



# Introducing: THE GIRL SCOUT ROSE

To celebrate their approaching 50th anniversary, Girl Scouts will plant a new golden rose to help beautify America's towns and cities

By LYNN LANDMAN



A troop leader and Intermediate Girl Scouts watch a Senior Scout at work in a rose garden.



Contrasting the old with the new, this photo shows the Lily of the Valley Patrol organized in February, 1913.

**F**IFTIETH ANNIVERSARIES are always something special. But when some 3½ million members of a "family" prepare for a golden anniversary, that is "special."

On March 12, 1962, the Girl Scouts of the U. S. A. will be 50 years old. In the half-century since a Southern gentlewoman named Juliette Gordon Low organized 12 young girls in Savannah, Ga., into the first Girl Scout troop, almost 17 million Americans—adults as well as girls between the ages of seven and 17—have been Girl Scouts. Every American family, whether they live in a teeming city or a tiny hamlet, has been touched by Girl Scouting.

A charming tribute will be paid to the Girl

Scouts in honor of their approaching 50th anniversary. This week, a beautiful golden rose—named the Girl Scout Rose—will be introduced to the American public and to Girl Scouts convening for their 35th convention in St. Louis, Mo.

The first bouquet of Girl Scout Roses (see cover) will be presented to the president of the organization, Mrs. Charles U. Culmer. The city of St. Louis will receive a gift of rosebushes to start a Golden Blossom Girl Scout Garden at the City Hall Plaza.

The Girl Scout Rose, which bears clusters of up to 15 blossoms on each stem, was developed by the eminent hybridist, Eugene Boerner, director of research for Jackson & Perkins Co., one of the world's leading rose nurseries. Despite its delicate appearance, it will grow anywhere in America—even in deserts of the West and the frozen earth of Alaska. Since Girl Scouts, as well as roses, flourish in these climes, by the summer of 1962 all of our vast country will be abloom with Girl Scout Roses and other golden blossoms.

The rose is part of a program called "Blossoms for the Birthday Years," and, in celebration of their 50th birthday and as a token of their pledge to "Honor the Past—Serve the Future," Girl Scouts will beautify their surroundings by planting it and other blooms.

From the tiniest 7-year-old Brownie to the most knowledgeable 17-year-old Senior, Girl Scouts will "scout their neighborhoods," looking for suitable sites on which to start Golden Blossom Girl

Scout Gardens. Village squares, shopping centers, parks, hospital and library grounds, city halls, old peoples' homes, church and synagogue grounds—all will be beautified by the girls in green. A golden crop of crocuses, tulips, azaleas, daffodils, chrysanthemums, sunflowers, marigolds—and roses, of course—will emblazon the Girl Scout colors, green and gold, on the landscape.

**G**IRL Scouts who live in large cities will take part in this program, too. They will plant window boxes with yellow nasturtiums and cucumber, tomato, and squash plants, all of which have yellow flowers. They will prepare terrariums with small yellow blossoms and bring them to shut-ins in hospitals and other institutions. They will take raw materials—seeds, pots, etc.—to orphanages and teach the youngsters how to grow and care for plants. They will, in short, use all their ingenuity to bring the joy of growing things to all.

Gardening has always been an important activity in Girl Scouting. In 1917, Juliette Gordon Low wrote: "Now what about the gardens, for it goes without saying that Girl Scouts must have gardens. Getting right down and smelling the fresh soil is good for anyone. It is mother earth's own breath. Watching the growth of our seeds is a veritable joy of joys."

If the gardens planted by Girl Scouts flourish as the 50-year-old organization has, all America will enjoy the experience of watching beauty bloom.

## COVER:

Lewis Long's photo captures the winsome smile of this Senior Girl Scout as she holds the new Girl Scout Rose, created by Jackson & Perkins Co. for the Girl Scouts' 50th anniversary. For more, see story above.

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