



IT ALL STARTED HERE—"Formal Gardens" were featured at the First Annual Spring Garden Show in 1931. Distinctive theme idea is still retained today. Current show ends April 26:

Community Effort Helped Show Grow

With "Northern Lights and Southern Shadows," the 1959 California Spring Garden and Home Show, Oakland's world-famed spectacle, enters its third decade of distinguished contributions to floricultural advancement.

The Garden Show emerged as a community enterprise in April, 1929, under the sponsorship of the Alameda County Floral Society and Garden Club of Alameda County. Its theme was "May Garden Festival," and it was presented in the Weaver-Wells Building, 29th and Broadway as a landscaped floral production designed by George Kern.

Among the early sponsors of the fledgling exposition were Mrs. Adeline Frederick, Professors E. O. Essig, Harry Butterfield and Harry W. Shepherd; Joseph L. Callaghan, Mr. and Mrs. Alfred F. Schulte, and Arthur E. Navlet.

Success crowned the initial effort, and in 1930 the Business Men's Garden Club (originally called "The Snail Hunters") was formed to produce

the spectacle with the aid of the important Alameda County Garden Clubs.

Landscape architect Howard Gilkey contributed his talents to the enterprise; financial support was given by city and county officials, and business firms contributed prizes and trophies.

Earle C. Anthony's show-rooms at Hobart and Harrison Streets provided the setting, and 15,000 persons gave enthusiastic acclaim to the theme exposition, "Formal Gardens." Club historians are generally agreed that this was actually the First Annual Spring Garden Show, since the distinctive theme idea came into being at that time.

A non-profit corporation was formed when the successful 1931 exposition closed, and the show was established as an annual attraction of statewide importance. Rudolph C. Bilterman was its president, Harold Austin vice-president; Arthur Navlet, secretary; Joseph Callaghan treasurer; Julius O.

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SHOW QUEEN



The pretty miss featured on the cover is Janet Anthony, Queen of the 27th Annual California Spring Garden and Home Show.

Miss Anthony is a junior at the University of California and majors in international relations. She was Hostess Queen for the Miss Football celebration and was selected "Soph Doll" during her sophomore year.

Many Fine Features at Show (Including a Totem Pole)

Alaska's romantic history, from the aboriginal settlers lost in early time to its formal new status as the 49th state, is symbolized in the large sculptured totem pole featured at the 1959 California Spring Garden and Home Show at the Oakland Exposition Building.

Designed and executed by the show's designer, Howard Gilkey, the totem rises to a traditional height of 18 feet from a stump root base representing natural beginnings. It is a focal point of interest in the North Country section of the floral spectacle.

Above its stump root base is carved the raven, eternal symbol of the Alaska Indian tribes, and which in their mystical

concept is a trilogy—bird, man, God—and creator of the universe.

Surmounting the raven is the bear, representing the Russian occupation of Alaska; and above this soars the noble, golden-winged American Eagle with a golden star over its heart, representing the 49th new state star in the nation's flag.

John I. Hennessy, secretary-treasurer of the gigantic floral exposition, said that the Gilkey conception of the national Alaska totem would be presented for consideration to the Alaskan governor at the close of the 1959 Garden Show. It is possible, Hennessy said, that it may be adopted as the new state's flag symbol.

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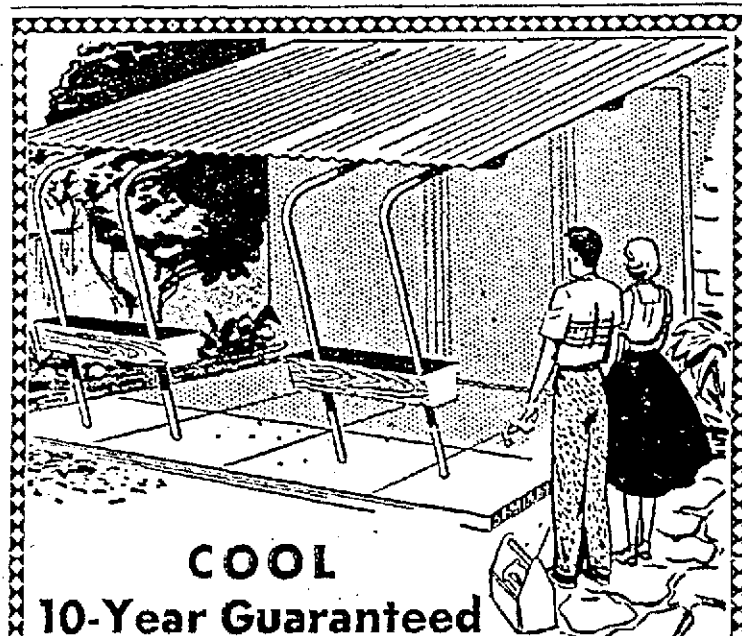
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