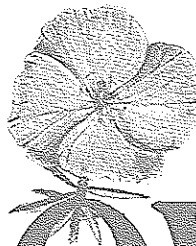


WILDFLOWER



A non-profit organization dedicated to researching and promoting wildflowers to further their economic, environmental and aesthetic use.
Newsletter of the National Wildflower Research Center Vol. 1, No. 4

Lady Bird Heartened by Progress

What joyous and hopeful beginnings 1984 provided for the National Wildflower Research Center! Early in the year we launched the Founders Fund in Texas — a fund-raising effort dedicated to assuring a secure future, for both endowment purposes and special one-time building needs determined by a trustee committee. With the leadership of Development Committee Chairman Ambassador Edward Clark, Ben Love, Margaret McDermott, Boone Pickens, Bill Noel, Ralph Spence and the late Allan Shivers, we are on our way!

As some of you know, our small staff expanded as did our space. From a modest cottage, we moved in April 1984 to an efficient 3200 square foot building. As we experienced some of the worst extremes of heat and cold in fifty years of Central Texas weather, we learned what survival is all about in this pioneer adventure. But spirits soared as several species here in Central Texas, especially Pink Evening Primrose and Yellow Engelmann's Daisy, bloomed forth despite all the challenges nature supplied. And now into our second season, we look eagerly to the arrival of Spring and await the results of the planting of 800 pounds of seeds in 45 plots this past fall.

With the addition of one completed greenhouse and another under construction, our march toward knowing the "whats and whens and why" of wildflowers continues in new arenas. We are hard at work, too, establishing cooperative research projects with regional arboreta, botanical gardens and research institutions.

An abundant harvest of good news and encouragement was reaped from our first direct mail effort. By the beginning of 1985 over seventeen-hundred people had officially joined us as new members, spreading our message across the land. And, this new year brings our first national benefit. It takes place on May twenty-second in New York City.

The achievements of the past months lead us to a promising future. My heart is hopeful that 1985 will be a year of

progress and discovery in unlocking the secrets of some of the native bounty of this country. Your interest and help cheer us on!

Lady Bird Johnson



Mrs. Lyndon B. Johnson accepts the American Horticultural Society's National Achievement Award for exceptional contributions to the field of horticulture. Mrs. Johnson is the only person ever to receive this award. Presenting the award, on Nov. 2, 1984, is the Society's President, Mr. Edward N. Dane. Following the presentation, Mrs. Johnson spoke to the Society on "The American Wildflower — A New Frontier."

Horticultural Society Annual Meeting Held

by Charles A. Huckins, Executive Director, AHS

The American Horticultural Society held its annual meeting in Texas October 31 - November 3, 1984. As the national organization dedicated to promoting horticulture throughout this great land of ours, the Society makes a conscious effort to achieve a balanced geographical rotation for a number of reasons. First, we want to enable and encourage as many of our 40,000 members as possible to attend an annual meeting at least once every several years without undue fi-

nancial burden to themselves. Second, we want national attention on the unique or special horticultural resources (plants and gardens and people) in various regions of the country. Third, we try to take advantage of, and highlight, major new developments in American horticulture whenever possible. Texas in 1984 satisfied all three of these considerations admirably. The Society has never met in the Lone Star State, and the establishment of the National Wildflower Research Center in 1982 provided the perfect catalyst for bringing the meeting

Continued on Page 8

DIRECTOR'S REPORT

As our second year of operation rapidly continued into our third, taking this opportunity to briefly reflect necessarily leads to projections for our future.

Staff: From five in late December of 1983 to nine by the end of February 1985, our staff is still often too small for the multiple course of activities we are on, but gratefully large enough to make significant progress in each of these programs. We regret the loss of Kathryn Kennedy, our Associate Director — Research/Clearinghouse, to graduate school in pursuit of her doctorate, but we are pleased to announce the addition of two new staff. In charge of our computer system and membership program, Data Manager, Mae Daniller comes to us from the Registrar's Office of Stanford University. Our new Clearinghouse Coordinator, Jerry Horton, joins us from The Computer Canopy a company of his own.

Although no longer "new" on staff, Faye Jones has joined us since our last WILDFLOWER staff update (Vol. 1, No. 2). Faye is our receptionist and administrative assistant to our Development Director, Carolyn Curtis.

Facilities: Just in time to take the stress off our already full 18' x 36' fiberglass greenhouse, construction has begun on a beautiful 20' x 48' glass house with automated heating, cooling and watering systems. A special thanks to the Meadows Foundation of Dallas for funding this important addition to our research efforts.

