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GARDEN CITINGS

2018

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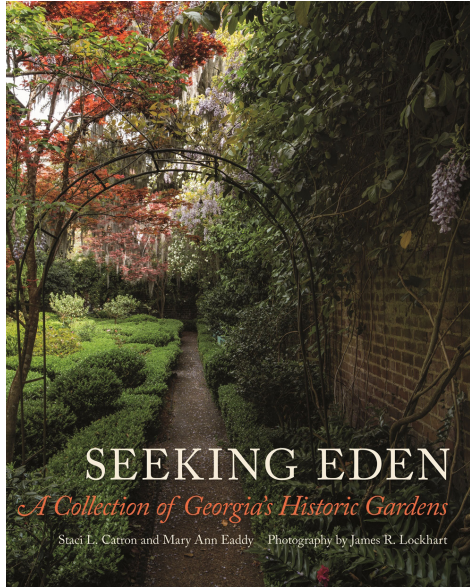
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SEEKING EDEN:

A Collection of Georgia’s Historic Gardens Exhibition

By Howard Pousner, *Manager of Media Relations*



Many of Georgia’s significant designed landscapes grew from a strong interest in gardening and garden design that existed in the 19th and early 20th centuries. The exhibition, *Seeking Eden: A Collection of Georgia’s Historic Gardens*, explores the evolution of 12 of these influential properties.

Through photographs, postcards, landscape plans, and manuscripts, the exhibition highlights the importance of historic gardens in Georgia’s past as well as their value and meaning within the state’s 21st-century communities.

On view in McElreath Hall’s Archives Gallery through December 31, 2018, the exhibition is being presented in conjunction with the publication of the University of Georgia Press book, also titled *Seeking Eden: A Collection of Georgia’s Historic Gardens*. The book was co-authored by Cherokee Garden Library Director Staci L. Catron and historic preservationist Mary Ann Eaddy, retired from Georgia’s State Historic Preservation Office.

On Display April 25 – December 31, 2018
Archives Gallery, McElreath Hall

The exhibition and book share as a framework the book *Garden History of Georgia, 1733-1933*, published by Peachtree Garden Club in 1933. *Seeking Eden* grew out of a nearly decade-long collaboration launched in 2002 to conduct a statewide inventory of Georgia’s historic gardens, forged among the Garden Club of Georgia, the Georgia Department of Natural Resources-Historic Preservation Division, the Cherokee Garden Library (a Library of the Kenan Research Center at the Atlanta History Center), and the National Park Service—Southeast Regional Office.

Named the Georgia Historic Landscape Initiative, the project’s focus was to determine what had happened to the designed landscapes identified in the book—which ones had been lost and what changes had occurred to those still existing—and to highlight the importance of these landscapes in Georgia’s history.

The co-authors of *Seeking Eden* met when Catron took a historic preservation class at Georgia State University taught by Eaddy in 2000. Then they began working together at the launch of the Historic Landscape Initiative. As the work on the first phase of the nearly decade-long project neared completion, they discussed making its results more widely known to the public. Out of their conversation, *Seeking Eden* was born. A third collaborator then joined: photographer Jim Lockhart, also retired from the Preservation Office after three decades of photographing historic properties across the state. In short order, the trio embarked on what they describe as an “epic journey.”

While the Archives Gallery exhibition documents a dozen of these important properties, their 488-page book with over 365 color photographs by Lockhart updates and expands stories of nearly 30 designed landscapes first identified in *Garden History of Georgia*. The new book provides a record of each garden’s evolution and history as well as each garden’s current early 21st-century appearance. These publicly and privately owned gardens include 19th-century parterres, Colonial Revival gardens, Country Place Era landscapes,

rock gardens, historic town squares, college campuses, and an urban conservation garden.

Seeking Eden explores the significant impact of the women who envisioned and nurtured many of these special places; the role of professional designers, including J. Neel Reid, Philip Trammel Shutze, William C. Pauley, Robert B. Cridland, the Olmsted Brothers, Hubert Bond Owens, and Clermont Lee; and the influence of the Garden Club Movement in Georgia in the early 20th century.

Gardens whose stories are explored in the Atlanta History Center exhibition include: Swan House, an iconic house and gardens that have graced Atlanta since 1928; Hills and Dales Estate in LaGrange, home to the historic Ferrell Gardens, one of the best-preserved nineteenth-century designed landscapes in the United States; and Dunaway Gardens, a rock and floral garden developed in the 1920s near Newnan by actress Hetty Jane Dunaway Sewell.

“EACH GARDEN HAS A LAYERED, COMPLEX HISTORY AND HAS EVOLVED OVER TIME,” CATRON SAID. “HISTORIC GARDENS ARE A DIRECT LINK WITH THE PAST, HELPING US UNDERSTAND WHO WE ARE TODAY. IN THE CROWDED, CHANGING, AND BUSY 21ST CENTURY, GARDENS ARE ESSENTIAL. THEY FEED US INTELLECTUALLY, VISUALLY, AND SPIRITUALLY.”

SEEKING EDEN:

A Collection of Georgia’s Historic Gardens Exhibition

CO-CURATORS

Staci L. Catron, Mary Ann Eaddy, and James R. Lockhart

The Cherokee Garden Library of the Kenan Research Center at the Atlanta History Center thanks its generous sponsors of the exhibition.

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Seeking Eden: A Collection of Georgia’s Historic Gardens opens in conjunction with the publication of the University of Georgia Press book of the same title.

