



Mrs. Neil M. MacLaren (Violet E.)
20th GCFM President
1962-1964
“Achievement Through
Knowledge Applied”
172 clubs – 11,743 members



Since the organization of the Garden Club Federation of Massachusetts, Inc., conservation had been the major objective. The protection and preservation of large areas of wetlands, and Black Pond, a true quaking bog of glacial origin and a relic of botanical importance were a prime concern.

Schools of Applied Gardening were held annually from 1949-1954. From 1949 to 1964 monthly horticultural study meetings were held in Boston.

The beautification of highways, housing developments, schools and hospital grounds, public parks and private gardens has continued through the years. A reading patio for veterans was created at a state hospital and a period planting was made in the garden of the Old Wayside inn, Sudbury, MA.

The Sears, Roebuck and Co. Civic Beautification project had been initiated during the 1957-59 administration. Later, Sears made a total contribution of \$10,000 and presented a silver bowl conservation award.

From 1948 to 1964 state flower shows have been presented annually at the larger department stores. They were free to the public and thousands of spectators enjoyed them. GCFM benefitted financially and the Education Fund was established.

The *Newsletter*, GCFM's official publication, has twice won National Council awards. Editors were Evelyn Cronin and La Verne. R. Collard.