a major focus.

Gardening and the champions of civic beautification followed the growth out to the suburbs. In addition to many speakers on landscape gardening at the regular meetings, and talks on the radio program, the Club developed many projects to urge beauty and guide new homeowners in beautifying their home gardens as an act of civic pride. The Club gloried in its role as style and trend setters in home gardens and décor, with major newspaper spreads on their work. The Garden Tours of the RGC became huge events, as did the Spring Flower Shows focused on introducing new plants and horticulture.

This was also the time of the birth, as it were, of "Southern Gardening," begun with the book *A Southern Garden* published by RGC member Elizabeth Lawrence in 1942. It was as if the South was finally recognized as a distinct region worthy of national respect.

The book has been named one of the '75 Great Garden Books' by the American Horticultural Society and chosen one of the '100 Best Gardening Books' by *Horticulture* magazine. When Elizabeth Lawrence's *A Southern Garden* was first published, it was the only book to address the needs of gardeners in Zones 7 and 8—an area that ranges from Richmond to San Antonio and on up the West Coast to Seattle. Earlier another RGC member, Charlotte Hilton Green, had published *Birds of the South* and *Trees of the South*. Isabelle Bowen Henderson's famous garden was photographed in national magazines. Raleigh was getting on the map !



Lawrence wrote the world of gardening "was a world as old as the history of man, and as new as the latest contribution of science; a world of mystery, adventure and romance; a world of poetry and philosophy; a world of beauty; and a world of work."

## HANDS and Civic Beautification in the Corporate/Private Sector

In 1956, the Raleigh Garden Club was selected as a sponsor for a new program with Sears Roebuck Foundation of the large department store. to encourage neighborhood beautification through managing an annual contest. Raleigh was in fact the pilot city for Sears, who was making a large public commitment to keeping US cities beautiful and dressing up what they called “blight areas.” This project was a huge success, thanks to the Raleigh Garden Club, who was very experienced in running contests to motivate the public. HANDS (Home and Neighborhood Development Sponsorship) was in time expanded into a national program.

The director of the Foundation, Mr. Osgood, is quoted as saying, “We are seeing the greatest resurgence in better homes and better living in the history of the nation.”

The contest was named “Make Raleigh Beautiful.” The contest was structured for neighborhood clubs or groups to carry out a project. Projects ranged from cleaning up cluttered vacant lots to working with the city on painting houses to planting hundreds of shade trees, to passing out handbills to neighbors urging them to work on needed improvements, also raising money for community centers. There were 8 clubs in the first year’s contest and Sears gave out \$500 in prize money (\$5616 adjusted for inflation).

The Club’s efforts were led by Mrs. J.S. McInnes as Chair, and the following year she won the Gladys E Watts tray for the largest voluntary contribution to garden club work from the state level Garden Club of North Carolina. The second year the winners of the contest were Raleigh’s older neighborhoods: the Oakwood Garden Club and the Boyland Heights Garden and Improvement club. The winners had 50 homes inspected and 4 condemned, ran a litterbug campaign in the neighborhood, urged local businesses to beautify, and organized a junior group.

The next two years, 1958-60, Sears took the HANDS program national, and the Raleigh Garden Club committee was appointed to mentor other cities and to the national steering committee. Raleigh was designated a model city and RGC was recognized as the developer of the idea. The National Steering Committee sent a feature writer to work up a brochure. Prize money in Raleigh increased by \$200 added from Cameron-Brown Realty Co. Reports from the contestants showed that during that year, thousands of dollars were spent to improve and beautify neighborhoods.



1957

exc article and pic: more details? #0110 1956-58 scrapbook partial .... also # 0143...\$144 quotes Greenway on power ....



1950s/1958-60 committee reports/Pres report/dsc# 0022

HANDS would continue operating as a part of the RGC into the next decade.