This book was published by University of Georgia Press with support in part by the following organizations:

THE GARDEN CLUB OF GEORGIA, INC.
Atlanta History Center
Georgia Department of Economic Development
Georgia Chapter of American Society of Landscape Architects
The Mildred Fort Foundation

Wicked Plants...This Way Come

By Staci L. Catron, Cherokee Garden Library Director

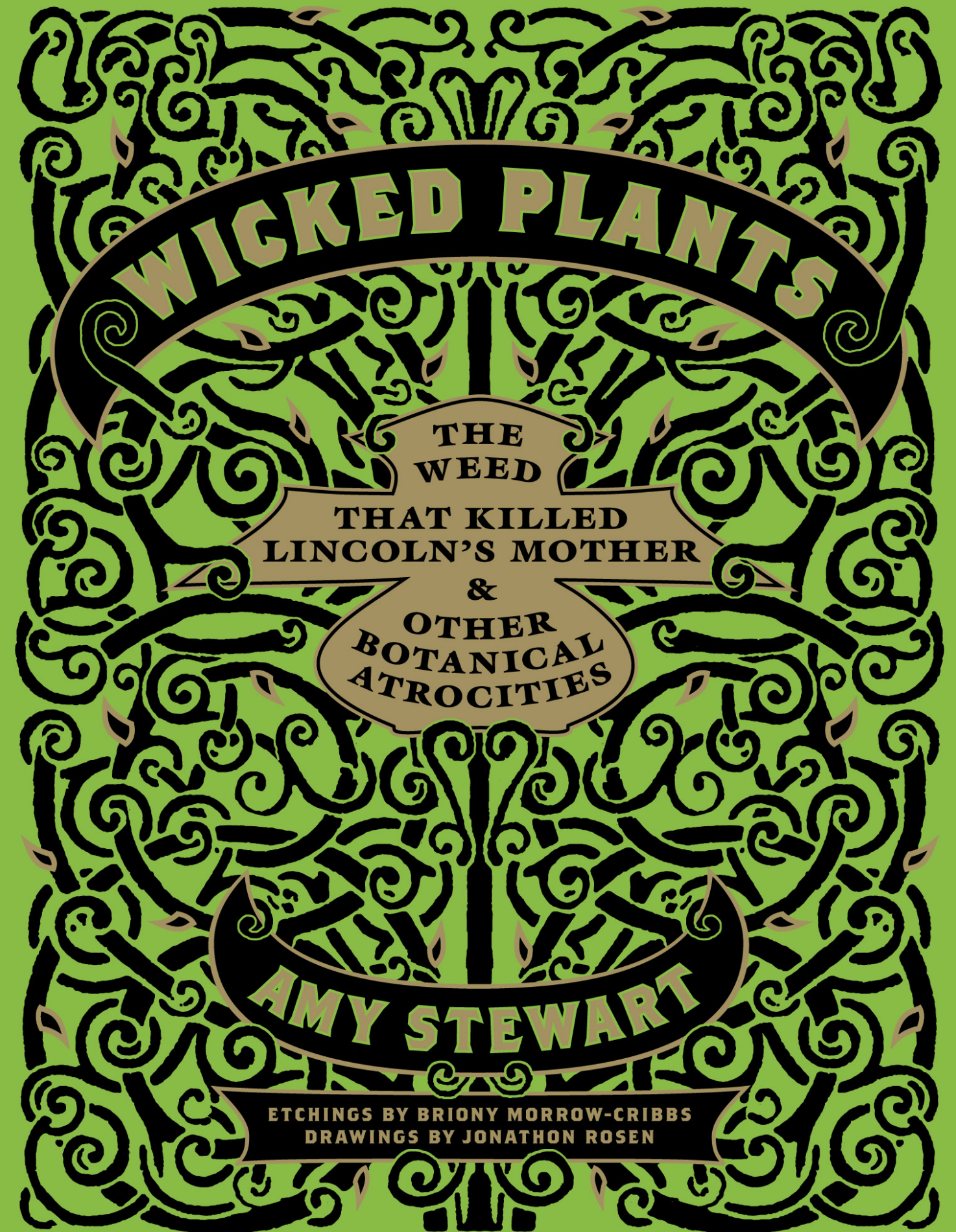
JUST IN TIME FOR HALLOWEEN, the Cherokee Garden Library brings acclaimed author Amy Stewart to Atlanta to share her diabolical tales of the dark and mysterious side of the plant kingdom.

In the preface to her entertaining and informative work, *WICKED PLANTS: THE WEED THAT KILLED LINCOLN'S MOTHER & OTHER BOTANICAL ATROCITIES*, Stewart sets the tone:

Some of the plants in this book have quite a scandalous history. A weed killed Abraham Lincoln's mother. A shrub nearly blinded Frederick Law Olmsted, America's most famous landscape architect. A flowering bulb sickened members of the Lewis and Clark expedition. Poison hemlock killed Socrates, and the most wicked weed of all—tobacco—has claimed ninety million lives.

Categorizing each plant as dangerous, deadly, destructive, illegal, intoxicating, offensive, or painful, Stewart explains each plant's wickedness and provides anecdotes about its use or misuse. Stewart showcases over two hundred of Mother Nature's most ill-mannered plants. Exquisite botanical illustrations by artist Briony Morrow-Cribbs create a spellbinding portrait of the offenders that may be lurking in your own garden.

Dangerous culprits include the seductively beautiful Jimson Weed (*Datura stramonium*), with its white trumpet-shaped flowers, that causes hallucinations and seizures; Monkshood (*Aconitum napellus*) containing toxins so powerful that Nazi scientists used it in poisoned bullets; and the beloved low-growing perennial Hellebore (*Hellebore* spp.), purported to have been used by a Greek military alliance to poison the water supply of the city of Kirrha in Central Greece during the First Sacred War (595-585 BC).



SPRING 2018

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THURSDAY

OCTOBER 18, 2018, 7:00 PM

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Wicked Plants... This Way Come

Botanical outlaws highlighted in *Wicked Plants* include an unsuspecting tender perennial Diviner's Sage (*Salvia divinorum*). Native to Mexico, its leaves produce a hallucinogenic effect if smoked or chewed. Flourishing in Ethiopia and Kenya, the leaves of the flowering shrub Khat (*Catha edulis*) are an addictive stimulant similar to Coca or Kratom. In Black Hawk Down, armed Somalian men filled their cheeks with Khat leaves producing a jittery high that lasted late into the night.