In addition, a seed storage room and a water run off and catchment system are on the drawing boards as part of our Seed Analysis Laboratory which will allow us to study wildflower seed germination, seed and seedling identification, and seed harvesting, cleaning and storage techniques.

Research: Thanks to a wet and mild fall and continued damp (and cold) winter, our field plots echo what we see all over the southwest — the probability of a banner wildflower spring! With continued cooperation from the weather and the recruitment of several new volunteers to fill our docent needs (call Jerry Horton if you can help us) we are planning on offering weekday and weekend tours of the Center during April and May. Please call in advance to set up a day and time within our operating schedule. We look forward to seeing the results of the different ground preparation and seeding techniques we are testing on both commercially available mixes and on our individual species plots. Results from our seedling identification program have already allowed us to measure field germination and seedling survival in all our plots.

Library/Clearinghouse: By the time this newsletter reaches you, the computerization of our existing clearinghouse information will have begun. In addition, generous grants from the Kleberg Foundation and the American Conservation Association have enabled us to equip our Library and purchase much needed books and other resource materials that will enable us to better answer the many inquiries we receive from all over the country (over 2000 last year with 75% coming from outside the state of Texas).

Development: Information about the upcoming New York Event and a summary of our other development efforts are detailed elsewhere in this issue. The bottom line, as they say, is encouraging and as our membership program continues to expand, we hope to be able to look toward our members for increasing future support.

In summary, we have moved through an important year of physical growth and program expansion into a year that we anticipate will be earmarked by stability, research results, and increased national information accumulation and response. We move into this year with unabashed excitement and anticipation. There still remains so much to be done . . . but a little less than last year!

President's Message February 1, 1985

Nineteen eighty-four, the second year of our existence, was a very good year: 1985 promises to be better still.

Thanks to a highly-motivated, highly-dedicated Board of Trustees and a competent professional staff, the year marked a time of great achievement: The inauguration of our membership program (thanks to a generous grant from the Lila Acheson Wallace Estate); the establishment of our library (thanks to a handsome gift from Laurance Rockefeller); the founding of our distinguished Research Advisory Council; and a long list of other achievements.

I look forward enthusiastically to the challenges of 1985. Among these are the refinement of our goals, the stabilizing of our funding, the exciting special events scheduled in May in New York, "The Night of the Wildflowers" and "The Day of the Wildflowers" wildflower symposium. In all, I am inspired and sustained by the strong conviction that our mission is so right, so timely, and so much in the interest of our Country.

To our Trustees and staff, my warm thanks for all you have done, and are doing, in behalf of our exciting adventure.

Nash Castro

Wildflower Scouts Needed

One of the items of information that we need in our files is a list of *what* the most common, highly visible wildflowers are in any given geographical area and *when* they bloom. We have developed a simple form that knowledgeable wildflower lovers can fill out by season. If you know the wildflowers of your area and have a little spare time to make a record of their occurrences, please write to us and we will send both the form and a brief explanation of how to fill it out. Be a wildflower scout for us and help us better respond to inquiries from others in your area.

We are pleased to publically express our appreciation for the new corporate sponsorship of Continental Airlines.

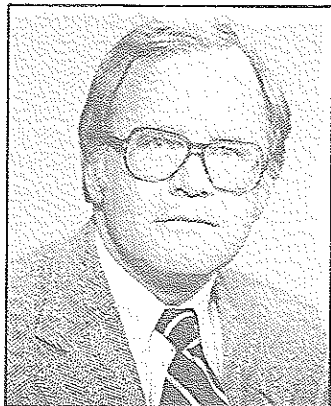
 **CONTINENTAL**
A new tradition in flying



Executive Director: Dr. David Northington
Development Director: Carolyn Curtis
Editor: Jerry Horton
Issue Editor: Mary Lou Fitzpatrick
Graphic Designers: Linda Adkins, Roy White

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Notable Quotes



"You have replenished nature in the urban communities so that the majority can at least catch a glimpse of it in their daily lives."

*George L. Bristol
President
GLB Incorporated
Austin, Texas*



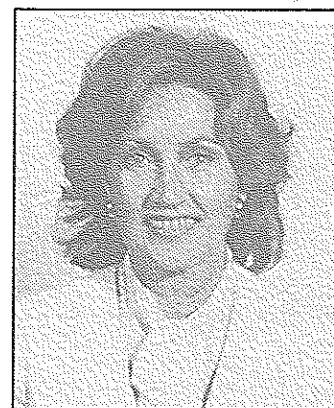
"We are very enthusiastic about the work you are doing and plan to plant wildflowers on our farm."

