

*Publicity
Record Book
May 1949 - May 1950*



*Compiled by Awards Committee,
Mrs. D. B. Ballard - Chairman*

Report given at Distric meeting - Feb 24 - 1955

The Kingsville Garden Club is now completing its 7th year of organization. The Club year 1954-1955 has had a most interesting and successful year. Our programs for the year have included outstanding speakers who have encouraged the principles of Horticulture, Flower arrangements, Conservation, Civic Beautification Planning and planting for future generations, promoting Junior Garden Club work, also the organization of a Men's Garden Club, and the reorganizing of a Latin-American Garden Club.

The Civic Committee has enhanced the beauty of Kingsville by planting several hundred dollars worth of shrubs, and these lovely plants have been planted on the public school grounds of our city. This committee has sponsored three shrub and tree sales and through this medium have encouraged the planting of trees and shrubs and have been helpful too the public with their landscaping problems and at the same time they were making money in order to promote the plantings of shrubs on our school grounds, which was one of their projects for the year. The amount of money which they have made was \$700.00

This Committee promoted a City and County-wide Civic Beautification Rally meeting, and much interest was created through this move, for our entire community.

The Horticulture Committee has promoted as an education service to the public through the Garden Corner of the Kingsville Record and Notas De Kingsville, a series of garden articles covering "Garden Suggestions", every week through our club year. These series of articles have been printed in English and Spanish. Also this committee has encouraged the planting of 1,000 Hemeracallis in our Community.

Name of Club
Address
Submitted by

Books judged on the following scale, showing possible points:

History, 15 points

Dates covered by the book

Index or table of contents

Publicity channels

Synopsis of the early history

of the club including its purpose

Cover, 5 points

Durable material with pages

Arrangement, 25 points

Chronological order

Artistic merit

Clippings should be marked with

the name of the periodical, month,

day and year

Pictures related directly to

persons or work of Garden Club

Information with the subject

matter, with liberal margins and

space between items recommended

Scale of Programs, 30 points

(Make list of programs under each

heading, giving page number where

material may be found in chrono-

logical order of scrapbook)

Civic

Conservation

Educational in Garden Skill,

artistic or horticulture and

other phases of Garden club work

Project, 25 points

(Make list of projects under each

heading, giving page number where

material may be found in chrono-

logical order of scrapbook)

Local
District
State
National

18
3
3
1

Grade

Kingville Garden Club
Kingville Tex



Executive Officers

Mrs. Ben Oris Sims, Second Vice Pres.

Mrs. Mae H. Dickens, Historian

Mrs. Allen Smith, Secretary

Mrs. Sam H. Rabon, Jr., Treasurer

also: Mrs. Herbert Andrews, First Vice Pres.

Mrs. Henry W. Johnson, Reporter

KGC

To each of the officers, committee chairmen, and members of the Kingsville Garden Club, I extend my deep appreciation for your whole-hearted cooperation and help in making our second year one of civic achievement. Time will enhance the satisfaction and enjoyment of our combined efforts to activate civic pride of the people of Kingsville.

The attached committee reports give specific data regarding the means of reaching every home, every block, and every section of Kleberg County which has been personally touched with your information, inspiration, and enthusiasm.

President's Letter

Convention--

(Continued from Page 1)

licity, Mrs. Gladdis Taylor; telephone, Mrs. Paul Schultz; hospitality, Azalea Garden Club, Mrs. W. M. Holmes, chairman, Mrs. A. A. Pickens, co-chairman; transportation, City Park Garden Club, Mrs. L. F. Forman, chairman, Mrs. Walter Beaird, co-chairman; style show, Perennial Garden Club, Mrs. Walter Jones, chairman; information, Mrs. Melvin Ransom; auditorium arrangements, Mrs. Henry Mings; pages and ushers, Mrs. George A. Foltz; favors, Mrs. J. H. Bohlender