**The Litter Campaigns**

Litter was a problem from the rise of the automobile, as folks had no compunction about throwing trash out of the car. It was also a problem at the destinations: beaches and parks. But the problem expanded

greatly after WWII. The Governor held "Clean Up Week" - urging citizens to clean up their own yards and neighborhoods as a part of getting ready for the new year - this included raking yards of leaves and sticks as well as picking up trash. The Club participated by passing out trash bags, speeches and exhibits in the schools. By 1958-60 they were so influential that they won a citation from the state garden club and from the national level of Keep America Beautiful. They had put a float into the Raleigh Christmas parade.



The Anti-Litter campaigns became a significant civic focus for the Club from 1954 onwards, when they voted to join the newly created Keep America Beautiful organization and the National Garden Club Litterbug campaigns. RGC adopted the new project in 1954, and awarded Mrs. Simms was awarded a plaque for her work on roadside development. She spoke of the work in NC, "Our scenic wonders won't attract if our roadsides are public dumps. The project aimed to eradicate litter (and the million-dollar price tag of the highway commission dealing with it) by educating civic clubs, schools, and business groups with talks and demonstrations that alerted them to the volume of litter along streets and highways, parks and beaches.

The Club worked hardest at presenting to schools, making posters and giving talks throughout the city.



There is a fun story about the litter campaigns, or “Litterbug” as they came to be known. Author and Federated Garden Clubs of Maryland president Alice Rush McKeon published "The Litterbug Family" in 1931 containing poems and illustrations about the problem of roadside litter. This was picked up by the National Garden Club in the 50's to give a face to the anti-litter campaign and appeal to children, as much of the education they did was in the school system. There is not consensus on who first created the character for the campaigns, some crediting the garden club and some an advertising artist who worked for Keep American Beautiful, but the partnership between the 2 organizations is considered to be one of the most successful environmental campaigns ever.



PICTURES

[https://en.wikipedia.org/wiki/Keep\\_America\\_Beautiful](https://en.wikipedia.org/wiki/Keep_America_Beautiful)

The Litterbug Campaign fostered by National Garden Clubs and the Keep America Beautiful organization, among others, has been reported as one of the most successful in America's environmental history.

### The Dogwood Program

Another idea of the Raleigh Garden Club, the brainchild of member Mrs. J. S. Mitchener, was to create a program for planting dogwood trees in neighborhoods for beautification. In 1954, she proposed to Governor Hodges that he designate “Dogwood Planting Week” and the garden clubs promote the idea and make dogwood saplings available to groups, businesses, and individuals to plant in their own locations. The governor agreed, and this program was wildly successful, with tens of thousands of dogwoods planted around the state.

The program was initiated with Raleigh Garden Club presenting the first one to the Governor in a ceremony, which he planted at the Executive Mansion. The goal was to interest all the state garden club members and the public in the planting of dogwoods. As a small tree, it lends itself to any landscape

design, it feeds more than 80 varieties of birds, and the bloom in the springtime is a beautiful sight much loved and cherished by all. The program worked by RGC compiling a price list they obtained from the State Div of Forestry from NC nurserymen with special rates to help with project. That list was mailed to each garden club in the state. The local public could then request list from committee members listed and go to their local nurseries to buy the saplings at the special price.



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The second year reported some 15K dogwoods planted in state by garden club members, and estimated another 15K by other groups. RGC won 2nd prize for planting 2nd most trees... 550 here in Raleigh in one year alone. The program continued on for many years, though it was moved to the state garden club for administration. The tenth anniversary ....?????

## Public Outreach For Gardening Education -Spring Flower Show and Garden Tours, The Garden School of the Air and more

Flower shows were one of the most intense experiences of horticulture the Raleigh Garden Club offered to the public, and they were very popular. The annual Spring Flower Shows did more than offer competitions and ribbons, they educated.