*Trammell Crow
Dallas, Texas*



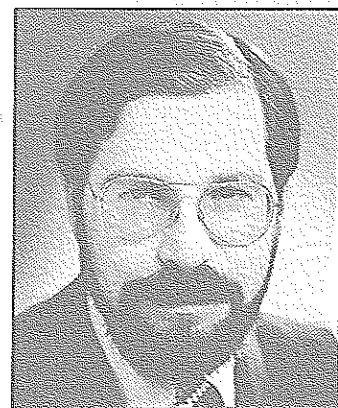
"Our industry truly supports the work you are doing at the Center and the potential it has for the future use of native plants in our environment."

*Robert F. Lederer -
Executive Vice President
American Association of Nurserymen, Inc.
Washington, D.C.*



"What you are doing provides a glowing sense of continuity—something we greatly need today."

*Mrs. Henry Diamond
Washington, D.C.*

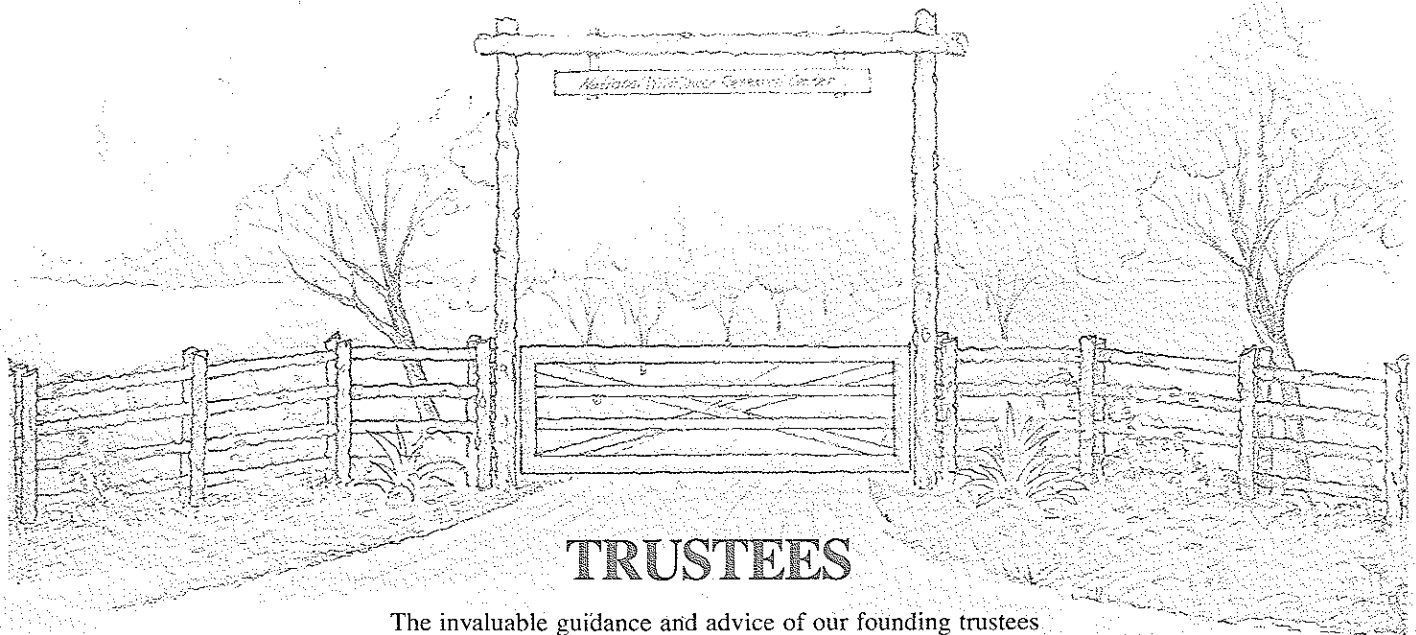


"Landscape Architects recognize not only the beauty of our native plant materials but also their significant value toward water and energy conservation. We applaud your efforts and believe that the National Wildflower Research Center will become a leader in the documentation of this value and in the interpretation of this value to the public."

*Claude Thompson
President — 1984
Texas Chapter of the American Society of Landscape
Architects, Inc.
Dallas, Texas*

NWRC OPEN HOUSE!