Other ne'er-do-wells are Poison Sumac (*Toxicodendron vernix*), which nearly blinded America's most famous landscape architect, Frederick Law Olmsted; the ricin in Castor Bean (*Ricinus communis*), used by the KGB to murder communist defectors; and White Snakeroot (*Eupatorium rugosum*) that causes cows to produce poisoned milk, resulting in a deadly illness that killed Abraham Lincoln's mother.

Combining history, medicine, science, and legend, Stewart's *Wicked Plants* entertains, enlightens, and at times, alarms. The A to Z compendium of "bloodcurdling" botany is irresistible to even the most seasoned gardeners and nature lovers.



ABOUT THE AUTHOR

Amy Stewart is the *New York Times* best-selling author of nine books, including her popular nonfiction titles—*Wicked Plants*, *Wicked Bugs*, *The Drunken Botanist*, and *Flower Confidential*. Her fiction work is *Girl Waits with Gun* and the rest of the Kopp Sisters series, which are based on the true story of one of America's first female deputy sheriffs and her two rambunctious sisters.

Stewart was awarded a National Endowment for the Arts fellowship, the American Horticulture Society's Book Award, and an International Association of Culinary Professionals Food Writing Award. In 2012, she was invited to be the first Tin House Writer-in-Residence, a partnership with Portland State University, where she worked with students in the MFA program.

Amy Stewart's essays and commentaries have appeared in the *New York Times*, the *San Francisco Chronicle*, *Organic Gardening*, and elsewhere. She has been featured on NPR, Good Morning America, and CBS Sunday Morning, as well as in the PBS documentary, *The Botany of Desire*.

Amy Stewart lives in Portland with her husband Scott Brown, a rare book dealer. They own an independent bookstore called Eureka Books in California.

Welcome Incoming Advisory Board Members

By Staci L. Catron, *Cherokee Garden Library Director & Kinsey Harper, Cherokee Garden Library Nominating Committee Chairman and Past President*

Each year the Cherokee Garden Library must bid farewell to our retiring Cherokee Garden Library Advisory Board members. We will continue to call on them for assistance and advice as part of the Cherokee Garden Library family. We extend our deepest gratitude to those Advisory Board members who have generously completed their three-year terms of service. This year, those members are Adelaide Burton, Mary Calhoun, Cannon Carr, Ozzie Johnson, Missy Madden, Audrey McMenamy, Carter Morris, Teed Poe, Alex Smith, Spencer Tunnell, and Marsha Webb. As is our tradition, special volumes are acquired for the collection in honor of each of them. Beginning May 2, 2018, we welcome the following incoming class of the Cherokee Garden Library Advisory Board members.



Jeanne Johnson Bowden

Growing up in North Carolina, Jeanne Bowden was taught a love of flowers by her grandmother and learned an appreciation for the importance of the details of gardening from her dad. She and her husband, Henry L. Bowden, Jr., have spent the past 25 years gradually updating the hardscapes and plantings at two family homes, one in Atlanta and the other at Lake Rabun, under the continuing guidance of former Advisory Board member, landscape architect William T. Smith. Professionally, Jeanne is an attorney, having graduated from Emory University School of Law. Jeanne clerked on both the Georgia Appellate Courts and the United States District Court for the Northern District of Georgia. She was privileged to work for the Northern District as it established a volunteer lawyer program benefitting the Marielito Cubans imprisoned at the Atlanta Federal Penitentiary, and as Reporter for the Civil Justice Reform Act of 1990 project. In 1995, Jeanne joined with her husband to establish The Bowden Spratt Law Firm, where she practiced law for 18 years. Jeanne is a graduate of the University of North Carolina at Chapel Hill. She is a member of the Forward Arts Foundation and Northside United Methodist Church, where she has served on the Board of Trustees. She chaired the Emory Law School Council in 2002-2003 and was honored by the Law School as a distinguished alumna in 2005. Jeanne and Henry have two children: Caroline Bowden Stockdale (her husband Spencer, and children Elena and Nolan), and Henry L. Bowden III, all of Atlanta.



Laura Rains Draper

Laura Rains Draper, a native of Atlanta, grew up in a family of knowledgeable and enthusiastic gardeners in Ansley Park. Laura graduated from The Westminster Schools and holds a Bachelor of Arts degree in English and Art History from the University of Virginia, where she studied as a Jefferson Scholar. Laura began her professional career in Washington D.C. as a research and legislative assistant during the early years of foreign investment in the formerly communist countries of Eastern Europe but eventually returned to Atlanta to teach English at the Lovett School. Over the years since, Laura has volunteered in many capacities at Trinity School and The Westminster Schools. She serves on the Jefferson Scholars Foundation's Regional Sponsoring Committee and on the board of Theological Horizons at the University of Virginia and is a member of the National Society of the Colonial Dames. She recently completed a term as first vice president of Peachtree Garden Club and has served on the board of the Swan Woods Endowment Fund for many years. Laura's husband, Clare, is a partner in the firm of Alston and Bird, and they have three children, Margaret, a fourth-year student at the University of Virginia, Clare, a second-year student also at the University of Virginia, and Rains, a senior at Westminster. Her grandmother, Laura Dorsey, was involved in the initial development of Swan Woods Trail as an outdoor laboratory, and her mother, Dr. Laura Dorsey, founded Gardens for Peace, an international network of gardens designated as symbols of peace. She is delighted to bring her interests and energy to the Cherokee Garden Library Advisory Board.



