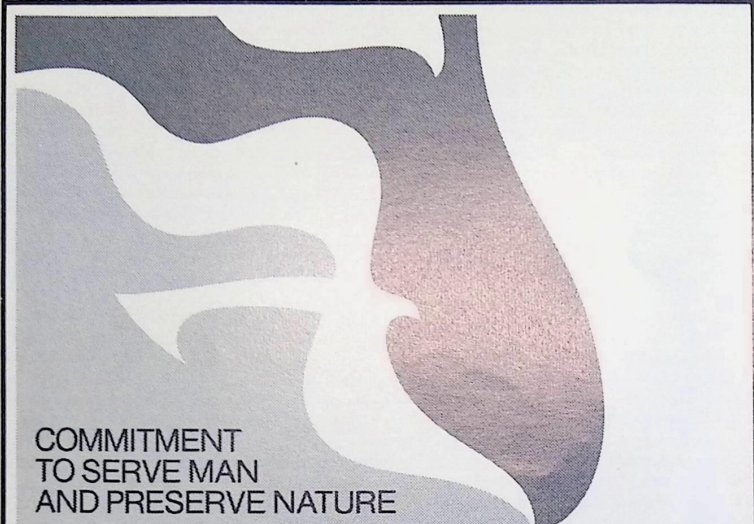


MAY - JUNE 1972

# FLORIDA GARDENER







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**DEADLINE**  
**SEPTEMBER/OCTOBER ISSUE**

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**COVER STORY**

"The glory of Florida's landscape in May and June, and one of the joys of creation, is the umbrella-topped tree that we insist on calling the Royal Poinciana, although it actually does not belong to the genus Poinciana. But if a rose by any other name would smell as sweet, then the only thing that counts with this native of Madagascar is the cloud of gorgeous crimson or scarlet flowers that swathes its massive top for weeks during the early summer.

Since discovery of the tree a century ago by Bojer, it has spread to every frost-free area of the globe.

There is a marked variation in the flower color on different trees, from crimson and scarlet to orange.

The blooming period in Florida is rarely as early as April or as late as September.

The Royal Poinciana is fast growing, in good soil sometimes reaching 25 feet in four years. It grows in almost any well-drained soil and does particularly well near the sea, but will not tolerate shade from other trees." "Flowering Trees of the World" by Edwin A. Menninger. The cover specimen was photographed by James A. Kern, and is on S. Miami Avenue, Miami, Florida.

**COVER PHOTO CREDIT**  
**JAMES A. KERN**

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# President's Message



This month will end the first year of this administration. The year has been one of much activity not only for the President but for the members as well. Our deepest gratitude goes to all who served in so many capacities both for the Deep South Regional Convention and the State Flower Show. We have received many glowing reports from those attending from other States. The convention was well attended and gave joy as well as information. Mrs. Sam Vercoe and her committees are to be congratulated for all their untiring efforts. The flower show was beautiful and one to be proud of. We are grateful to all who participated either by serving on committees or as exhibitors. Space does not permit mentioning everyone's contribution. However, we are most grateful to those who functioned capably considering that the show chairman, Mrs. D. O. Foshee, Sr. was stricken with a heart attack two weeks before the show. You will be happy to know she is recuperating at home and doing well.

Now that we have completed our commitment to National Council by hosting a National Convention and a Regional Convention in less than a year, let us concentrate on our own State activities and clubs.

We need to concern ourselves with the drop in memberships in clubs. Programs are important tools in drawing and keeping members in clubs. With the coming new club year, let us concentrate on this vital part of our activities.

We want to work with young

people, in between people and older people. There should be no generation gap as far as gardening is concerned.

Though we had been in the lead for "People and Their Environment" project we are now losing ground to other States. We urge you to study this project and try to involve others in your communities. All District Directors have the information as well as the State Junior Chairman and High School Chairman.

Nature Studies are needed to create a love for growing plants, preserving trees and to protect the wildlife in Florida as well as keeping our communities clean and beautiful. Remember "It Depends On You." The success of any project depends on member participation. Someone once said "There are three kinds of people in the world, The Wills, The Wonts and The Cants. The first accomplish everything, the second oppose everything and the third fail in everything.

Let us stand up and be counted in local and State efforts to preserve our environment.

Cordially yours,  
Anne Gurke

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# Report of the President

Mrs. Andrew A. Gurke

The following report was given at the Deep South Regional Conventional in Jacksonville, Florida. Since many requests came in for copies it is being used as the annual report at this time.

Immediately following the convention in Miami, 1971 committees were formed and plans started to hostess the Regional Convention in Jacksonville and to hold the State Flower Show at the same time.

At the National Council Board meeting in St. Louis last Fall a check was presented to Mrs. Steel, the National President for \$14,616.44 which resulted as the gain from the National Convention last year in Miami.

We have 398 clubs. As of February of this year we paid National dues on 29,523 members. On June 1st of this Fiscal Year we have 882 new members. Florida has 6,418 Junior Garden Club members and 2,115 High School and Intermediate members.

Florida leads in many fields. We have the greatest number of Garden Center Buildings in the Nation with a total of 62. We also lead in the number of Blue Star Markers with 82 erected and 2 in the process.

We have been in the lead for the "People and Their Environment" project this past year and received National recognition for it. We also lead in the Ways and Means project with Brights' of America.

Florida provides several scholarships and fellowships in the amounts of \$2,700.00 for Horticulture, \$1,000.00 for the study of Ecology and \$500.00 for Landscape Design.

We have 97 Life Members of National Council and have four 100% clubs that subscribe to the National

Gardener with a total of 659 paid subscriptions. We won the silver bowl called The Clyde Greenway National Gardener Trophy for the greatest increase of these subscriptions at the Deep South meeting this year.

In the Judges' Council we have 167 Master Judges, 184 Life Judges, 246 Accredited Judges and 84 Student Judges making a total of 681. There are 71 members in the Landscape Design Critics' Council. The members of this Council published a primer on Landscape Design that is most informative. The Federation also is sponsoring a series of Landscape Design Study Courses.

In the State there are 187 towns and cities designated as Bird Sanctuaries and there are 70 Refuge Areas for birds.

A nature camp for members and other junior leaders in the State is financed by the Federation. Members in the clubs provide scholarships for teachers' workshops at colleges with credit given those attending toward their degrees.

Members donated toward a project at the Raiford prison to build a new slat house for the rehabilitation work there. Other Garden Therapy contributions were given to Lowell Institute for Women.

The clubs are busily engaged in Environmental Improvement Programs as well as Roadside Development projects. Our Gateway project is the landscaping of the entrance highways to the State and is made possible to the Federation by funds contributed from trusts of estates. Another project is the planting of trees. We have a count of 4,836 to date.

We have applied for 33 awards to National Council and hope to win



most of them. We did win the Hubert Owens School Grounds Improvement Trophy at The Deep South Convention this year because of the entry from the Winter Park Unit.

Florida feels honored and privileged to be selected to assist National Council Conservation Chairman, Miss Elizabeth Mason and Mrs. Steel, the President in conducting the pilot conference on youth conservation activities. Plans are underway with the committee selected and working with Miss Barbara Hannan, the Shell Oil Company Woman's Program Representative. This company will underwrite the program for 100 young people and adult leaders this summer.

This administration's theme is "Friendship and Unity in Gardening." It has been an inspiration to observe the members applying it to their service in their communities over the State.

One of the most ambitious programs sponsored is the Junior Nature Camp for youngsters for three weeks of each summer. The Federation is now cooperating with the State of Florida in developing a permanent nature camp at Wekiva State Park. We hope to pledge \$75,000.00 to the State's commitment of \$1,000,000.00. To date we have almost \$50,000.00 toward this project.

At the beginning of this administration the State Chairman for World Gardening set a goal for each garden club member to share the equivalent in cash, the value of a package of seed toward that program. To date we have sent \$3,172.99 which is \$278.69 over that goal in less than a year.

We are also urging more people to plant green to combat air pollution particularly the apartment and condominium dwellers using their balconies and other open areas around them. This is to go along with our National President's theme—"A Cleaner, Greener Land."

## BOOKS - CENTER OF INTEREST

TODAY'S LIVING," theme of the Naples Garden Club's 1972 annual flower show. The scene of the show was the Citizens National Bank.

