



Mrs. Alfred D. Cole (Evelyn R.)
14th GCFM President
1951-1953
144 clubs – 10,818



During 1952, GCFM celebrated its 25th birthday. Observing this important milestone in its history, the annual meeting was held at the New Ocean House with Mrs. Grove Cleveland Spillers, President of National Council. It was here that a president's pin was presented to Mrs. Motley, a past national president, by Mrs. Spillers. Christmas 1951 marked the completion of ten years of Horticultural Therapy in the service hospitals of the state. Mrs. Sherman L. Whipple served as Chairperson throughout this period.

The highlight of this administration was the compilation and revision of the bylaws since the beginning of GCFM. They were accepted at the annual meeting of 1953. Regional meetings became a major feature of GCFM programs. Eight of the nine regions held meetings during the year. The monthly horticultural meetings conducted by Mrs. David D. Barnes have increased greatly in attendance.

1953 marked the third year of the School of Applied Gardening, directed by Mrs. Lucien B. Taylor. The Committee on Roadside Beautification and Improvement, Mrs. E. Sohler Welch, Chairperson, adopted a definite policy regarding outdoor advertising as "favors the firms that favor the landscape." It continued its campaign to Keep Our Highways Clean and offered the slogan, "Don't Be a Litterbug."

The first Junior All Day Conference was held, a workshop for helping members work with children toward the objective of more and better Juniors.

The Margaret F. Motley fund of \$1,000 has been completed. A scholarship of \$100 is awarded annually from the interest to a student at the University of Massachusetts – given annually since 1933.

Administration board members were invited to work weekly at the Arnold Arboretum greenhouse on a tree and shrub propagation project.

Note: Mrs. Cole also served a term as President in the New England Garden Clubs (NEGC)