Lee C. Dunn

Lee Dunn has been a long-term member of the Cherokee Garden Library Acquisitions Committee. She is returning to our Board once again after publishing her book entitled *Cracking the Solid South, The Life of John Fletcher Hanson, Father of Georgia Tech* (Mercer University Press), for which she was nominated Author of the Year in the Biography category in 2017 by the Georgia Writers Association. A sequel to her book is in the works. When not writing, Lee is an avid gardener and has been a member of The Garden Club of Georgia for 33 years, serving on its Board for over 19 years, both as a District Director and on the Historic Landscape Preservation Committee, which she currently chairs. This committee, in partnership with the Cherokee Garden Library, awards grants to historic non-profit public landscapes and gardens in Georgia. In addition to her work with GCG, she is currently serving on the Southern Garden History Society Board as Membership Chair. She is a graduate of Pierce College in Los Angeles and the Historic Landscape Institute at the University of Virginia. Lee, through the Garden Club of Georgia, was a major supporter of the University of Georgia Press book, *Seeking Eden: A Collection of Georgia Historic Gardens*, by Staci L. Catron and Mary Ann Eaddy with photographs by James R. Lockhart.



Chris Hastings

The Hastings family has been practicing horticulture in the Southeast since 1889. Chris Hastings follows in the footsteps of his great-grandfather H.G. Hastings, his grandfather Donald Hastings, Sr., and his father Donald Hastings, Jr. The Hastings sold the family seed and nursery business in 1976 and are not affiliated with any local nurseries. Chris Hastings worked for a national tree care company for a number of years where he was amazed to learn that the majority of arborists practicing in our area are commissioned salesmen. He formed Arbormedics with the mission to keep trees safe and healthy while remaining ethical and customer-focused. Since then, Arbormedics has quickly grown to become one of the leading arboriculture firms in Atlanta. Arbormedics currently cares for trees in Georgia, South Carolina, North Carolina, and Alabama. Hastings has a Master’s Degree from Cornell University in Ornamental Horticulture and was the first arborist in Georgia to be named a Board Certified Master Arborist by the International Society of Arboriculture. He is the author of three books on gardening in the South, a longtime member of the Cherokee Garden Library Acquisitions Committee, and a previous Garden Library Board member. Along with his father, Don Hastings, Chris was instrumental in establishing the significant holdings in the Hastings Collection at the Cherokee Garden Library. Chris and his wife, Amy, have two sons, Hunter and Riley. Arbormedics has generously sponsored numerous of the library’s lectures and exhibitions and is a sponsor of the library’s current exhibition, *Seeking Eden: A Collection of Georgia’s Historic Gardens*.



Caye Johnson Oglesby

A native of Atlanta, Caye Oglesby received a Bachelor of Arts in History and a Master of Business Administration from Emory University. She is the proprietor of FHL Designs, a full-service interior design company. She is a member of the Cherokee Garden Club, the Loan Committee for the Student Aid Foundation, a past board member of Seven Stages Theater, and former chairman of The Cathedral Preschool. She and her husband, Rich, have four children, two living in San Francisco, one living in Atlanta, and one a junior in college. She is the daughter-in-law of Lamar Ellis Oglesby, past president and Legend of the Cherokee Garden Library. She enjoys gardening, floral arranging, yoga, and participating in her book club. Caye currently serves as the secretary of the Cherokee Garden Library Advisory Board.



Nancy Roberts Patterson

Nancy Patterson is a native Atlantan who graduated from the University of Georgia with a degree in Journalism in 1990. Nancy is the wife of John Patterson, a Financial Planner with Northwestern Mutual Financial. They have three children: Meg, a junior at Clemson University; Jack, a senior at Holy Innocents and future first-year student at the University of Virginia; and Luke, a freshman at Holy Innocents. Nancy is an active member of Planters Garden Club for which she has served as program chair, membership chair, and president. Nancy has also been PTA President at Warren T. Jackson where her children attended elementary school. At Holy Innocents, Nancy has worked on the Gala, served on the Fine Arts Alliance board, and was a grade level representative and liaison for new students. She is a member of A Million Matters, serving as its chair. Nancy is a member of the Seeds of Change women’s group with Buckhead Christian Ministries, and a member of Holy Spirit Catholic Church where she serves on the flower guild. Nancy greatly enjoys travel with her family and friends, gardening, and hiking and biking. Nancy and John Patterson are sponsors of the library’s current exhibition, *Seeking Eden: A Collection of Georgia’s Historic Gardens*.



Betsy Wilkins Robinson

Betsy Robinson holds a Bachelor of Arts in English from Salem College, Winston-Salem, North Carolina, and a Master of Education from Georgia State University in Atlanta. Following her career as a learning disabilities teacher in the DeKalb County Schools and The Schenck School, she established a private practice focusing her efforts on early identification and remediation of children with dyslexia. She also serves as a volunteer reading support teacher at the Global Village Project, a refugee school for girls in Decatur. Betsy has served the community in many roles including past board member of The Schenck School, past president of the Georgia Branch of the International Dyslexia Association, a member on various committees at All Saints’ Episcopal Church, and member of Club Estates Garden Club. She and her husband, native Atlantan Lee Robinson, have three children: a daughter who is a pediatric psychologist in Richmond, Virginia; a son who works in commercial real estate in Atlanta; and a daughter who works in finance in New York. Betsy and Lee are avid museum-goers during their travels in the U.S. and abroad. Betsy enjoys gardening year round and hiking in the North Carolina Mountains.



T. Blake Segars

Blake Segars, of Norman Askins Architects, is a member of the American Institute of Architects (AIA) with a Master of Architecture degree from The Georgia Institute of Technology. He is also a licensed Landscape Architect (PLA) and a member of the American Society of Landscape Architects (ASLA), with a Bachelor of Landscape Architecture from the University of Georgia. In 2011, Blake received the Georgia Trust for Historic Preservation’s prestigious Neel Reid prize. Professionally trained by prominent residential architect Norman Askins in Atlanta and renowned landscape architect Ben Page in Nashville, Blake also completed extensive studies in England of the works of Edwin Lutyens and Gertrude Jekyll. He has been greatly influenced by other renowned architects specializing in the classical style, including Neel Reid, Philip Shutze, and Ivey and Crook. Blake’s design style reflects his expertise in classical and traditional architecture and design philosophies and how they can be modernized to bring fresh perspective and greater function for today’s home and garden designs.



