

# ALONG AZALEA ROW

By RUTH B. SMITH

As our own beautiful Flower Show fades into memory until revived when spring-time comes again, perhaps you would be interested in hearing something of a Show on a much larger scale, particularly since many of you have attended the Oakland show a number of times. This was in Southern California. The Fifth International California Flower Show was held in Inglewood in March and was sponsored by the Southern California Horticultural Institute and Southern California Association, non-profit organizations devoted to the advancement of horticulture and floriculture. In his welcoming message the Chairman said their reward lay in the delight of the visitor—"the knowledge that we have brought you nature's greatest gift, the beauty of the flowers, and that you are appreciative of our efforts."

The fact that the Show was housed in seven acres under roof at Hollywood Park with parking facilities for 18,000 cars testifies that it was a sizeable venture. Better Living in California was the theme. Parties galore were ex-

hibited, and the displays were riots of color featuring massed planting, azaleas, tulips surrounded by harmonizing blossoms, tropical plantings. One attractive and utilitarian patio had a background of ocean with a large circle of white sand for the children and a windbreak of colorful canvas to shelter all.

Special exhibits were a Painted Desert fantasy, an Hawaiian Garden with the fruits and flowers of the Islands, a Mardi Gras setting in a New Orleans courtyard, and an Orchid garden in the setting of an ancient ruined temple.

All nations enjoy flowers and the idea behind International participation in the Flower Show was that through the medium of flowers, music culture and tradition of other lands, better understanding between nations may develop. In addition to their handsome exhibits, the nations in turn presented evening programs of songs, folk-lore and the costumes of their countries. Mexico was the country which had been chosen for special study this past year and the educational section conceived a beautiful cooperative

garden depicting the flowers and art of Mexico. The resulting exhibit encompassed 10,000 feet of space, embracing the beauty of the flowers and the crafts of antiquity and now.

Another special high-light was an exhibition of seventy paintings by famous people, loaned by the artist himself or the owner of the painting. A few of the famous were Sir Winston Churchill, Madame Chiang Kai-Shek, George Gershwin, Harold Lloyd, the late Queen Mary, Edward G. Robinson, Van Johnson and Clifton Webb.

There were afternoon programs which included lectures and demonstrations of flower arranging, garden care and horticultural subjects. There was given a TV salon for those who didn't wish to miss their favorite program or might like a rest period.

As for the actual Flower Show itself, there were ample reserves of fresh flowers so that whether one attended the first day or the last of the week, one could be assured of a fresh floral display. Each morning before the Show opened to the public, all exhibits were inspected and replacements made where necessary.

\$45,000 in prizes were distributed in addition to ribbons, trophies, and two gold medals. Judges were competent and unbiased, experts in their fields. Feature gardens received trophies for Landscape Design, Horticultural Merit and beauty of display, with points being awarded on design, quality of plant material, originality of theme and others. Orchids were judged in six groups with cash awards in each. A trophy was given to the orchid entry selected for "excellence of plant material and skill in display." Garden Club plots were divided into three groups with cash awards in each. Two silver trophies were awarded, one to the plot judged "Most Artistic" and the other to that showing "Most Practical Garden Idea."

Amateur Flower Arrangements were judged on a percentage basis: Distinction, 20%; Design, 30%; Color, 20%; Relationship, of container to materials, 20%; and condition of Material, 10%. Retail Florists and Cut Flower Grower's had many categories in which they might compete but in these as in the Amateur Flower Arrangements, there were three separate competitions during the run of the Show, to assure freshness throughout. Of the two Gold Medals, one was awarded to the Garden in the Nurserymen, Landscape Contractors, and Landscape Architects classification, judged to be most outstanding; the other went to the most outstanding exhibit in the Retail Florists and Cut Flower Grower's section.