A "Book Display" was the center of interest in the lobby. It was staged on a circular desk with the books divided into five categories:

- Overall Identification
- Wild Flora
- Cultivated Flora
- Flower Arranging (two sections)
- Gardening and Landscaping (two sections)
- Memorial Books

Eighty-six volumes were used in the exhibit.

All books displayed were from private collections or from the Collier County Free Library on Central Avenue.

The Bank made 50 copies of each category for interested viewers.

From the questions asked there are many people interested in flower arranging, horticulture, identification and landscaping.

TFG salutes the Naples Club for featuring an educational exhibit of books as a "center of interest."

Factual information Mrs. Thomas G. Brown, Book Nook Committee Chairman.

## CITY ORDINANCE

New ordinances in Atlanta and Miami now prohibit the felling of trees over a stated size on public or private land, without a permit; consequently, the bulldozer has been vanquished in at least two cities. "The American Horticultural Society proposes to make available to garden clubs information which will blueprint the way they can act to obtain benefits such as these in other communities across the nation."

# FLOWERS INSIDE AND OUT

## SHORT COURSE

### UNIVERSITY OF FLORIDA

Remember the song "Where Have All the Flowers Gone?" Garden club members attending the University of Florida Short Course will have an opportunity to find the answer June 20-23, 1972.

**Flowers Inside and Out** is the theme chosen by Short Course Chairman Mrs. W.W. Hampton III and her committee for this annual event.

The three day course of study will include speakers, demonstrations, workshops and seminars designed to emphasize the use of flowers inside and outside the home.

On Wednesday, June 21, Mrs. Ross Ferrier, Jr., National Accredited Flower Show School Instructor from Ft. Worth, Texas will give a lecture-demonstration. For this lecture she promises to use "lots of flowers" in the designs. On Friday morning Mrs. Ferrier will present another lecture-demonstration with emphasis on foliage and simplicity. Mrs. Ferrier holds certificates in the Sogetsu and Ikenobo schools and has three years of study in the Ayaka Humigiri school.

Professor Herrick H. Smith, Landscape Design Architect with the College of Architecture and Fine Arts will also speak on Wednesday morning. Professor Smith is well known to Florida gardeners for his participation in Florida Federation of Garden Clubs Landscape Design Schools. He will speak on the use of flowers outside the home and present background information for the landscape design workshops to be conducted on Wednesday and Thursday afternoons.

Thursday morning, Mrs. Leona Woodring Smith, author of **The Forgotten Art of Flower Cookery** will have additional suggestions for the use of flowers in the home. Now a resident

of Ft. Lauderdale, Mrs. Smith spent five years in Washington, D.C. doing research at the Library of Congress and the Department of Agriculture and Institute of Health to gather information on this fascinating art. Every student can go home with recipes for gourmet dishes using flowers as special ingredients.

Horticulture specialists from the University of Florida will provide valuable information for every dirt gardener. There will be lectures on the proper way to stake trees, tips on garden maintenance, seminars on birds and orchids. The always popular forum on Wednesday night will have as consultants specialists on turfs, entomology and plant pathology.

On Thursday night at the banquet, Russell Danburg, professor with the Department of Music at the University of Florida, will present a program of serious—and not so serious—piano selections. This will be a "just for fun" evening. You'll like the change of pace.

Instructors for the flower arrangement workshops will be Mrs. Henry Raattama, a Nationally Accredited Flower Show Judge holding a Life Certificate and Mrs. Thomas Sheehan, a flower arrangement instructor with the Department of Agriculture, University of Florida. Bring needlepoint and clippers so that you may take advantage of instruction in the use inside of the flowers you grow outside. Plant material will be furnished by the University Department of Plants and Grounds.

The Short Course opens on Tuesday, June 20 at J. Wayne Reitz Union with registration from 3:00 to 8:00 p.m. On that night an informal recep-

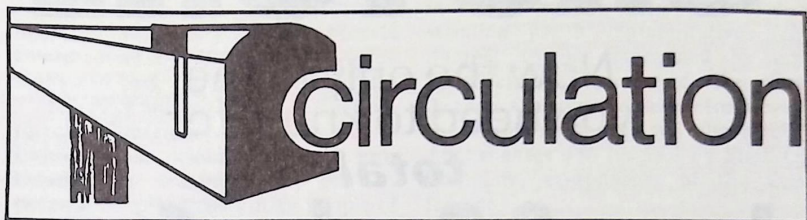


tion will provide an opportunity to visit with friends and view the craft exhibits being prepared by the twelve districts of the Federation.

The final session will end at noon on Friday. Cost for the course is \$15. In addition to Reitz Union, housing will be available in the Graham Area

(air-conditioned) at \$4 per person, per night, double room, double occupancy.

Additional information and registration forms may be obtained from the office of the coordinator, Mr. A. Bradford Howes, 607 Seagle Bldg., Gainesville 32601.



Spring is here and summer is approaching and lest we forget amid all the vacation activity planning, now would be the time to focus our attention on our annual membership lists that are due in the months of June, July and August. To expedite our work and your job why not aim for the month of June.

For the year roughly 1500 Gardeners have been returned due to address changes that were not reported prior to moves and are still not being reported. Cost is of the utmost importance in this case and we must reduce the amount of Gardeners being returned. This means you the membership chairmen should start now to update your clubs/circles membership and report to us in record haste, so that our records can be changed before the fall. Let's pull together and get this unpleasant, but necessary task done.

#### HERE IS WHAT IS NEEDED:

1. A complete accurate membership list, including names, complete addresses and zip codes.
2. For all address changes please include old and new address, plus 25¢ per change, to cover new address name card in our file.
3. Alphabetize, typed or printed lists are required. For suggested form

see Book of Information, page 156.

The job cannot be done without your cooperation; write us if you have any questions.

Yours for spreading garden club news and views through increased circulation.

Dodie Blaschik

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## FLORIDA FEDERATION TO COOPERATE WITH NATIONAL COUNCIL ON AN ENVIRONMENTAL YOUTH CONFERENCE CO-SPONSORED BY SHELL OIL

The Florida Federation of Garden Clubs has accepted the National Council's bid to cooperate on a Pilot Project involving representatives of Florida Intermediate and High School Garden Units and their sponsoring adult clubs.

The Pilot will consist of an Environmental Conference to be held at Florida Technological University near Orlando on August 21-24 for the purpose of giving the young people of Florida an opportunity to better understand the wide scope of environmental problems that exist today. It will provide the opportunity for them to communicate with environmental experts from industry, government and related organizations for guidance on helping solve these problems through cooperative projects with their sponsoring adult Garden Clubs.

Each Unit Director of an Intermediate or High School Garden Club in Florida will be asked to select outstanding youth representatives (the number to be determined by unit membership) to attend the Conference. One representative from every sponsoring adult club will also attend. All expenses will be paid by Shell Oil Company, co-sponsors of the Conference.

The Conference will be followed up with awards of recognition to the clubs accomplishing the most effective cooperative action between September 1972 and April 1973. These awards will be presented at the 1973 convention of the Florida Federation and special recognition will also be given to the award-winning Florida clubs at the National Council's 1973 convention.



YOUTH CONFERENCE

L to R: Thedas Creel, HSG, Barbara Hann, Coordinator of Women's Activities, Shell Oil, Connie James HSG, Elizabeth Mason, Conservation Chair-

man, National Council of State Garden Clubs, Sandra Fussell, HSG and Mrs. Maxwell W. Steel, President, National Council of State Garden Clubs, Inc.

# District Directors' Reports

## DISTRICT II

### Mrs. George W. Horne, Director

District II Garden Club members have been quite active striving for increased membership. We have been sponsoring clean up campaigns and anti-litter programs to help make District II cleaner and greener. Several Arbor Day programs were held throughout the district.

We are very proud to report over 1,000 High School, Intermediate and Junior Gardeners registered. This is just a start and we are hoping to increase this number in the very near future.

Many clubs have had Christmas bazaars in 1971, earning money for their Garden Club activities. Over 75% of our clubs have had at least one flower show during the year. Our Spring meeting held in June 1971 was held in Bonifay, Florida and our Fall meeting was held in Port St. Joe, Florida and in their own Garden Club building which they own. Both of these meetings were well attended.