Jr.; exhibits, year books and scrap books, Mrs. Robert L. Morris; room decorations, Bluebonnet Garden Club, Mrs. R. J. Cowan, chairman; corsages, Mrs. Gordon E. Riley; morning pop parties, Forum Garden Club, Mrs. Louis Squyres, chairman; box supper, Rose City Garden Club and Alice Riley Garden Club, Mrs. M. M. Haws and Mrs. Victor Fry, co-chairmen; first luncheon, Crepe Myrtle Garden Club, Mrs. W. E. Lindsey, chairman, Mrs. Jeff Swinney, co-chairman, Arp Garden Club, Queen Price Garden Club of Overton; president's tea, Mrs. W. G. Hazlewood, chairman; formal dinner, Marion Wilcox Garden Club and Festival Garden Club, Mrs. D. W. English and Mrs. W. R. English, co-chairmen; Saturday luncheon, Crescent Heights Garden Club; Queen's gowns, Tyler Junior Garden Club, Mrs. James McCain; rose tour, Mrs. Wilton Daniel; official hostess, Mrs. William H. Marsh.



Compiled by Program Committee,

Mrs. Homer C. Wilson - Chairman



Texas Garden Clubs, Inc.

presents

A SPECIAL ACHIEVEMENT AWARD

to

THE KINGSVILLE GARDEN CLUB

for

the number of civic projects planned and
completed in one year.

Mrs. Charles Flato III will receive



KINGSVILLE GARDEN CLUB
Membership 105
Population 7,788 (1940 census)

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2,030 inches of publicity
213 inches of pictures



Our sincere thanks and most grateful appreciation to Mrs. Charles H. Flato III, who served as President-- her capable leadership, enthusiasm, cheerful, friendly smile promoting good will on all sides. She brought also her sound, helpful, constructive advice and a prompt willingness to cooperate.

The Club feels proud of its year's work, and looks forward to future successes under her guidance.

Myrtle Ballard



Mrs. J.A. DeMauri

The committee on horticulture of the Kingsville Garden Club submits the following report on the years activities:

1. Acted as Chairmen of horticultural division in annual flower show.
2. Furnished table decorations for community concert banquet consisting of forty different varieties of flowers in separate containers, all grown by garden club members. Each container carried a label on which were notes concerning that particular flower's culture and growing habits.
3. Weekly display in downtown store window, beginning January 27 and continuing through March 24, of locally grown unusual, or distinctive flowers and blooming shrubs. Object: to show what can be grown here, and to create public interest.
4. With the cooperation of the Department of Agriculture, Texas A & I College, made available to Kingsville Garden Club members and to the community as a whole:
 - A. All members of the Kingsville Garden Club within the city limits were offered the services of the class in landscape art, under the personal supervision of Mr. L. L. Bailey, Department of Horticulture. These services consisted of suggestions in charted form for over-all grooming and planning of grounds.
 - B. All owners of new homes were offered a complete landscaping service by Mr. Bailey's department.
 - C. Mr. David Neher, of the Division of Soils, has made a representative soil analysis of the city. Nine different locations were chosen over a comprehensive area, and members of the club afforded transportation and assistance to those making the tests. The results of this testing, and a complete report as to corrective soil treatment will be sent each member of the Garden Club Council, and will be published in the local newspaper for general public information.

Mrs. J.A. DeMauri, Jr., Chairman
 Mrs. L.J. Jones
 Mrs. E.H. Haun
 Mrs. John Henderson
 Mrs. W.C. Hopkins

The Conservation Committee of the Kingsville Garden Club submits the following report on the year's activities:

1. Acted as Chairmen of Conservation Division in Town and Country Flower Show.
 - a. made two panorama trays depicting good and bad types of conservation
 - b. made small displays of four stages (three month period) of compost using actual material needed
 - c. distributed free packages of peat moss and leaf mold with directions for using
 - d. displayed wild flower exhibit compiled by Fifth Grade of Flato School showing common and botanical names
 - e. Received Judge's Tri-Color Award for this Conservation Room
2. Assisted in displaying nursery exhibit of labelled balled and burlapped shrubs and trees suitable to this area.
3. Encouraged every school of Kingsville to be represented in flower, fruit and vegetable displays.
4. Mailed more than two hundred and fifty letters encouraging every member compost heaps
5. Wrote two articles on Conservation and composting for local papers.
6. Gave two complete radio programs on Conservation and Composting