Yvonne Wade

Yvonne Wade grew up exploring and playing in the great outdoors, a lifestyle she continues today through her passion for gardening, her eco-volunteerism, and her love of outdoor sports. Her parents, native Virginians, were avid and expert gardeners who magically transformed yards into gardens and involved her happily in that task. Yvonne has a Bachelor of Fine Arts degree (Studio Art) from University of Tennessee-Knoxville and a Master of Fine Arts degree (Graphic Design) from the University of Memphis. She moved to Atlanta in 1983 and began her 25-year career as an award-winning Graphic Designer and Art Director. She lives with her husband Jim, their daughter Kendall, two dogs, three cats, and a turtle, by a creek where she works on a large garden that is never finished. Her eco-volunteerism began at the Atlanta Botanical Garden where she was a Centennial Volunteer and served as both Chair or Co-Chair of the Gardens for Connoisseurs Tour, Moon Stroll and Goblins in the Garden. She is a Trees Atlanta docent for the Atlanta Beltline and has been a Central Fulton County Master Gardener since 2001. As an active member of the Cherokee Garden Club, she has served as the Horticultural Chair and Garden Design Chair, been involved in many flower shows, and had the opportunity to attend incredible conferences such as the Shirley Meneice Horticultural conference and the National Affairs and Legislation Conference. Yvonne’s heartfelt interest lies in the stewardship of natural places and the everyday appreciation of even the small spaces of wonder that can impact our lives.

NEWS FROM THE GOIZUETA GARDENS

By Sarah Roberts, *Olga C. de Goizueta Vice President, Goizueta Gardens and Living Collections*

Goizueta Gardens is in the midst of an important transformation, following a generous gift from The Goizueta Foundation in 2013. As a result, the Atlanta History Center is involved in a series of major infrastructure projects that also address the Gardens’ sustainability and environmental stewardship. The projects continue along with new initiatives throughout 2018.

OLGUITA’S GARDEN

The first major garden added to the Atlanta History Center’s 33-acre campus in three decades, this ornamental garden was designed for the enjoyment of the beauty of fragrant flowering plants. Honoring Goizueta Gardens’ namesake, Olga “Olguita” C. de Goizueta, Olguita’s Garden encompasses the rear façade of the Atlanta History Museum with access from multiple points. Ensconced within that garden front, the Mabel Dorn Reeder Amphitheater has been enhanced with central steps, symmetrical walls, and planting beds on both sides. Deep shrub borders adjoin the eastern and western ends of the garden, where shrubs and small trees were selected with an emphasis on fragrance throughout the year.

The garden’s design and plants reflect European and English influences on the Southeastern U.S. landscape. On its west side, limestone steps lead to formal 50-foot-long double borders culminating in a focal point of limestone columns designed by Atlanta architect Neel Reid. The columns encircle a water feature planted with water lilies and lotus, and a backdrop of camellias. Hundreds of the best perennials for creating an English-style garden in Atlanta are showcased against a fragrant and evergreen tea olive hedge.

The garden’s borders and beds are planted with a tapestry of flowering and foliage plants for year-round color. Small flowering trees, ornamental shrubs and accentuating annuals, perennials, and bulbs keep the garden in an extended peak season of interest.

STREAMBANK RESTORATION

Buckhead Branch is the name of the small creek that bisects Goizueta Gardens, running through Gilbert Memorial Quarry Garden, Sims Asian Garden, and Swan Woods. The banks of the stream have endured significant scouring over the years with the increased development of Buckhead that sends stormwater downstream to the History Center. The History Center has continually improved its ability to capture and slow stormwater, including last year’s renovation of the parking lot. Pervious pavers replaced asphalt in sections, allowing water to flow through the hardscape and slowly percolate into the earth or into underground detention. This means less water heading downstream.

The restoration of the streambank will provide stability, underpinning the previously built retaining walls. The bank stabilization also includes setting boulders at stream level and building structural support for the Swan House driveway at the top



Olguita’s Garden, water feature under construction. *Photograph by Sarah Roberts.*



The entrance gardens will be planted in sweeping drifts, inspired by the modern architecture of the renovated Museum façade and Lloyd and Mary Ann Whitaker Cyclorama. *Photograph by Sarah Roberts*

of the bank. After this, the Goizueta Gardens staff will replant parts of the Sims Asian Garden with a collector’s palette of shade-loving ferns, flowering perennials, and hydrangeas native to the mountains of Japan, *Hydrangea serrata*.

CYCLORAMA & ENTRANCE GARDENS

Following construction of the new Lloyd and Mary Ann Whitaker Cyclorama Building and the adjoining *Texas* gallery, the Goizueta Gardens staff began a soil rejuvenation process in November. A healthy soil ecosystem is the foundation of any successful garden. After determining where the planting beds would be located, we removed the top six inches of compacted clay and cracked open the subsoil, layering six inches of topsoil mixed with compost to the top. This was followed by sowing seeds of a complex mix of cover crops selected to improve soil health, equivalent to that used on a farm with compacted or depleted soil.

Some of these plants have long tap roots that can penetrate and loosen hardpan; legumes (pea-family plants) add nitrogen to the soil, and all plants break down after being tilled under, leaving behind organic

matter, nutrients, and pore space between soil particles. All of these actions increase vitally essential microbial life. Soil microorganisms, particularly bacteria and fungi, act as the stomachs of plants, cycling nutrients and water which allows growth. Healthy soil is alive and teeming with activity.

There will be at least two seasons of cover crops grown and tilled under before the landscape installation can begin in autumn 2018. The new design will be a sweeping contemporary landscape for Atlanta, with large swathes of perennials, grasses, and bulbs under the existing high canopy and select specimen trees.

Additional projects for Summer and Fall, including a boardwalk for Swan Woods, will be included in the next update. Please come visit during this exciting time of transformation in the landscape at one of the many programs hosted in Goizueta Gardens this year. The annual Olmsted Plein Air Day on April 25 features artists working in the Gardens, and National Public Gardens Day is May 11.