The highlight of the year was the Fall Horticulture/Conservation Workshop held at Parker, Florida under the capable leadership of the District Horticulture and District Conservation Chairmen. We were indeed fortunate to have several State officers on the program. It was very informative and enjoyed by many members and visitors. The climax of the meeting was a plant sale with each club bringing plants to sell and the proceeds going to World Gardening.

One of our larger clubs sponsors the Azalea Trail in March, which is very beautiful and colorful. Each year this event has increased in attendance and interest and many are looking forward to visiting Panama City where this is an annual event.

District II had representatives at the

National and State Convention in Miami in 1971 and many from District II will attend the Deep South Regional Convention and State Flower Show held in Jacksonville, Florida in March, 1972.

We are proud to be a part of the growing Florida Federation of Garden Clubs.

## DISTRICT IV

### Mrs. Milburn Paulk, Director

**Junior Gardeners:** New groups formed, 9 (HSG, INT. & Jrs.) totaling 1614. Arbor day planted 2250 trees on school grounds. Twice a month some collect recyclable cans, bottles and paper. They used part of this money to make our older friends happy at Christmas by decorating 566 baby food jars, filling them with candies. Gave 45 hand-made Christmas cards, 20 hand make keychains, 14 wreaths of fresh material and presented gifts to 16 foster children. Their programs include conservation, birds, anti-litter, corsages, flower arranging, plant propagation, grafting and essays on "Why I Should Plant a Tree." Our exceptional children are included in our garden therapy program. They had a special exhibit table at DSR Convention of objects they had made.

**Conservation:** "People and Their Environment," a program of distribution of these lesson plans for teachers, a National Council project in which approximately 50 circles and clubs in District IV have placed these books in the amount of \$600-\$700 in the schools. One County Board and County Superintendent appointed an Environmental Specialist who had Ecology contacts in 136 schools and he is setting up an Ecology Mini-Work-



shop to assure proper use of these books.

**Memory Garden:** One club has established a Memory garden and each Arbor day plants a large camellia honoring deceased members.

**Tree Sale:** The Division of Forestry held a tree sale at one club. 1,000 packets of 12 seedlings in each was sold for \$1.00 per packet. In addition to these 12,000 trees planted there were at least 2,000 others planted—making a grand total of 16,250. (One members planted 1200 red cedars on her property.)

**Horticulture:** Almost every club has a monthly program on horticulture. One club has a monthly program open to the public, average attendance is 150. Also at district meetings, 15 minutes are devoted to identification and culture of horticultural specimens, followed by 12-15 pot plants given as door prizes. Happiness!!!

**Membership:** Four new circles in process of being formed.

**Schools:** Course IV Flower Show School and Course II, Landscape Design scheduled for this spring.

**Flower Shows:** Ten known in district and forty-nine circle shows are scheduled. The State Flower Show in Jacksonville included 1024 horticulture specimens and eleven education exhibits. Raiford's horticultural exhibit staged on a carousel created many favorable comments. Arrangements were outstanding. The Juniors had their own very good show and enjoyed doing it.

**Red Letter Week—March 8-12:** Florida Council of Flower Show Judges had their Annual meeting. Deep South Region held their Annual Convention with well over 200 representatives from the six states comprising DSR. These activities with the State Flower Show made District IV busy and enjoyable. Preceding these, March 7, Ortega Circle, with Mrs. Andrew Gurke doing the honors, a Blue Star Marker was dedicated.

## DISTRICT VIII

Mrs. Dursie Ekman, Director

District VIII "Heads Up" Workshop launched this action-packed year, through each of the eight mini-workshops which were geared to equip members with thought provoking ideas, materials and challenges for Garden Clubbing success. Related Awards were stressed and explained in each and this spiked application for 66 State and 6 National Awards.

Greateighters are enthusiastically and tenaciously attacking the pollution problem and are exerting every effort to enhance and preserve our Environmental quality through well planned programs and projects. The new District Anti-Litter Contest, T N T, "Taint Necessarily Trash," has prompted tons of metal and glass recycling and the mushrooming of collection centers. Another first in St. Petersburg, 4 newspaper reclamation centers have been established.

Clubs also have distributed leaflets with City ordinances for trash and garbage collections, were responsible for placement of trash cans in parks and city streets, and held trash can decorating contests among 5th and 6th graders and these unbelievably attractive cans were donated to brighten school grounds, downtown and shopping areas.

Horticulture and Conservation are the "fair haired beauties" of VIII, where extensive plantings have transformed unsightly dumps, weedy parkways, triangles, entranceways (one even installed lights), public buildings and sandy school grounds into landscaped gems. Other plus items are landscaped service stations, Nature Trail with labels, and Bird gardens all made for a "cleaner, greener" District.

Every Club has contributed toward some conservation group such as: C70s, Save Our Bays, Audubon Society, SAVE and Conservation

Teachers' Workshop. To help implant P A T E in schools, VIII has a set for Clubs/Circles to use as samples.

Genuine interest and concern for Trees have promoted District wide plantings. Arbor Day 51 trees were planted by adults and juniors, each with an appropriate ceremony.

The realization that the universe is their heritage has sparked upswings of activities and memberships for VIII's 1200 plus young folks. Seventy campers, along with 3 instructors, the camp director and chairman, and numerous counselors attended Junior Nature Camp.

Our Garden Therapy work is most heart warming and rewarding and many hours are given (one Club averages 500 monthly) by chairmen and committees. Another most important project is World Gardening to which the majority of Clubs faithfully contribute annually—One Reports, "Yes, \$729.75." Eighters are taking advantage of the great bargain sale, A GREENHOUSE FOR 5¢, and we're buying.

Other points of interest—23 Flower Shows have kept 145 judges and students busy; Horticulture NEW LOOK—plant families staged together, Membership Tea with Garden Club Displays, "Lucky Bucks" given to deserving members for monthly participations, Club Publications help close communication gaps, Awards to Organizations and Businesses for their Civic improvements, Negotiations for property to establish a mini-conservation park, fantastic plans for all of you at "FFGC Under the Big Top" in Sarasota, GrVIII welcomes all!

**YEAH EIGHT—STAY GREAT!**

## **DISTRICT XI**

**Mrs. John R. Phelps  
Director**

During the past year, the Garden Clubs of District XI have been whol-

heartedly involved in the preservation and development of natural and human resources and the beautification of its environment.

Largely through the efforts of our Conservation Chairman and those who worked with her, and with the help of the Nature Conservancy, a thirty acre tract of virgin land was saved from destruction to become a park for all of Broward County.

Because it believes that young people must be taught to preserve our natural resources, District XI has embarked on a program to raise thousands of dollars to help build a new Junior Nature Camp and will again send a large number of boys and girls to Nature Camp this summer.

Anti-litter campaigns and clean-up projects and the Garden-of-the-Month contest have contributed to the beautification of existing areas. Emphasis on fresh plant material by means of two district horticulture workshops, club horticulture programs, plant sales, plant exchanges and plant recognition contests, has contributed to the national aim of "A Cleaner, Greener Land."

Education of its members and the community in saving and beautifying the environment has been furthered by an Ecology Workshop, Flower Show School Course IV, a garden exhibit of artistic, horticultural and Junior Gardener activities in the Beaux Arts Promenade (a benefit for the Fort Lauderdale Museum of the Arts), seven flower shows, aid to teachers of Nova High School in planning their Approach to Environmental Education, a Leadership Workshop for new and prospective club officers and a workshop for Junior Gardener leaders.

District XI welcomed the Tropical Short Course, which was held at Broward Community College for the first time, contributed six door prizes to the Deep South Regional Convention, and took part in the State



Flower Show with exhibits and judges.

We think that all of this testifies that District XI club members are involved in many facets of Garden Club work at the local, district, state and national levels. It has been an inspiration and a joy to work with them.

## DISTRICT XII

### Mrs. George Pullias, Director

Five applications for National Council Awards and seventeen applications for State Awards were submitted. Many clubs are reviewing their projects from an awards standpoint—thus raising their standards.

Anti-litter contests among scout groups and schools have increased momentum toward "watch, and avoid litter." Glitter is thus realized. Much work has been done in favor of House Bill 3455.

Work is being done District-wide, from Key West to North Miami, to improve the environment thru landscaping. The Landscape Primer has been well received and praised for its usefulness. Several clubs have made a concerted effort to assist teachers and leaders of youth groups in carrying out the State Environmental Educational Act of 1970. Council of Garden Club Presidents of Dade County has been a vital force in carrying forward this important work through workshops. Lesson plans have been offered on pollution control, horticulture, poisonous plants, conservation of natural resources and nature tours by volunteer outstanding instructors. Principals, teachers and PTA groups have received them gladly.