Mrs. W.E. Hopkins, Chairman
 Mrs. John Cochran
 Mrs. H.W. Johnson



Mrs. W.E. Hopkins



Mrs. Eugene May

The Civic Committee of the Kingsville Garden Club submits the following report on the year's activities:

The Civic Committee of the Kingsville Garden Club has had a very active year. At the start of the year a cursory appraisal of landscaping of the various public buildings in the city readily disclosed a fertile field for concerted endeavor in civic beautification in all its phases. Accordingly, plans were mapped out to give proper publicity to the over-all objectives and to invite the cooperation and the participation of interested groups in the achievement of the desired goals.

The Committee's proposals for the landscaping and beautification of the various public buildings met generally with spontaneous agreement by all groups to which they were presented, though it soon became apparent that to properly accomplish its desired mission, the Committee would have to break the general plan down into several group plans for various types of public buildings and concerted efforts exerted for each group. This strategy was adopted and soon began to pay dividends on the Committee's efforts.

Officials of the public schools and the various churches were interviewed, and improved lawns and more effective landscaping bear evidence to the effectiveness of the campaigns among these groups.

Conference with the Kleberg County Commissioners Court were arranged to promote the landscaping and beautification of grounds at the Kleberg County Court House and the Kleberg County Hospital. The Court agreed to underwrite the expenses of landscaping the Court House grounds and delegated the responsibility for planning and supervision of the work to the Committee. The actual landscaping has now been completed, though the lawn improvement is still being continued by the ground maintenance personnel at the Court House. Similarly, under the direction of the Commissioners Court the improvement of grounds at the County Hospital is making steady and satisfactory progress.

To give further impetus to its plan for civic beautification the Committee sponsored Miss Mame Roberts of Howe, Texas, State Chairman, Civic Beautification, in a program on city-wide beautification.

The Committee has sponsored several sales of balled and burlapped plants to promote a more widespread interest in the city-wide campaign for landscaping and beautification. The approximate results of these sales are as follows:

2,000	Balled and Burlapped Shrubs
150	Trees
500	Small Size Bordering Plants
50	Citrus Trees
300	Rose Bushes
\$327.	Bulbs

The Committee is cooperating with the Texas College of Arts and Industries in the landscaping and beautification of the boulevard project.

KINGSVILLE GARDEN CLUB

RADIO COMMITTEE REPORT

Five days a week for six months, The Kingsville Garden Club has presented a fifteen minute program over local station KINE. Each of the seven groups in the club were responsible for programs covering a week and the groups were rotated.

Subjects covered by the groups included flower show practise, horticulture, landscaping, flower arranging, civic beautification, conservation and garden club organization.

Guests were a special feature of our program. A list of guests and their subjects follows:

Col. John R. Langley - Gladiola
 Rev. Henry Getz - A Christmas Message
 Fr. Metzger - The Meaning of Christmas
 Mrs. Paul Thomas - Premont Garden Club
 Mrs. W. A. Morgan - Agarita Garden Club
 Roy Elmore - Flower Photography
 Patsy Miller - Orchid Culture
 Cub Scouts, Pack 45 - Arbor Day
 Fifth Grade, Flato School - Wild Flowers of Texas

From A&I College,
 Prof. Leo Bailey - Lawn Care
 Shade Trees in This Area
 Landscape Class - Landscape Design
 Prof. D. Neher - Soils
 Prof. Ben P. Bailey - Color and Design

The Cenizo Garden Club of Kingsville, The Garden Gate Garden Club of Stratton Camp, Kingsville, and The Council of Garden Clubs of Bishop have all participated in our program by taking responsibility for a weeks' programs at a time. These programs dealt with their club histories, civic enterprises and flower shows.