Additional details can be found at: atlantahistorycenter.com/programs

Arrangements for Refreshment: Marketing Coca-Cola with Flower Arranging

By Jennie Oldfield, *Cherokee Garden Library
Cataloger and Archivist*

Recently while I was processing a collection of flower arrangement photographs for the Cherokee Garden Library, I made an interesting discovery. The photographs were enlargements from a set of books entitled *Flower Arranging: A Fascinating Hobby Volume 1 and 2*; and *Homes and Flowers: Refreshing Arrangements Volume 3*. Sponsored by The Coca-Cola Company, these books were written and designed by author Laura Lee Burroughs. I had seen this set many times on the Cherokee Garden Library's bookshelves but never realized the influential connection of The Coca-Cola Company to flower arranging in the 1940s.

In 1940, The Coca-Cola Company launched a campaign to promote its five-cents-a-bottle Coca-Cola beverage using the growing hobby of flower arranging to target the homemaker and make Coca-Cola a family favorite. The company hired a well-known floral designer, Laura Lee Burroughs, to create a 56-page pictorial booklet of 48 beautiful floral arrangements, several using Coca-Cola bottles as a table setting centerpiece. In the book's accompanying text, she describes suggested materials, techniques, and settings for the arrangements.

Mrs. Burroughs was originally from Atlanta, but resided in St. Louis, Missouri, with her husband Mortimer and two sons, Mortimer Jr. and William. It's surprising to learn that Mrs. Burroughs was the mother of one of the notable writers of the Beat Generation, William S. Burroughs. Mrs. Burroughs' sophisticated and traditional style was in direct contrast to the later controversial writings of her son, William.

The Coca-Cola Company promoted *Flower Arranging: A Fascinating Hobby Volume 1* in a variety of ways. They focused on middle-class women with magazine advertisements through publications such as *Ladies' Home Journal*, *Good Housekeeping*, *Better Homes and Gardens*, *Vogue*, and *Harper's Bazaar*. During a popular Coca-Cola radio show "Refreshment Time with Singin' Sam," hosted by performer Harry Frankel, commercial breaks provided time for Laura Lee and Frankel's wife, Helene "Smiles" Davis, to discuss and promote the book.

Coca-Cola bottlers distributed the book through local florists throughout the country. Bottlers also created elaborate displays at local flower shows where the books sold by the thousands. They distributed copies at garden club meetings with an accompanying presentation using a Technicolor film of the arrangements and text. Cleverly, the film ended with a pitch to use Coca-Cola bottles as part of a stylish table setting.

Flower Arranging: A Fascinating Hobby Volume 1 was enormously popular. For 10-cents a copy, it sold over one million copies worldwide during the first year of distribution. The booklet could be mail ordered from The Coca-Cola Company in Atlanta and many orders included a note endorsing the positive association of Coca-Cola with the pleasure of flower arranging.

According to the June 1987 issue of *The Coca-Cola Collectors News*, one fan wrote, "I was thrilled with the beauty and truth of your advertisement. Coca-Cola increases the joys of my flower garden, as well as the home, for there, friend and stranger feel free to come, compare garden notes and to refresh themselves with an ice-cold Coca-Cola..."

The publication *Flower Arranging* became so popular that the requests spread from nearly 50 countries including South Africa, India, and Peru. One order from an Englishwoman was accompanied with a note, "If it's possible, kindly send me a copy. As much as I would like to pay for it, we cannot send money out of the country today. Please be assured that we still have a few flowers that Hitler hasn't hit, and we should welcome Mrs. Burroughs' assistance in arranging them artistically." (*The Coca-Cola Collectors News*, June 1987)

In 1941, *Flower Arranging: A Fascinating Hobby Volume 2* was published with more pages and lengthier descriptions than Volume 1. Coca-Cola bottles were included in several arrangements, promoting the beverage with beautiful table settings in creative displays. The publicity included book signing events at a hardware store in San Francisco featuring Mrs. Burroughs. A new filmstrip was used in presentations along with a 33 1/3 rpm record available for purchase.

Volume 2 was equally popular overseas. Mrs. Burroughs was awarded a certificate of merit at a flower show in Shanghai, China, for her contributions to flower arranging.

The third volume, *Homes and Flowers: Refreshing Arrangements* was published in 1942. It was advertised with patriotically themed arrangements that spoke to the ongoing war while encouraging a soldier's short stay at home to include an ice-cold Coca-Cola. Flower arrangements relied more on inexpensive natural materials such as seed pods, sticks, stones, and produce such as corn, cabbages, and potatoes.

In one of the photographs taken at the Burroughs' home, the elegant Mrs. Burroughs holds a Coke while seated in a cream-colored room decorated simply with magnolia leaves and blossoms. In a section titled "Woodshed into Workshop" Mrs. Burroughs makes the first mention of her family, "...For years, my flower decorations in the making



FLOWER ARRANGING AND HOMES AND FLOWERS, 3 VOLUME SET, CHEROKEE GARDEN LIBRARY, KENAN RESEARCH CENTER AT THE ATLANTA HISTORY CENTER.

were a source of annoyance to my family. My efforts in the kitchen always seemed to tie with the advent of a pie... Finally a woodshed was enlarged for me..."

The effects of the war on cultural pastimes were evident in a declining interest in the hobby of flower arranging and canceled flower shows, but the Coca-Cola campaign, over the course of just a few years, was an enormous success in both encouraging the hobby of flower arranging and promoting a beverage.

We invite you to make discoveries of your own through the books and photographs of Laura Lee Burroughs, The Coca-Cola Company, and other treasures in the Cherokee Garden Library.