Some half-dozen flower shows with intriguing themes have been staged in recent months. Setting up the shows and exhibiting, along with many other details, has required wide participation from members.

A sizable contribution was made to assist in erection of the greenhouse at

Raiford. Variety Children's Hospital in Coral Gables, where a garden therapy program is carried on, has received a face-lifting through begonia beds in front lawn planted and maintained by ladies of the garden club.

We feel that High School and Intermediate Gardener units are on the upswing due to the planned Shell Oil pilot program. Junior Gardeners are having "seeds" of horticulture and flower arranging planted in their experience, with the hope that they will grow into leading garden clubbers of the future.

We expect many more campers from this District to attend Junior Nature Camp this summer.

Many horticulture workshops have been held. Key West Garden Club can be cited for studying botany, plant identification, propagation and distribution, bromeliads, begonias, caladiums, cactus, et cetera. The entire Keys area suffers from water shortage compared with other areas. We stress the *Why* of horticulture in this District at this time.

One Girl Scout group assisted our Nature Studies chairman in planting 27 slash pine seedlings in a burned-out area of a park in Martin County. An attractive poster is pointing up a tree-planting campaign in Dade. Girl Scouts have also been conducted through Greynolds Park to note poisonous plants and observe birds in their nesting places.

Clubs receive good newspaper coverage in certain areas, but in metropolitan areas it is hard to get. Sears and the Council of Garden Club Presidents of Dade sponsored a publicity seminar in early November. News and broadcast representatives served as panel speakers, and explained the need to become more effective with news releases, get photo coverage, and radio and TV publicity.

Donations were made to World Gardening and members are meeting the challenge, and becoming more

aware of opportunities to help through sharing tools and seeds.

Two chairmen are checking to see that all parks, memorials and visiting gardens are placed on the State List. We call attention to Peggy Mills Garden in Key West—unique in many respects. Fuchs Hammock near Homestead furnishes a good example of foresight by some leaders in seeing that native growth is respectfully protected and preserved.

## Charitable Funds Act

“The Florida Federation of Garden Clubs, Inc. is registering in compliance with the Charitable Funds Act (Chapter 496, Florida Statutes) of the State of Florida. Clubs will not need to apply or pay a registration fee. The Department of State of Florida will soon be forwarding to each Garden Club president a simple form to be returned to their office annually.”

Richard (Dick) Stone  
Secretary of State

## “FLORIDA'S SEVENTH ANNUAL SYMPOSIUM”

September 19 – 22, 1972

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Mrs. Robert Phillips  
Malvern, Arkansas

Mrs. James A. McBain  
Mountain Lakes, N.J.

### Chairman:

Mrs. Milo V. Martin  
200 Sandal Lane  
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period generators, at a cost of \$40 million.

We can't afford not to.





# State Chairmen

## MEMBERSHIP

Mrs. Sam G. Vercoe

It has been most gratifying to have the response—to transfers and for information on forming new clubs. Applications for Transfer of Memberships are proving effective and necessary with members "on the move" as they are today. If a club member is moving from one town to another or from our state to another the Club president may fill out two forms of Application for Transfer of Membership which can be obtained from this chairman. When filled out, forms are sent to this chairman who in turn signs them and sends to Director of the District to which member has moved or to The State President in state where member locates. Every effort is made to help her find a club in which she will be happy.

National Council Chairman of Membership, Mrs. Irvin W. Mack recommends that all District Directors, Presidents and Membership Chairmen obtain a copy of the latest manual entitled "New Garden Clubs." It tells "How to Organize a Garden Club" and contains suggested "By-Laws" for new Clubs—plus the all important "Programs." The program chairman has a great responsibility for the success of a newly formed club and will find much welcome help in this Manual with its suggested Program. It also has an excellent list of "Reference Material Books."

A copy of this new membership Manual is a guidance "Must." Additional copies have already been requested and all District Membership Chairmen will receive their copies from this Chairman as soon as available.

In addition to this fine Manual—if

you still have ANY questions or need ANY assistance of ANY kind—just invite me or write "DEAR ABBY."

## ADVERTISING

I would like to take this opportunity to thank all the ladies who have made my position as Advertising Editor of The Florida Gardener a delightful job. Thanks to Mrs. Edward F. Smithers, Mrs. LeRoy Crooks, Mrs. Frank L. Woodruff, III, Mrs. Sam G. Vercoe and Mrs. D. O. Foshee, Sr. who secured ads for me.

Also, there have been many ladies who have inquired about obtaining advertisers. We do appreciate your interest and support.

Please, let all of us thank our advertisers. We need their continued support.

Let me know if you hear of any good leads!

Joann Dawkins  
Advertising Editor

## CONSERVATION ACTIVITIES

Hazel Dillingham

Since we have met the enemy and the enemy is us, emphasis this year has been on personal involvement. Strong support of Conservation 70's is urged as they battle for passage of bills that will protect our environment. Letter writing at the right time to the right people, attending public meetings when vital issues are at stake, making our voices heard in protest or approval. These things we can do and are urged to do. This is not the time to falter. Insecticides are still killing the wrong targets. Your voices raised in protest can and could make the difference.

**"A Time For Us . . .  
To Build Today  
For Tomorrow"**

Opportunity is knocking to become involved in making our dream of a Junior Nature Camp come true in '72.

Shown at right is a model cabin, approximate cost \$2500 and a sketch of the camp ground, which is to be located in Wekiwa State Park, near Orlando.

What gift have I? Any will be appreciated!!!

Gifts are tax deductible, including campships.

Make checks payable to: Florida Federation of Garden Clubs, Inc. (FFGC), Junior Nature Camp (JNC) Bldg. Fund.

Mail to: Mrs. Dewey R. Villareal, Jr., Camp Director, 4413 Brookwood Drive, Tampa, Florida 33609

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**Registration Chairman**

**Mrs. Ray C. Knopke**

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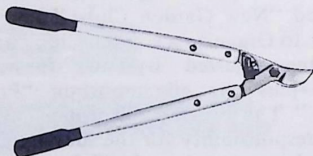
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# CALENDAR OF EVENTS

1972

|   |                   |
|---|-------------------|
| Landscape Design School, Course II, Jacksonville .....                          | May 10-12         |
| Conservation Teachers' Workshop:<br>University of West Florida, Pensacola ..... | June 9-29         |
| Pine Jog Environmental Science Center, West Palm Beach .....                    | June 19-July 7    |
| Board of Directors' Meeting, Gainesville .....                                  | June 19           |
| Short Course, University of Florida, Gainesville .....                          | June 20-22        |
| Junior Nature Camping Dates:<br>Boys' Week .....                                | July 23-29        |
| Girls' Week .....   | July 30-August 12 |
| Youth Environmental Conference .....  | August 21-24      |
| 1972 Symposium .....  | September 19-22   |

## ANNUAL DISTRICT MEETINGS

|                          |         |                        |         |
|--------------------------|---------|------------------------|---------|
| I Santa Rosa Beach ..... | Oct. 3  | VII Orlando .....      | Oct. 11 |
| II Gulf Beach .....      | Oct. 4  | VIII Clearwater .....  | Oct. 13 |
| III Carabelle .....      | Oct. 5  | IX Haines City .....   | Oct. 12 |
| IV Jacksonville .....    | Oct. 6  | X Jupiter .....        | Oct. 16 |
| V Gainesville .....      | Oct. 9  | XI Pompano Beach ..... | Oct. 17 |
| VI Cocoa-Rockledge ..... | Oct. 10 | XII Miami .....        | Oct. 18 |

Landscape Design Course III, Jacksonville .....