125 programs were given between the starting date of our radio gardening on Nov. 1, 1949, and our sign-off date of April 28, 1950. We will resume on the air next September.

Mrs. A. C. Lederer, Jr.
 Radio Committee Chairman



Mrs. A. C. Lederer Jr.



Mrs. Frank C. Johnson

He that planteth a tree is a servant of God,
He provideth a kindness for many generations,
and faces that he hath not seen shall bless him."
-Henry Van Dyke.

ROADSIDE BEAUTIFICATION COMMITTEE,
Kingsville Garden Club: Mrs. Frank C. Johnson,
Mrs. Ernest Poteet,
Mrs. L.A. Walker, jr.

OBJECTIVES:

Planting of U.S. Highway 77, North and South approach of Kingsville, and planting of trees alongside highway.

Unification of all Roadside beautification projects through a united effort of all civic clubs.

Landscaping of A. & I. College Boulevard.

ACCOMPLISHMENTS:

Following much correspondence, many long distance calls and frequent consultations with representatives of the Texas Highway Department, particularly Mr. Riefkogel, Senior Landscape Advisor, we received encouraging news that our Roadside Improvement program would be given consideration. In December, 1950, we were officially advised, and received a proposed plan, of the planting of the two triangles on our North and South Approach in Kleberg County. In February the plantings were actually completed, and trees (Cedar elms) planted alongside highway.

Thirty clubs, with most of them sending representatives, were invited to an open forum meeting at which the accompanying "Roadside Beautification Program" was discussed and promulgated. Many groups offering financial and physical assistance. A copy of the program was mailed to the City Commissioners; The County Commissioners; the Mayor; the City Zoning and Planning Commission; the Chamber of Commerce; and others to acquaint them of our activities. Favorable responses were received from all of the groups.

Discussed with the President of A&I College, and later with the president and landscape architect, and our Kingsville Garden Club representatives, the feasibility of landscaping A&I Boulevard. It had previously been deemed advisable for this to become a club project instead of our committee. Plans and estimates covering this project appear elsewhere.

The Library Committee Chairman of the Kingsville Garden Club submits the following report of the year's activities:

1. Compiled a list of all books and pamphlets on related garden subjects of the Kingsville Public Library and Texas A & I College Library.
2. Acted as Chairman of Garden Information at the Town & Country Flower Show.
 - a. Made display of flower arranging and landscape books for Conservation Room
 - b. Displayed lists of South Texas Nurseries
 - c. Displayed garden catalogues and made suggestions for plants suitable for our area

Miss Ann Kirven

HOMER C. WILSON, SR., Pres.
PIERCE HARLAN, Treas.

R. C. (TOMMY) TOMPKINS
Secretary-Manager

R. L. GREEN, 1st V.-Pres.
M. B. HOPE, 2nd V.-Pres.

Kingsville Chamber of Commerce

DIRECTORS

Curtis Arthur
J. I. Cochran
Dr. Frank Dotterweich
Charles H. Flato III
Ben A. Glusing

P. O. Box 1030
KINGSVILLE, TEXAS
April 28, 1950

DIRECTORS

Norman J. Hobrecht
Leonard L. Huff
R. W. Jennings
A. L. Kleberg
Dr. Ernest H. Poteet
R. A. Schmidt

Mrs. Chas. H. Flato III
President Kingsville Garden Club
Kingsville, Texas

Dear Mrs. Flato,

It gives me a great deal of pleasure to extend to you and your fine organization, the sincere appreciation of the Kingsville Chamber of Commerce for the outstanding work you are doing for Kingsville.

The results of these efforts are in evidence everywhere, and I am confident that with the formation of the several new garden clubs, through your efforts, we shall have added cause to be proud of our garden clubs.

The interest and enthusiasm the Kingsville Garden Club has demonstrated in other civic improvements is not to be overlooked. We are grateful for it all.

We wish you every success in all of your undertakings, and pledge our support when called upon.

Sincerely,

H. C. Wilson

H. C. Wilson, President
Kingsville Chamber of Commerce

HCW:jc