VIS 273, COCA-COLA PHOTOGRAPHS OF FLOWER ARRANGEMENTS, 1940-1942

Flower Arranging: A Fascinating Hobby Volume 1; SB449.B87 1940-1942

Flower Arranging: A Fascinating Hobby Volume 2; SB449.B87 1940-1942

Homes and Flowers: Refreshing Arrangements Volume 3; SB449.B87 1940-1942

PICTURED LEFT Author Laura Lee Burroughs from, *Homes and Flowers: Refreshing Arrangements Volume 3*, Cherokee Garden Library, Kenan Research Center at the Atlanta History Center.

Historic Gardens of Five Notable Properties in Griffin, Georgia

BY DANIEL WHITE,
*Cherokee Garden Library Research Fellow
2017 and University of Georgia Master of Historic
Preservation program graduate student.*



Pecan tree surrounded by a ring of
Englishboxwood at Meadowlark Gardens.
Photograph by Daniel White, 2017.

This past summer I had the privilege of serving as the Cherokee Garden Library Research Fellow and completing five Georgia Historic Landscape Initiative surveys documenting sites in Griffin, Georgia. Throughout this process, I collected historic aerial images, historic photographs, and deed records; researched archives; interviewed current property owners; and documented existing conditions. This article is a brief summary of that work.



One example of the garden beds designed by J. Newton Bell, Jr. at the
Barnes-Burns House and Garden. *Photograph by Daniel White, 2017.*

BARNES-BURNS HOUSE AND GARDEN

The Barnes-Burns House was built in central Griffin in 1926, as one of the first houses in a planned future development by local businessman H. W. Barnes. Designed and built by Lewis Crook of the Atlanta architectural firm Ivey and Crook, the house had several owners before the Burns family purchased it in 1982. When the Burns family acquired the property, they began rehabilitating the historic house, and in 1985 turned their focus to the landscape. The first known gardens at the Barnes-Burns House were designed by local landscape architect J. Newton Bell, Jr.

The Bell-designed gardens incorporated existing mature trees on the property and are recognizable for geometric garden beds framed in soldier course red brick. Bell largely used plants native to the Southeast, often layering plant material to create texture and depth. Updates to the landscape were made in 2010 and 2017 by landscape architect Diane Dunaway Boles, who worked within the original footprints of Bell's plan. Boles replaced plant material that had been lost or added new plant material at the homeowner's request. Boles also introduced a hardscaped patio that mirrors the shape of the Bell-designed garden beds.



View of the gardens of the Shapard-Peek House and Garden taken
from the second-floor balcony. *Photograph by Daniel White, 2017.*

SHAPARD-PEEK HOUSE AND GARDEN, "MIRADOR"

The Shapard-Peek House was designed and built in 1926 by Griffin native Charles Frazier. Since its construction, the house and property have remained in the same family. The home is known within the family as Mirador, a reference to the Mirador Room at Atlanta's Capitol City Club-Downtown, where the owners were members. The original classically inspired design of the garden is an example of the Country Place Era, a landscape architecture movement between 1880 and 1940. During this Era, well-to-do Georgians like their peers across the country hired professional designers to create a grand house and elaborate gardens for their estates. We assume that the Mirador gardens were designed by the same architect of the house as was common during this time.

This original garden included a large formal garden with parterre, a central axis connecting the house to a Tea House and reflecting pool, and various rock pools throughout the property, several of which are extant.

In 1965, Atlanta landscape architect Edith Henderson was hired to create an updated landscape plan for the gardens. The central walkway and the Tea House patio situated within a lawn were covered in slate. Along the central axis of the lawn, Henderson added two boxwood gardens mirroring one another. She also anchored the composition by adding rows of holly on the perimeter of the central lawn. Henderson added oakleaf hydrangea and boxwood plantings elsewhere on the property.

In the 1980s local landscape architect J. Newton Bell, Jr. was hired to install a garden in the front yard of the property. Bell's garden plan included a curving garden bed incorporating existing mature trees and additional native plant species. The main elements from all three eras of garden design can still be found throughout the property.

In the 1980s local landscape architect J. Newton Bell, Jr. was hired to install a garden in the front yard of the property. Bell's garden plan included a curving garden bed incorporating existing mature trees and additional native plant species. The main elements from all three eras of garden design can still be found throughout the property.

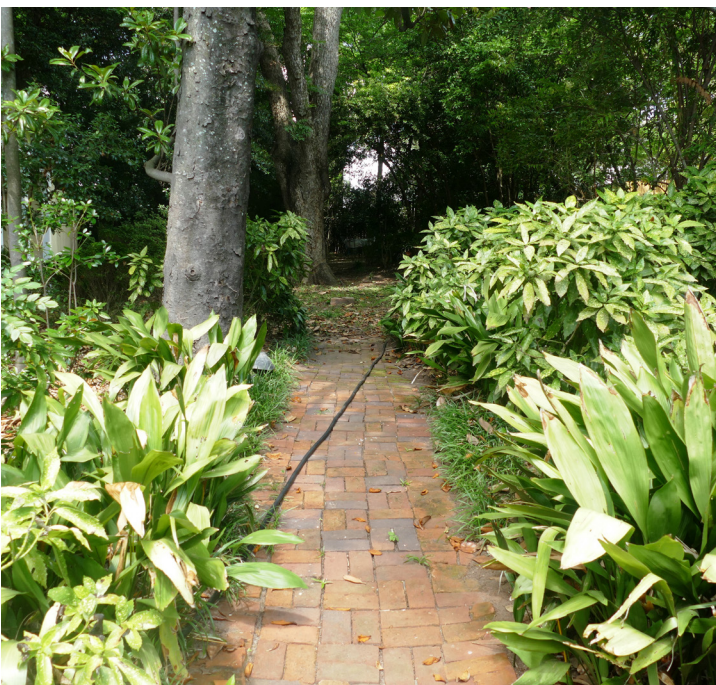


Violet Bank parterre garden.
Photograph by Staci L. Catron, 2017.

VIOLET BANK

Violet Bank was originally built in 1890 as the estate of Griffin businessman Seaton Grantland. His heirs hired prominent Georgia architect Neel Reid to redesign the house in 1922. A 1924 plant list and plan indicates changes to the landscape. The boxwood garden is centered directly on the rear of the house and features a large lawn edged in boxwood with a serpentine curve at the northernmost end.