November 9-11

1973 STATE CONVENTION, ORLANDO

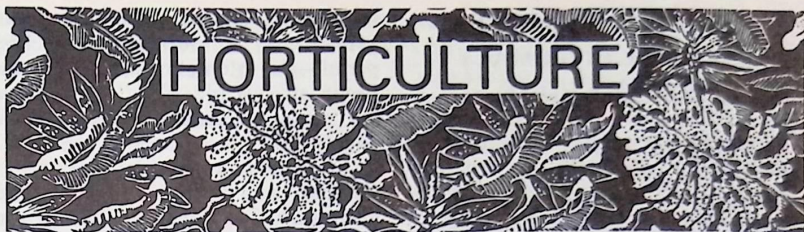
1974 STATE CONVENTION, TALLAHASSEE

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## GERBERA JAMESONII

In a mild climate where gardening is a year-round process, one is more than thankful for perennials. One of the most rewarding of these is the lovely *Gerbera Jamesonii* or Transvaal Daisy. As the name suggests they are from South Africa and were named for Traug. Gerber, a German naturalist. The *Gerbera*, which is in the family Compositae, has about 40 species, but only the *Jamesonii* is well-known in cultivation. This species is a tender, low-growing, rosette-shaped perennial, which is grown in most of the lower South as a constant source of cut flowers. The slender-petaled daisy-like flowers are borne on stems one to two feet in height and may vary in form from single to crested to double; and in color from white to red through salmons, oranges and pinks. There is also a variation in the petals from a very fine to a broad flat form. The flowers are a florist's delight and are shipped north in great quantities each year.

*Gerberas* grow well in semi-sun or under the high and flickering shade of a tree. They like a rich but porous soil and a light mulch during the summer months is very beneficial. Do not let this cover the crown of the plant as it is important that this growing point should not be covered.

The soil P. H. should be 7.5 so they are helped by the addition of bone-meal or dolomitic limestone. *Gerberas* are heavy feeders since they are in constant bloom. Under Florida conditions they need a balanced, regular

fertilization program, possibly once or twice a month depending upon soil and local conditions.

Preparation is easy, either by division or by seeds. Hybridization is relatively simple and it is possible to have blooming plants from seed in less than a year. The seeds lose their viability rapidly so they should be planted or refrigerated immediately. Plant with the fuzzy pointed end of the seed sticking out of the ground.

There has been prodigious activity among amateurs and professionals alike in the hybridization of this plant and many new forms and colors have been created. Our great need now is for more literature; more organization of the knowledge available and better descriptions of the existing varieties. To this end we are asking garden club members who grow *Gerbera* if you will share with us your knowledge and your growing practices. We want to know about your soil, fertilizing, light and any unusual thing you do or know about *Gerberas*.

Your cooperation in this project will be much appreciated.

Please send this to Mrs. E. R. Hunter, 201 Potter Road, West Palm Beach, Florida 33405.

## STATE LIFE MEMBERS

- 648 Mrs. Jerome B. Rosenberg  
405 N. Ocean Blvd.  
Pompano Beach, Fla. 33062
- 649 Mrs. J. D. Watson  
P.O. Box 1004  
Lake Placid, Fla. 33852

## “STOCKHOLM’S HOPE— SURVIVAL DIPLOMACY” SYDNEY HOWE

“A United Nations conference on the health of the Earth—the first great gathering of nations to examine the state of man’s home—will convene in Stockholm, Sweden, on June 5th. Its purpose is to hasten the international actions that are mandatory if we are to conserve the world’s natural and man-made life systems. Indeed, global environmental crisis may be the only hope for bringing the discordant peoples of the globe together for common good.

Yet the accelerating degradation of our biosphere is not enough to convince the world that human prosperity depends wholly upon a new course of environmental cooperation. Despite the established facts of resource plunder and pollution, despite the informed suspicion that the damage already done may be worse than we know, one key ingredient is missing: a mutual trust among nations of one another’s environmental motives.

Quite simply, the Stockholm conference may prove whether survival is diplomatically feasible.

It will not be feasible unless many nations demonstrate convincingly that their environmental policies spring from a concern for all peoples—and not merely from a nationalistic self-interest.

The credibility and understanding that must accompany the facts of environmental pillage to Stockholm are no more inherent in American attitudes than in the approach of any other country. Nations in pitiful poverty are hardly moved by our sincere mercy missions for endangered animals, or by our rush to halt pollution caused by our own consumption. They might be moved, however, if the United States and other economically fortunate nations

would expand—as generously and effectively as our vast capacities permit—the international aid programs begun after World War II to improve the environments in which deprived peoples live.

Immediate improvement of housing, agriculture, sanitation, and health are preeminent on the environmental lists of less developed nations. Americans may be learning from increasingly dreadful domestic experience that economic development without ecological sensitivity actually diminishes human welfare. But it will be difficult to explain this hard-earned wisdom to others—until we recognize that most peoples’ environmental concerns differ from ours, and until we begin to do much more about those concerns.

In short, the way to a man’s habitat may be through his stomach.

What, then, can be accomplished at Stockholm? It is important to avoid great expectations. Success must be measured in forward motion rather than landmark achievement. The recently filed “national reports” to the conference secretariat—in which seventy or more nations have inventoried their environmental needs, most for the first time—already have fostered new awareness of natural resource problems. Participants in the four environmental conferences held last year by the secretariat and the UN regional economic commissions warned developed nations not to force their own environmental values upon others, but the meetings also achieved a substantial recognition of environmental responsibilities among economic planners from less developed countries.

More such beginnings—and a few specific advances—can be hoped for in Stockholm. A new high-level environmental oversight unit directly responsible to the United Nations Secretary General may be one result. This unit would sponsor special studies of inter-



national importance, gather and evaluate environmental information, and recommend actions and coordinative policies to the Secretary General, the General Assembly, the UN's specialized agencies, and others. It would administer an environmental fund, the size of which would have a good deal to do with the unit's effectiveness among the UN bureaucracy.

By committing \$100 million or more to such an international fund in advance of the conference, developed nations—particularly the United States—could signify with substance the faith in multinational environmental decisions upon which progress in Stockholm depends.

Stockholm may also produce some agreement toward control of ocean dumping. The conference could lead to the establishment of a World Heritage Trust to protect national and cultural sites of value to all mankind. It could advance protection for endangered wildlife, wetlands conservation, and the registration of "islands for science."

Some observers argue that many of these proposed agreements are so weak that they are merely a facade for inaction. Others contend that even faltering first steps are important, with strength and momentum to come later.

Perhaps the most carefully developed proposal is for a global environmental monitoring system that would discern pollutant dispersal and ecosystem change when it happens—to detect the next DDT, as it were, before it is everywhere. Such a system would include standardized data collection and evaluation, as well as regular dissemination of findings. There is every reason to hasten its inception.

In a more general sense, the attention of high-level leadership around the world to the development of national and international positions on environmental questions—plus the

wide publicity gained by the conference—will prove invaluable. Many of Stockholm's benefits may seep through gradually, and with low visibility, in the form of slow but steady change within nations and among the international bureaucracy.

But the Stockholm conference can achieve little if the mission of each national delegation is simply to alleviate the environmental problems of its own land and people. The familiar meeting in which powers bargain for their own "legitimate interests" will not do this time.

To the extent that each participant considers every other nation—in sum, the world—a proper component of his constituency, Stockholm will enhance mankind."

Reprinted from AUDUBON, the magazine of the National Audubon Society; Copyright (c) 1971.

### The National Wildlife Creed

- I pledge myself, as a responsible human, to assume my share of man's stewardship of our natural resources.*
- I will use my share with gratitude, without greed or waste.*
- I will respect the rights of others and abide by the law.*
- I will support the sound management of the resources we use, the restoration of the resources we have despoiled, and the safekeeping of significant resources for posterity.*
- I will never forget that life and beauty, wealth and progress depend on how wisely man uses these gifts... the soil, the water, the air, the minerals, the plant life, and the wildlife. This is my pledge!*

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## WAYS AND MEANS

Mrs. Daniel S. Newman, Chairman  
Mrs. Sally Rahm, Co-Chairman

Sales of Bright of America products can bring to your Club almost 33-1/3% profit and the Florida Federation gets a commission on each sale. Our volume of orders resulted in payment of over 700 dollars in commission to the Federation by December 31, 1971.

Sales of our cookbook, "Florida's Finest Gourmet Cooks" can bring 75 cents per book to your Club. Have you sold a copy to each new member of your Club this year?

Thank you for your past support of these projects. For the easiest way to a full Club treasury—try Sally... try Hallie.