Mae Finch reported in the Raleigh Times:

*The spring flower show in Raleigh, the State and the Nation, has become a tradition to add to the many other American traditions, and an occasion to which everyone look forward with enthusiasm – old and young, men, women, and children alike. The Garden Club today is fortunate, for it has recourse not only to the modern developments in horticulture, in new scientific discoveries for garden cultivation and flora culture, but it has also the experience of the past to add to the artistic designing of the present.*

The Spring Flower Show of 1950 was the 23rd annual show done by the Club. It presented a landscape design as a major feature of the year - as a plan and also a model to demonstrate a small garden for a contemporary home. The plan was designed and built by NC State landscape architecture students. The show was accompanied by the "Raleigh Pilgrimage" garden tour which showcased historical places and gardens. It also introduced a new bride's section with decorated tables. "For past few years there has been much interest in home decoration as flower arrangements in home settings in modern, traditional Victorian, and the cottage type or informal."



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The NC State student project went on to become an article in House and Garden Magazine, appearing in May 1952.





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The garden tours committee was still active in 1949 (recall it was just such open gardens offered in Susuan Iden's reporting throughout the year that inspired the Club's formation in 1925). May gardens of that spring (1949) were mostly visible from street and highlighted certain special plants like roses, and one "rock garden on the bank of the driveway leading to small formal garden in back." In 1950 March, the committee suggested "the following points of beauty which may be seen in the Raleigh area this weekend" and included roadside bloom, gardens, including camellias of McMillan from the street.



newspaper report Raleigh Times



[Gardening and Hort and Landscaping -- very good def of garden in 1948-49]

#### State Fair Flower Show

The other major flower show was the NC State Fair in the fall, and the Club first started supporting this show in 1944-46 by doing exhibits... By 1948-9 they were sponsoring the Flower Show in partnership with the Rose Society and the Garden Club of North Carolina, a role they played until the 2010s. That year the Rose Society put in a huge display of roses, using the many variety from the Rose Garden at the Little Theatre grounds.

MONDAY MORNING, OCTOBER 24, 1949



**ROSE SOCIETY'S EXHIBIT**—Picture above is the exhibit of the Raleigh Rose Society at the 1949 State Fair, done in cooperation with the State. First prize for appearance entered went to Mrs. J. L. Van Glahn, and first prize for selectivity and the most artistic arrangement went to Mrs. Mattie Wood.

**Committees Named For Flower Show**  
**Flower Growers of North Carolina to Exhibit At State Fair**  
 The following committees have been appointed to set up the State Flower Show at the State Fair, October 29-31.  
 Representatives: Mrs. W. S. Deane, Mrs. Mattie L. E. Wood, Mrs. George W. Wood, Mrs. W. S. Deane, Mrs. W. S. Deane.

**Flower Exhibit At State Fair**  
 Flower growers have been invited to bring their choicest specimens and plants to the Flower Exhibit at the State Fair, October 29-31, which is again being staged by the Garden Club of North Carolina. Entries are being offered in almost every class and the display.

**Rose Exhibitors Reminded to Bring Entries to State Fair By Noon Today**  
 North Carolina rose growers were reminded yesterday to bring their entries to the State Fair before noon today to be eligible for awards in the flower division.  
 The reminder came from Mrs. E. M. Bell of Raleigh, chairman for the exhibit, which is sponsored by the Raleigh Rose Society in cooperation with the State and Raleigh Garden Clubs.  
 Mrs. Bell, with other members of the committee, Mrs. C. E. Bevington, Rose Garden on the Little Theatre grounds.  
 Entries for the specialty class will be accepted by the Raleigh Rose Society. Entries from all over the state are invited.  
 The show will be displayed in the center of the main exhibit building. Dr. and Mrs. E. C. Bevington, of Durham, will have an exhibit for their specialty class. The exhibit is a member of the Duke University school and

There were several other ways to educate the public, most ongoing. The Gardening School of the Air radio show was still presented weekly. In these years of suburban expansion, plant distributions were held fairly often to help with home landscaping. (1954-5 and 58-9).



