

## GCFM IN THE 1930's

### **Mrs. Edwin S. Webster, 2<sup>nd</sup> GCFM President** **1930-1931: 53 clubs**

Member clubs were getting used to the work of GCFM and finding great pleasure and satisfaction in it. Legislative work was added to conservation. Civic projects introduced were plantings at local railroad stations, beautifying grounds around public buildings, maintaining the grounds of hospitals and homes for the aged, taking active part in anti-mosquito control campaigns. The western part of the state was cooperating in a broad program known as the Highway Beautification Contest. GCFM worked to interest children in gardens; contributed funds raised by the Massachusetts Law Defense Commission for the necessary legal expenses involved in the famous Concord test case, which was to settle the question of the right of towns and cities to control billboards on private property.

The National Council *Bulletin* was first published in 1930 and has grown in usefulness, in circulation and in appreciation by the membership.

### **Mrs. N. Penrose Hallowell, 3<sup>rd</sup> GCFM President** **1931-1932: 62 clubs – 5,500 members**

The third annual meeting of National Council of State Garden Clubs, Inc. was held in Boston, June 1932. Mrs. John G. Coolidge collected slides of members' gardens. The first conservation conference was held at the home of Mrs. Harold Cutler. At the request of the national president, Mrs. Hallowell appointed committee chairpersons corresponding to the national chairpersons.

### **Mrs. Albert C. Burrage, 4<sup>th</sup> GCFM President** **1932-1934: 80 clubs – 6,300 members**

GCFM endorsed the Boston Herald Highway Beautification Contest / weekly column in the Boston Herald. The first chairperson for Junior Garden Clubs was appointed. Miss Juliet Richardson received the first scholarship award of \$100. The scholarship awards were established annually in honor of the first president, Mrs. Thomas Motley, Jr. Mrs. Harold Cutler presented GCFM with its seal design. A system of dividing the state into five regions was inaugurated with a Regional Vice-President to head each one. In February 1933 the first Flower Show Judging School was staged.

### **Mrs. Roger Warner, 5<sup>th</sup> GCFM President** **1934-1936: 96 clubs – 7,700 members**

Mrs. Lucien B. Taylor, the first GCFM horticulture chairperson, in cooperation with the Massachusetts State College, held two days of demonstrations and a practical course in horticulture at the college. The speaker at the first important Conservation Meeting was Jay "Ding" Darling, nationally renowned conservationist.

### **Mrs. Philip L. Spalding, 6<sup>th</sup> GCFM President** **1936-1938: 121 Clubs – 9,000 members**

A quarterly *News Bulletin* was published and edited by Mrs. Lucien B. Taylor. GCFM contributed to the restoration of trees at Gore Place. The northeast region held the first Roadside Improvement Contest.

### **Mrs. Henry Richards (Clare L.), 7<sup>th</sup> GCFM President** **1938-1940: 122 clubs – 9,809 members**

The administration started contributions for an ambulance for Great Britain. The Horticulture Committee asked clubs for serious horticulture study through trial gardens. The Roadside Committee urged the landscaping of highways under the supervision of highway engineers, and the elimination of billboards outside commercial areas.