Omission from March-April Issue

**"STATE CONVENTION"**

**MAY 3, LUNCHEON**

**DECORATIONS:**

**VENICE AREA GARDEN CLUB**

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**RESUME OF  
BOARD MINUTES**

**January 18-19, 1972  
State Headquarters, Winter Park**

**MRS. MELVILLE HALL**

Members of the board of directors of Florida Federation of Garden Clubs, Inc., at the mid-winter meeting:

-Heard State President Mrs. Andrew A. Gurke, who presided, relate having toured the federation's 12 districts, representing FFGC at a Keep America Beautiful meeting in Washington, D.C., attending the Landscape Design Study Course in Jacksonville where she also worked on arrangements for the Deep South Regional Convention and the State Flower Show.

-Learned the Aluminum Industry had paid \$575,000 to groups for returned cans in the first year of its reclamation program. Also, that of the 70 billion cans manufactured only five percent are reclaimed.

-Heard National Council of State Garden Clubs' expression of appreciation to the Florida Federation for its check in the amount of \$14,616.44, representing profits from the 1971 National Council Convention at Miami Beach.

-Heard Ortega Circle of Jacksonville Garden Club will dedicate a Blue Star Memorial Highway Marker March 7, 1972, bringing the total in Florida to 82 with Lake City Garden Club completing plans for a dedication of the 83rd.

-Approved proposed amendments to the federation's bylaws for presentation to delegates at the forthcoming state convention in Sarasota.

-Took cognizance of two Conservation Teachers' Workshops scheduled for the summer of 1972—one at University of West Florida, Pensacola, June 9-29; and the other at Pine Jog Environmental Science Center, West Palm Beach, June 19-July 7.

-Approved the Florida Federation joining with National Council and Shell Oil Co. in sponsoring a pilot youth conference with Mrs. J.B. Threlkeld, chairman, Mrs. Sidney Davis, Mrs. Charles H. Blanchard, Mrs. Dewey Villareal and Mrs. Robert Stone serving by appointment of Mrs. Gurke as the committee in charge of arrangements.

-Heard that Highway 17 has been renamed the Spessard Holland Parkway, honoring in memory the late senator from Florida.

-Approved establishment of a "Fellowship-Scholarship Fund" into which funds from the \$2,700 H. Harold Hume Fellowship, the \$1,000 Taylor R. Alexander Scholarship or the \$500 George Morrison Scholarship, when not applied for are to be placed and with interest on the overall fund to be added to the capital.

-Heard plans for building the Junior Nature Camp at Wekiwa Springs State Park, saw delineations of

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the site development showing a dining hall with two groups of cabins, each having nearby bath facilities and a staff cabin, and an elevation of a proposed cabin.

—Also heard Mrs. Dewey Villareal, chairman of the camp's building committee, announce that Mrs. C.R. Mayes Jr. had pledged \$2,500 to build one camper's cabin and that District XI had started a fund with a \$25,000 goal to pay for the camp's sewage system.

—Heard that all Duffey Tours have been canceled.

—Heard the Annual Spring Flower Show at Raiford is to be held May 10-12, 1972 and a total of \$508.12 has been received for a new greenhouse at the prison.

—Heard from Junior Nature Camp Treasurer Mrs. Jck Allen a check for \$1,500—major part of the \$1,921.35 "excess above expenses" for the 1971 camp—is being forwarded to the FFGC treasurer for deposit in the Conservation Camp Building Fund.

—Took cognizance of May 1 being the deadline for registering for Landscape Design Course 11, Series 6, to be held May 10-12 at the Jacksonville Garden Center.

—Witnessed presentation by Mrs. Walter V. Rippe, president of the Florida Landscape Critics Council, of a complete set of books covering required reading for Landscape Design Courses for Headquarters Library on behalf of the 1969-70 board.

—Heard "Flowers Inside and Out" announced as theme of the Short Course to be held beginning with an informal reception at University of Florida June 20 and ending June 22.

—Heard 30 anti-litter slides showing Glenn Glitter were prepared and sent to television stations, that poems and stories have been written featuring the new symbol which the Florida Department of Transportation plans to use on trash containers and trucks, and the City of Tallahassee has donated \$400 for Glen Glitter decals.

—Heard the 1972 Symposium is to be held Sept. 19-22 at the Colonnades Beach Hotel, Singer Island, Palm Beach Shores.

—Named Mrs. Edward Smithers, Mrs. R.M. Pyle, Mrs. Sidney Davis, Mrs. Andrew Miller, Mrs. George Horne, Mrs. Homer Gwinn, Mrs. W.T. Chennell, Mrs. W. Scott Piersol, Mrs. Rhett Enzor and Mrs. Alex McIntosh as delegates to the Deep South Regional Convention. Ten alternates also were named.

—Named Mrs. Sidney Davis, Mrs. W.T. Chennell, Mrs. Andrew Miller, Mrs. Sally Rahm, Mrs. David Stouder, Mrs. John Wood, Mrs. Alex McIntosh, Mrs. Homer Gwinn, Mrs. Edward Smithers and Mrs. G.T. Smith Jr. as delegates to the National Council Convention. Ten alternates also were named.

—Voted to support the National Arbor Day proposal, with the exception of Florida which wants to retain the third Friday in January as its legal Arbor Day.

—Voted letters from the board of directors to be sent to the Florida representatives in Washington, D.C. emphasizing the aforementioned support.

—Stood for a moment of silent prayer in memory of Mrs. Merle B. Mann, president of the FFGC in 1945-47; Miss Celia Grant and Miss Edna Mixsell.

—Heard Mrs. Gurke announce Florida is leading in providing copies of "People and Their Environment"; also, there is a HOT LINE for Pollution (Area Code 404-526-5062) and the June 19 board meeting will be held at Gainesville.

—Heard that on Nov. 9, 1971, a 20-acre state park was established by the City of Tallahassee, preserving the prime meridian marker and to contain re-constructed cascades such as were in Tallahassee when the city was founded in 1824. The new park is to be known as Cascades Park.



# CONSERVATION

The January 1972 program of the Federated Garden Circles of Fort Lauderdale, Inc., was presented by Mr. Robert B. Hicks, co-ordinator of conservation, land use and environmental planning for Walt Disney World. Mr. Hicks lived in South Florida for a "short time 25 years ago" and today he can see "reasons for concern."

He noted that Walt Disney World is "trying to set an example of good development—in planning, use of space, water control, pollution prevention, building codes, conservation, etc. Also, they are providing blueprints and examples for the future. They like to think that they helped start the conservation bandwagon rolling some 40 years ago."

"If the Disney experiment succeeds—and only time will tell—it could be a big step forward for all of us."

All garden club members have a responsibility of informing their respective "city fathers" of WDW's development plans.—Editor

## "CONSTRUCTION WITH CONCERN"

By Robert B. Hicks

Some of our citizens are now anti-growth, or anti-development, and want to stop all construction and keep new residents and tourists out of the state as the solution to environmental problems. At Walt Disney World, however, we believe that there can

be progress with more construction and land development if there is proper planning and concern about relating to our environment in a harmonious way. Our Company's early concern with our environment helped to start the conservation bandwagon rolling some forty years ago.

Throughout the years the projects of the Walt Disney organization have always exemplified the Company's commitment to the maintenance and wise use of our natural resources. This dedication expressed through the Company's recreational projects, television shows and motion pictures, and especially through an extensive series of "True Life" adventures and other films which entertainingly inform the public about our wildlife and natural heritage, brought Walt Disney more than thirty-five major awards in the field of conservation. Among these were awards from the American Forestry Association, National Audubon Society, National Wildlife Federation, the Sierra Club, U.S. Department of the Interior and Izaak Walton League of America.

It was Walt Disney's philosophy that the greatest appreciation and concern for nature and our environment would result if the individual could come in contact with nature. He observed that as our nation's population moved from the small towns and rural areas into our cities, not only did direct contact with nature diminish, but also appreciation of how we are dependent upon the proper use and protection of our basic natural resources. He recognized that this separation of man from nature as our nation became more urbanized was leading to misuse and mishandling of our environment years before most of us were even aware of the problem.

Some ten to fifteen years ago Walt Disney began to see that not only was our wildlife threatened, but the human race was being threatened by a deteriorating environment caused partly by construction and development with a *lack of concern*. He

became concerned with the problems of urban America, where most people live, of communities being plagued with problems such as lack of comprehensive environmental planning, air and water pollution, traffic congestion; and the lack of institutional arrangements needed to cope effectively with the environmental problems. He realized the need for new solutions to the problems of our cities. His last big dream was to build a prototype of the community of the future where solutions to these problems could be found by the use of adequate control, good planning, the latest technology and proper administration. He believed the best chance of success was not to attempt to cure the ills of an old city but to locate in a virgin area. As you know, he found the site in Central Florida where we are providing a new type and place of recreation and vacation for the 20,000,000 tourists who already make Florida the most heavily visited state in the Union.

