



Mrs. C. Campbell Patterson (Margaret Bent)
25th GCFM President
1972-1974
***“Preserving our Heritage:
The Land, Water and Air”***
194 clubs – 12,657 members



Mrs. Patterson continued the environmental work of the previous administration. The annual conservation conference presented “Both Sides of the Story”, with fifteen speakers representing consumers and industry. One hundred and fifty garden club representatives attended a workshop on litter control and recycling hosted by the Coca Cola Bottling Company. Plans were launched for a state-wide cleanup drive “Leave Beauty not Litter”. In 1974, the Massachusetts Roadside Council presented a special citation to GCFM for recognition of outstanding leadership and achievement in citizen endeavors.

The administration was marked by numerous advances and awards in floral design. GCFM presented a sterling silver bowl to the Massachusetts Horticultural Society for presentation at the New England Spring Flower Show in honor of Trustees Emeriti. Another bowl, the Margaret Bent Patterson Award, was given to be presented at a Standard Flower Show for two or more neighboring clubs entering together. GCFM also accepted a flower show award presented by the Marblehead Arrangers for excellence in staging a Standard Flower Show, in memory of deceased members. GCFM staged a Standard Flower Show in a historic mansion, Gore Place in Waltham, opened in honor of GCFM.

The National Council of State Garden Clubs held its 45th annual meeting in Boston, hosted by the New England Region. La Verne R. Collard served as Chairperson and Helen Davis, Co-Chairperson. The National President was Mary Kittel from Texas. There was wonderful cooperation from the New England states. Mrs. Patterson hosted a dinner for the Executive Committee at The Country Club in Brookline. Total convention attendance was 1,350. For the first time, there was a special tour for Landscape Design Critics. The tour served as credit towards the LDC certificate. The LDC tour remains part of the NCSGC annual meetings.

Mrs. Patterson introduced an innovation for GCFM, the preparation of a one-minute television announcement to present an image of GCFM and its work.