MRS. H. K. McINTYRE arrived at the Garden Center early Wednesday morning to bring plants from her garden to the plant Exchange sponsored by the Raleigh Garden Club. Chairman of the exchange was Mrs. Gary Underhill. There are approximately 3 to 4 plant ex-

changes held at the Center each year. The exchange has been in operation for many years and one of its best points is that it is not compulsory to carry plants to the exchange to take some home. (Times Staff Photos By Madlin Futrell)

More serious education was held for Club members, with many specialized study groups that lead rigorous programs in Floral Design, Horticulture, and plant specialties like the Camellia Group begun in 1948-49 and led by Mary Lee McMillan, the Rose Group led by Marion Wyatt, and the Iris Group led by Isabelle Bowen Henderson. These study groups often led to the creation of separate plant society clubs. Many members in the Club leadership crossed over between multiple clubs, creating a natural network that enabled them to work smoothly together.

Mary Lee McMillan's garden school was now sponsored nationally and schools were held every year in Raleigh and other parts of the state.



Good pics C:\Data\RGC History Archives\Archive Scans RGC-Master\RGC Archives 1940s\RGC History 1948-50\RGC Club History Scrapbook 1948-50 \$ 0095 through 0103. Followed by 3 day Flower Show School, jointly sponsored by RGC and horticulture dept of NC State.(State College)

Another significant element in the Club's relation to the public was the Garden Center at Sears. This was headed up by Miss Carmen Jones, and was used for small meetings, and for weekly presentations and displays for the public. The Raleigh Garden Club shared the work with the other local garden clubs, creating a natural forum for networking and sharing among the gardeners as well as a public outreach.



## Gov's mansion and WCR Christmas Show

Another civic service and beloved public outreach were the holiday decorating and Christmas Show.

1948 was 11th annual, idea originated by McMillan in 1934 to enrich Christmas season with ex of flower arrangements, nativity scenes and seasonal home decorations for the enjoyment and inspiration of the people and as a contribution in keeping with music group renditions in oratorios, cantatas, anthems and carols, usually sponsored by the churches, and with the growing tendency for Christmas decorations without as well as within the homes.

194? - pic stage setting, # 146

PICS 1947 and 48 C:\Data\RGC History Archives\Archive Scans RGC-Master\RGC Archives 1940s\RGC History 1948-50\Pics 1948-50

1949 – elaborate show C:\Data\RGC History Archives\Archive Scans RGC-Master\RGC Archives 1940s\RGC History 1948-50\RGC Club History Scrapbook 1948-50 – many good pics from newspapers

The Christmas Show was held at the Women’s Club of Raleigh club house on Hillsborough St. It was called "elaborate" and hundreds attended. Guest designers were featured every year, the newspapers carried big spreads of photos, and the Club was shown as a style setter and leader in decorating trends.

As if that was not enough, the Club continued to decorate the governor’s mansion for an Open House. In general, they did this for the first year of each governor’s term. In the 1940s the elaborate decorations included the Della Robbia style wreaths associated with the Colonial Revival. In 1954 the decorations featured the many varieties of evergreens found in North Carolina. By 1956, the decorations were getting trendy with “futuristic and flirtatious trees” of cellophane. It was significant enough for the national magazine **Better Homes and Gardens** to photograph for articles to appear (the following year, of course). The Club raised some money selling evergreens to the public and the decorations themselves after the Open House.



1940's - PIC # 130 della Robbia wreaths – col revival and IBH



PIC

people visiting

### Conservation Overlapped the Civic character of Raleigh

In 1946, the City of Raleigh officially declared itself a bird sanctuary with ordinance and regulations approved by city commissioners, covering better control and protection of bird life in the community. This was achieved by RGC and Raleigh Bird Club. They put up 300 posters in city schools, held bird house contests, and added feeders and plantings to public parks and grounds.

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