The first phase of the development is a resort which will be the economic base and support for the area named Walt Disney World where we expect to pioneer new solutions to some of the problems which will permit man to live in harmony with his environment.

But how does man live in harmony with his environment? The more people there are and the more construction there is the greater the stress or impact on our environment (the ecosystem). Man is a relative newcomer to the world but he is changing the earth and the environment more rapidly than any time in its history. We have all seen examples of needless destruction of the environment. We believe, however, that this impact can be reduced to a bare minimum, but how do we do it?

#### **Protection of the Environment at Walt Disney World**

Our management has accepted the challenge and has made the commitment for maximum protection of the environment with the highest standards and latest technology for environmental control in each stage of planning and development. Fortunately, throughout the more than 40 years Walt Disney directed the company he founded he instilled in his organization a substantial curiosity about the world around us—particularly a desire to keep abreast of the evolving technologies which could be applied to the Company's diversi-

fied projects. As a consequence, we considered it to be a wise investment to budget for thorough planning, adequate ecological studies and the most advanced equipment for water control and pollution control of any project in the world.

**Planning and total control of land use** over a **large** area on a **permanent** basis is a necessity. Therefore, we develop what we call a Master Plan for the entire area before any development occurs. However, this Master Plan is preceded by numerous studies of the various physical elements such as water, drainage, recharge, topography, weather, soils and vegetation. Land carrying capacity is the critical consideration. This depends upon the physical attributes of the property and the natural environment and will therefore vary from area to area.

We are now in the process of Master Planning the entire 27,400 acres of the Walt Disney World property through its long range or ultimate development. Approximately one half, or nearly 14,000 acres, will remain in green belts, swamps, lakes and forests, with the remaining 14,000 acres developed in phases over the next 20 years or so. Walt Disney's objective was to master plan the entire 43 square miles so as to provide a balanced use of land with permanent protection of its natural beauty, while developing recreational and other facilities to serve the general public in a quality environment.

At the present time, however, we have only detailed the Phase I construction which is in its 17th preliminary master plot plan. Phase I is the resort area located on some 2,500 acres in the northwesterly portion of our property. Included in the resort area are a 100 acre Theme Park, over 600 acres of lakes and lagoons which will be expanded by a few hundred acres in future years, two golf courses, a 1200 site camping area, and miscellaneous service facilities. To the east, nearly 4,000 acres have been marked for community development with houses, apartments, motels, shopping areas, golf courses and various outdoor recreational facilities. Future phases of development will include EPCOT—the Experimental Prototype City of Tomorrow and other urban facilities.

#### **Water Source**

The primary source of water for Central Florida is the Floridan Aquifer, a porous water bearing limestone formation some 60 to several hundred feet underground,



through which billions of gallons of pure water flow daily. Our studies have also determined that abundant water sources are available at our property to meet all the future needs for domestic consumption.

A very crucial aspect of our water source is protection of the recharge area for the underground aquifer which is where rainwater enters the underground aquifer. The prime recharge area for Central Florida is the porous sandy soils where citrus trees grow and the green swamp area to the north and west of Walt Disney World. In studies by our consultants and the USGS it has been determined that most of the Walt Disney World property has an aquaclude, or clay formation, which seals off the rain waters from the surface entering the aquifer. It is these areas that can be developed for urban use without sealing off the rain waters which recharge the underground aquifer. However, in our environmental planning we have identified some areas where recharge could occur on our property and have included these areas in a permanent green belt where no development or paving will seal off water recharge.

#### **Pollution Control**

Recognizing the need for a continuing program of pollution control Disney officials in the latter part of 1967 asked Dr. Thorndike Saville, Dean Emeritus, College of Engineering, New York University, and Consulting Water Resources and Coastal Engineer, to establish a Consulting Panel to investigate and evaluate the new technologies emerging in the fields of water treatment and the disposal of liquid and solid wastes.

This panel included four of the nation's most knowledgeable men in the fields of water resources, sanitary engineering, environmental science, hydraulic engineering. These four men either evaluated or were familiar with numerous research and demonstration projects then proceeded under the auspices of the Federal Water Pollution Control Administration, the U.S. Public Health Service, and other federal agencies, in cooperation with local governments and research institutions.

Their comprehensive report described and made recommendations on these sophisticated new treatment systems which were available for installation before Walt Disney World opened to the public in October, 1971.

Among the concepts recommended by the panel and adopted by the systems designers were the following:

**Utilidores**—A network of utility corridors (Utilidores) under the major structures within the amusement Theme Park to house and provide easy access to all utility services (water supply, waste water and solid wastes collection and transport, electrical distribution system and small vehicle delivery and service transport).

**Living Tree Farm**—In November, 1971, Walt Disney World and the University of Florida announced the signing of a grant agreement whereby the Universities Institute of Food and Agricultural Sciences (IFAS) will conduct research on the Walt Disney's "Living Farm"—an experimental waste water recycling system.

The research is designed to develop an effective way of recycling municipal waste water. Crop and forest land will serve as a "Living Filter" to remove nutrients and return clean water to the ecosystem.

The goal of this joint research operation is to use the soil and a wide range of plants as a huge living filter system to purify the effluent and to discover its effects on the microenvironment and the ecology of the plant communities. About 100 acres will be planted with agronomic crops, turf and other grasses, ornamental plants—nearly 100 varieties of plants.

**Waste Water Treatment Plant**—A several million dollar waste water treatment plant was constructed which produces a bacteriologically pure effluent after three stages of treatment by the activated sludge process.

By recycling the waste water our demands on the underground source of water is almost one-half what it would be otherwise. One example is that a portion of the waste water is recycled through the incinerator plant and is used to scrub and purify the stack gases thereby reducing the fly ash or polluting dust.

Another example of recycling water rather than pumping additional water from the underground aquifer is irrigation of the Living Farm where natural drainage patterns will be used to get effluent from holding basins to ditches for surface irrigation. Sprinkler guns with an area coverage of up to 3½ acres each will disperse effluent on higher ground. Nutrient removal from the effluent and water movement will be closely monitored and bacterial analysis will go on continuously. The research and irrigation

facility may ultimately cover 500 acres.

**Trash Incineration**—A modern trash incineration facility with a capacity of 100 tons per day is in operation adjacent to the waste water treatment plant where the treated water utilized in wet scrubbers and filters reduces stack emissions to standards surpassing the requirements of the Florida Air and Water Pollution Control Commission.

**AVAC**—The Disney organization adopted for installation in the "Magic Kingdom" Theme Park and the Contemporary Hotel the automated trash collection and removal system under license to Aerojet-General Corporation, a subsidiary of the General Tire & Rubber Co.

The system, called AVAC, uses underground pneumatic tubes to quickly, economically and hygienically remove trash from all sections of a facility and collect it for centralized disposal. Trash is merely inserted into collection stations, from where it can be automatically transferred at pre-programmed intervals for high-speed delivery to the disposal site. There, it is held in enclosed trash storage bins until incineration into inert fill material.

This installation, the first of its kind in the United States, will result in greater control over the waste disposal process, thereby minimizing risks to health and air pollution.

**WATER CONTROL—Bay Lake and Lagoon**—To further conserve water resources and to maintain control of the water quality in the Theme Park and the 650-acre Bay Lake and recreational lagoon, these areas have been separated from the normal water flow patterns of central Florida, the lake basin has been cleaned, and land contours have been sloped away from its shores to slow down eutrophication by preventing surface water runoff into the lake. These waters are constantly monitored to maintain the highest standards for recreational use.

All "flow-through" water from the Theme Park attractions is put to use either to make up the evaporative loss in the lakes or to augment water levels in the canal system during the periods of low-flow.

To further maintain water quality, any refuse and pollutants in runoff water from paved areas including the parking lot, is screened and captured before water is discharged into the canal drainage system.

**WATER CONTROL—Surface Drainage**—The

water control system throughout the 27,400 acres is designed to prevent over drainage, the result is one of the most complete and sophisticated water control plans in Florida.