The current year of the Azalea Garden Club closed with a final get-together in the charming gardens of the Robert Swans—and with a sunny day to encourage our wanderings. The meeting had both a forward and a backward look, the latter as we heard a good financial report of our Flower Show and some private insight into the opinions of the experts who judged, from Mrs. Weideman, Mrs. Guy Rice and Mrs. Wollam. (We just might be awarded a purple ribbon, you know.) There were regretful farewells to Mrs. Rapraeger and her Board after an instructive and pleasurable year. Mrs. Miller graciously expressed the club's sentiments and presented to her the pin which all past presidents cherish. Looking forward, Mrs. Ruby Harvey was formally inaugurated as our new leader and proved the wisdom of her selection by giving a fine review of the Regional and State Garden Club meetings in Ashland last week, where she represented us as delegates.

In response to Roll Call, each member present gave her de-

sires for next year's programs, the ideas from which will help the new Board in its planning. The new Board, in addition to Mrs. Harvey consists of Mrs. Les Twohk, Vice-President, Mrs. Arthur Knox, Treasurer and Mrs. C. L. Fallert, Secretary, with Mrs. Elmer Rapraeger and Mrs. Charles Grayshell as the Junior and Senior past presidents.

Mrs. Lester Twohy gave us a description of the most unusual of the Waterbirds which frequent the Oregon coast, paying particular attention to those seen near here. No secrets were revealed but it was announced that plans for our Lily Parade float move forward under the artistic hand of Mrs. Cliff Lindskoug and club volunteers are sought to help with the final decorating on Saturday preceding the Lily Parade. In the absence of Mrs. Bathiany who has made an excellent program chairman this year, the details of the program were introduced by Mrs. Warren Smith. Hostesses were Mrs. Frenchie Arrell, Mrs. William Phelps, Mrs. Paul Rohmiger and Mrs. Robert Swan.

To the many who have contributed helpful material for this

column during the year and to those who have expressed kindly appreciation for its contents, herewith are expressed my grateful thanks. May the new Club Editor have as many interesting weeks wandering along the Azalea Garden paths as I. To her, and to our new president, Success!

## SONGLEADER HERE

Walter R. Jenkins and party of Houston, Texas, were guests of Mr. Jenkins' long time friends, the Emil Moores last week. Mr. Jenkins, who is International Song Leader of Rotary was on his way to the Rotary Convention in Seattle.

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From where I sit... by Joe Marsh

### No Sale!

Right in front of Granny White's beautiful old house on Maple Avenue there's a brand-new sign: "Antiques. Inquire Within."

Now—don't get excited. Granny explained it all the other night—after we settled down in her parlor, me with my temperate beer, Granny with her tea.

I asked her if she was really going in the antique business. "Oh, no," says Granny, "I wouldn't sell anything. I put that sign up so folks would come in and talk—and look around. If they insist on a price, I tell them some outra-

geous figure! I guess I just like people," she said.

From where I sit Granny can be excused for her little ruse. She may be in her eighties, but her mind is young—and open. She's the kind of person who's made this town so wonderful. Granny not only likes people—but she respects them and their preferences and opinions. Come to think of it, "liking" and "respecting" mean much the same thing, don't they?

Joe Marsh

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FIRST, of course, we have to pay all the day-to-day and month-by-month costs of keeping our system in operation. Our annual payroll alone now totals more than five million dollars a year.

THEN we must find a place in our budget to replace equipment as it wears out, and to take advantage of every possible labor, time and money-saving device in order to make our service as efficient and as economical as possible.

WE pay our full share of taxes, too. In 1953, our Federal, state and local tax payments were \$1,667,849. This figure does not include the Federal excise taxes which are added every month to your telephone bill and which last year were more than one million six hundred thousand dollars. Altogether, 31¢ out of every telephone dollar you paid last year went for taxes!

AND, to make telephone services available to the thousands and thousands of new residents in our area, we must continue to invest more and more capital. Our plant in service has tripled in the past eight years, and this coming year, 1954, we have budgeted \$6,300,000 for additional new construction.

Just like yourselves, we too must make ends meet, in order to provide you with the efficient telephone service you expect. And we, even more than many other fields, have been pressed harder and harder by increased costs. In spite of this, we will continue to bring you the finest possible telephone service at the lowest possible cost.