A nearby formal parterre retains its historic and complex path and circulation system. This parterre garden features gravel paths and stone-lined garden beds, some of which retain plant material associated with the original design, although much has been lost over time. Other historic elements of the original landscape design include a terrace with stone built from the original owner’s grist mill site in Griffin, several outbuildings dating to the same time as the 1922 renovation, and remnants of several historic garden beds throughout the property’s sprawling front lawn.



Garden beds planed with Aucuba, cast iron plant, and Southern Magnolia at the Bell-Sisk House. *Photograph by Staci Catron, 2017.*

BELL-SISK HOUSE & GARDEN

The Bell-Sisk House is assumed to have been built in the early 1870s and can be seen in Sanborn maps for Griffin as early as 1909. Since then, the house has nearly doubled in size and the parcel is larger. The house is best known throughout Griffin as the home of J. Newton Bell, Jr., who was the fifteenth state registered landscape architect in Georgia following his graduation from the University of Georgia in 1940. Its current owner has spent considerable time restoring the house to its former glory and is focusing next on the historic gardens found on the property.

Throughout the property are a series of four garden rooms, all divided by walls, mature trees or heavily planted garden beds, which help create a sense of space and separation from one another. Bell’s original designs include beds framing a large pool, an ellipse-shaped bed once centered on a statue, and several curved beds framing an open lawn. These original designs remain but much of the plant material has been lost or covered by overgrowth.

MEADOWLARK GARDENS

Meadowlark Gardens lie several miles outside of downtown Griffin on more than 300 acres of land originally established as the Ingram Farm in 1939. It has remained in the same family and features expansive gardens, vistas, and historic buildings. Following her marriage to Frank Ingram, Rhoda Hopson Ingram moved to the country estate where she designed the gardens found throughout the sizable property. As a self-taught designer, Ingram was inspired by Colonial Revival gardens and most likely planted thousands of boxwoods throughout the extensive gardens. Interestingly, “babies” of her boxwood are found throughout the yards and gardens in Griffin.

For the entry drive, she designed a green tunnel of boxwood and native trees (with sugar maples and tulip poplars dominating), and ornamental shrubs, leading to an open view of a meadow for which the property is named. The driveway wraps around a large, rolling front lawn, home to a 120-year-old pecan tree surrounded by a ring of English boxwood. More than 12 garden rooms can be found on the property surrounding the main house, all with distinct designs including differing plant material and statuary. To learn more visit www.meadowlarkgardens.net.

Georgia Historic Landscape Initiative

The Garden Club of Georgia established the Georgia Historic Landscape Initiative in 2002 in collaboration with the Cherokee Garden Library of the Atlanta History Center, the Historic Preservation Division of the Georgia Department of Natural Resources, and the National Park Service–Southeast Regional Office. The Georgia Historic Landscape Initiative identifies, records, and promotes the state’s garden heritage. Originally using the seminal 1933 publication, *Garden History of Georgia, 1733–1933*, as its foundation, the initiative set a goal of determining which gardens featured in the publication remain more or less the same, which have been changed, and which are lost.

To date, over one hundred and ninety surveys have been completed through the hard work of Garden Club of Georgia volunteers, community volunteers, and the Cherokee Garden Library Research Fellowship program for graduate students. The first phase of the effort is ending with documentation completed on all the gardens described in *Garden History of Georgia*.

The Historic Preservation Committee of the Garden Club of Georgia is currently developing the next phase of the program, with plans to survey a broader range of cultural landscapes including other types of historic designed landscapes, such as cemeteries, parks, and rural communities, as well as historic vernacular landscapes. The Committee is particularly interested in learning the locations and direct contacts for these types of landscapes fifty years or older. Please submit this information to either contact below.

The Cherokee Garden Library is the repository for the surveys and materials collected through the Georgia Historic Landscape Initiative. The GHLI records, MSS 1007, are available to the public during regular hours, Wednesday–Saturday, 10:00 AM to 5:00 PM.

For more information regarding the GHLI or to share information about a historic garden in your area, please contact:

Elaine H. Bolton
Historic Landscape Initiative Chairman
The Garden Club of Georgia, Inc.
ehb839@earthlink.net

Staci Catron
Cherokee Garden Library Director
The Garden Club of Georgia Historic Preservation Committee
scatron@atlantahistorycenter.com

Our Gratitude To:

A gracious thank-you to Elaine H. Bolton, Historic Landscape Initiative Chairman for the Garden Club of Georgia, for connecting us with all of the generous and kind site owners in Griffin and for hosting us. Many thanks to Gay Garrett for hosting a lovely gathering during our visit and for sharing her knowledge. A special thanks to Kirby Sisk for hosting Daniel White during his visits to Griffin.

Thank you to Susan L. Hitchcock, historical landscape architect for the National Park Service’s Cultural Landscapes Program, and Cari L. Goetcheus, Associate Professor and Cultural Landscape Laboratory Director for the University of Georgia’s College of Environment & Design, for sharing their time and knowledge with the students in the Garden Library Research Fellow’s program.

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Many thanks to all who joined us for this special evening, launching the University of South Carolina Press new book, *Grave Landscapes: The Nineteenth-Century Rural Cemetery Movement*. The evening honored the late Jim Cothran's contributions to the field of Southern landscape history and Erica Danychak's completion of his research and the writing of the seminal volume, *Grave Landscapes*.



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Lawless, Julia. *The Aromatic Garden: Growing and Using Scented Plants*. New York: Barnes & Noble, 2001.
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Donation from **Davyd Foard Hood in memory of his father, Howard Foard Hood:** Rutland, Emma (The Duchess of Rutland) with Jane Pruden. *Capability Brown & Belvoir: Discovering a Lost Landscape*. London: Nick McCann Associates Ltd, 2015. Signed by The Duchess of Rutland.
- I.

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