The entire perimeter is diked so that all water entering or leaving the property can be regulated through water control structures. The system provides for flood control while at the same time preserves the normal water table. Flood waters are let down some 40 miles of canals through a series of seventeen self-regulating gates of French design. (Neyrpic-Amil automatic control gates.) Canals are constructed in soft serpentine lines rather than in straight lines to give a more natural aesthetic appearance.

**CENTRAL ENERGY PLANT**—Research into alternative methods of providing the necessary electrical power and other basic utilities for the project resulted in the design of a Central Energy Plant which provides emergency electrical energy and handles a portion of the demands for power during peak periods of operation.

Another example of recycling resulting in a reduction in the consumption of a natural resource occurs in the production of electrical energy where turbine engines burn natural gas. Design of the energy plant has been integrated with the other needs of the project so that waste heat created by the gas turbine generators, rather than escaping into the atmosphere, is captured for use in producing high temperature hot water, chilled water, and compressed air. The high temperature hot water, in turn, fulfills demands for space heating, domestic hot water, cooking, and absorption chilling for air conditioning. This process results in burning only about 1/2 of the natural gas required for conventional electrical generation, heating and air conditioning.

All of these services are provided to Walt Disney World Co. and the other users within the boundaries of the Reedy Creek Improvement District without drawing upon the monetary or management resources of the neighboring city and county governments of central Florida.

**PEST CONTROL**—A pest control committee has been formed which oversees the purchasing and use of pesticides. Operations are under the guidance of a graduate entomologist and a pest control operator certified in all phases of pest control by the State of Florida.

The elimination or restriction of many



pesticides including chlorinated hydrocarbons such as DDT and BHC have been completed. The pest control program uses the ultra-low-volume concepts of insecticide application based on limited treatments in only those areas of high Quest density, with future plans for shifting to biological and natural control methods where possible.

Water and sediment samples are taken quarterly for the monitoring of insecticides, rodenticides and herbicides.

**LOCAL AIR AND WATER POLLUTION CONTROL**—A local Air and Water Pollution Prevention Program developed by the Reedy Creek Improvement District has been approved by the Florida Department of Air and Water Pollution Control. The Program is staffed with a Pollution Control Officer and assistants responsible to a Pollution Control Board. The staff supervises the quality of waters entering and leaving the Reedy Creek Improvement District and the maintenance of the quality of the air and water in the District, in order to protect its ecosystems and maintain the quality of the environment. Water and air quality data are collected and analyzed which should anticipate future pollution problems and which can be of benefit to the advancement of scientific knowledge in the field of environmental control.

**VISUAL POLLUTION**—One of the most common forms of visual pollution are sign boards which are evident along most of the highways of Florida. At Walt Disney World no sign boards are permitted on any portion of the property. This is dramatically evident along Interstate 4 which cuts through about 10 miles of the Walt Disney World property except for a couple of miles in the middle which is owned by others and where sign boards are as thick as can be built.

**MISCELLANEOUS**—Among the many other areas of technological innovation which have been spurred by our Florida project and which will enable us to reduce the impact on the environment and on our natural surroundings are steel-frame unitized or modular construction, computer-based total communications and management information systems, the linear motor, the fuel cell, lightning control, package sewage disposal units for industry, and new concepts in area lighting. In 1966 the company established a Horticultural Research Center to conduct extensive experi-

mentation with plants, trees and shrubs. On opening day nearly 10,000 trees from the tree farm had been transplanted throughout Walt Disney World to create a landscape unique in Florida.

**CONSERVATION—Walt Disney World Conservation Area**—Walt Disney Productions has designated in excess of 7,500 acres of its land in central Florida for permanent protection in its native state as a Conservation Area. This portion of the Disney property includes typical natural Florida "wet land" which is of great interest to conservationists, biologists, wildlife enthusiasts and bird watchers, because such areas are the habitat for a wide variety of plant, animal and bird life.

The most significant influence of man until now has been the construction of Interstate Highway 4 and State Route 530, although Seminole Indians lived in the Conservation Area long ago and some logging and road building occurred early in this century. The existing natural conditions, including the climate, fertile soils and high water table, form a habitat that is as favorable for the support and increase of indigenous wildlife as anywhere in the United States. There is a great variety of shrubs, trees and miscellaneous plant life attractive to birds and other wildlife.

A Bald Eagle nest is located in the Conservation Area and rare birds such as the pileated woodpecker have been sighted. Deer, turkey, wild pigs, armadillo, sand hill crane, herons and egrets are common all year. In the summer wet season the flooded portions of the Conservation Area attract aquatic life. Alligators and most native species of fish inhabit permanent water areas. The subtropical climate supports such birds as wood ducks, limkins, wood ibis and other beautiful species. An estimated 150 species of resident and migratory birds utilize the area each year.

Walt Disney was fascinated by the extensive areas of wilderness, beauty and wildlife on portions of this Florida property, particularly the lower swampy areas. He was aware of the growing scarcity of such natural areas and he was convinced that as our population increases, people will more than ever enjoy a natural area with native wildlife and plant life and that such an area will enhance the value of our developed areas.

The focal point for the Conservation Area, comprising approximately 5,000

acres, is the western portion of the Reedy Creek Swamp, which contains some of the most beautiful primitive areas and stands of virgin cypress in Florida. The Disney conservation plan is designed to protect and manage the area's natural beauty and wildlife, while making it accessible in future years under carefully controlled conditions for recreational and educational purposes.

The program has been developed by Walt Disney Productions with the advice and guidance of the following members of Walt Disney Productions' Conservation Advisory Committee:

Mr. Horace M. Albright, Former Director of the National Park Service, and Superintendent of Yellowstone National Park

Dr. Frank C. Craighead, Homestead, Fla. One of Florida's leading ecologists

Dr. Ira N. Gabrielson  
Former President, World Wildlife Fund

Mr. Thomas L. Kimball  
Executive Director  
National Wildlife Federation

Mr. Bestor Robinson  
Former President & Member of the Board of Directors, The Sierra Club;  
Former Chairman of Secretary of Interior's Advisory Committee on Conservation

Mr. Eivind T. Scoyen  
Former Superintendent of Zion, Glacier, Sequoia, Kings Canyon National Parks, & Associate Director, National Park Service

Mr. William E. Towell  
Executive Vice President  
American Forestry Association

**OBJECTIVES**—The environmental objectives and concerns of the Disney organization at Walt Disney World are:

1. To demonstrate that, with imaginative planning and implementation of available technology, both present and future, urbanized development can be achieved without causing deterioration of the environment or harming the ecological balance of adjacent areas.
2. To protect areas of natural beauty on the Disney property.
3. To provide, through appropriate resource management, a wilderness sanctuary which can support the unusually wide variety of plant, animal and bird life native to the area.

4. To develop a program that will permit the public, on a restricted and closely controlled basis, to observe the sub-tropical aquatic environment and the wildlife indigenous to the State of Florida.
5. To provide further opportunities for Walt Disney Productions to inform and educate the public on conservation, nature and wildlife activities.

**Visitation and Public Use**—Programs for the public which would be appropriate in specific and limited portions of the area include:

1. Self guided nature trails.
2. Guided canoe and electrically-powered boat trips.
3. Wildlife observation.
4. Bird watching.
5. Conservation interpretation and education including conducted nature talks for the public.
6. Research in ecology, biology, wildlife management, etc., by conservationists and educational groups.

The intensity of visitation and public use of the areas described above will be determined by their proximity to the vacation resort now being constructed by Walt Disney World Co. on the northwest portion of the property. Those areas closest to the recreation area will, in future years, be made accessible to the general public under closely administered visitation programs. In the portions of the Conservation Area farthest from the recreation area; i.e., the Reedy Creek Swamp, the plan will allow limited visitation by individuals and groups interested in deeper study of the environment, although the preservation and maintenance of the area's wilderness character and wildlife will be the dominant factor in management policy.

#### **Conclusion**

Today there seems to be the proper psychological atmosphere and public interest to accomplish what the founder of our Company devoted a great deal of his life to. Walt Disney was the creative catalyst for our Company and he was also the conservation catalyst for the entire organization. Walt Disney World can be a laboratory or our "Exhibit A" to bring forth all that we have learned and been taught about creating a living example whereby man and nature *must* work together for the benefit of both.





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