We are planning our first open house for late May, 1985 for all members of the National Wildflower Research Center. Mrs. Johnson is planning to attend and the staff will be available for tours of the facilities and research plots. An invitation containing the details will be issued to all members in early May. We look forward to seeing you there.



TRUSTEES

The invaluable guidance and advice of our founding trustees has been essential to our progress, for which we express our grateful thanks.

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We also want to thank our many friends who have supported us by attending our first event May 12, 1984 at the LBJ Ranch.

Additionally, we acknowledge and express grateful appreciation to our special volunteers, without whom we could not exist.

USING NATIVES WITH CONFIDENCE

The National Wildflower Research Center offers an annual prize for the best magazine or newspaper article on the use of wildflowers and other native plants in the landscape. Administered by the Garden Writers Association of America, the award for 1984 goes to Art Tyree of San Diego, California. His article, "Using Natives with Confidence," appeared in *Landscape & Irrigation*. (The following synopsis was contributed by Marybeth Weston, a trustee for NWRC.)

"What we need in the landscape industry," he notes, "is a real commitment to producing and using native plants on a broad scale . . . The authentic landscape approach is based on the premise that the best plants to use in the gardens of a region are the plants native to that region." He criticizes his area's "urban landscape of remotely derived plants, an overwatered crazy quilt of Mediterranean and subtropical verdure, plantings . . . which still look 'pasted on' years after installation. Where are the oaks, toyon and manzanita that could breathe the soul of California into the designed environment while producing dependable landscape effects? . . . Native plants are the ideal means for establishing continuity with the environment, both aesthetically and ecologically."

Stressing "regional integrity," he points out that "horticultural use of valuable species becomes an important means of extending and preserving them . . . We would not know the handsome ginkgo tree of China if it had not been grown in gardens long after it was no more than a fossil in the wild. Making the unique heritage of California plants available to a public increasingly surrounded by urbanization is one of the finest ways the nursery and landscape industries could serve their clientele. He gives many examples. "Native slope plants such as baccharis, eriogonum, sugarbush, hollyleaf

cherry, mountain mahogany, and Matilija poppy have deep penetrating root systems which enable them to display year-round lushness with much less irrigation than is commonly applied." He recommends other plants for their ornamental use: Torrey pine, island ironwood, western redbud, bay, sycamore, alder, Coulter pine, douglas iris, ceonthus, Yankee Point, monkey flower and more.

The importance of proper planting and first-year care, good soil drainage, a mulch to conserve soil moisture and reduce weeds, and at least a monthly watering—is also stressed. And Mr. Tyree praises the pioneering work done by Rancho Santa Ana Botanic Garden, Santa Barbara Botanic Garden, and Saratoga Horticultural Foundation "in introducing outstanding cultivars of certain genera."

"We are often told that natives can't be used in conventional landscapes," he writes. "Not so. Not only do many of the best native plants accept a reasonable irrigation schedule, but they will appear at least as lush as popular exotics under the same growing conditions and unskilled maintenance." His article, written for professionals, concludes with this helpful news:

"A very complete list of sources for California native plants can be obtained from Professor Woody Frey, Ornamental Horticulture Department, California State Polytechnic University, San Luis Obispo, California 93407. Landscape professionals who want the plants can get them without too much effort today. With honesty to the land and a confident implementation we can strike a new harmony in our landscapes, making the plants of our land the plants of our gardens."

Highways and Byways

In addition to the many exciting home plantings we hear about around the country, there are also some large scale public and private projects being initiated and some even completed. In each issue we will feature one of these projects and briefly mention several others that we know about.

The feature project in this issue is the South Freeway Corridor Association Beautification Plan. The South Freeway (SH-288) is a recently completed thoroughfare extending from Houston's South Loop to Angleton, Texas, a distance of 35 miles. The Association is composed of landowners representing approximately 90% of the land bordering the 35 miles of freeway.

Prior to any development being initiated, this group voluntarily established billboard and landscaping restrictions to insure beauty and safety on the rights-of-way. The voluntary controls call for billboards to be no more than five feet from the ground and have a face area of no more than 700 square feet and be fully landscaped at the base.

The landscaping efforts are described by the State Highway Commission Chairman, Bob Lanier, as being "a remarkable mix of private and public initiative." The State will appropriate more than \$200,000 for the project and provide the labor and expertise to move trees and native shrubbery donated by the area landowners to the freeway rights-of-way. The plans call for strategic placement of trees to insure not only that they will not contribute to accidents but that they will actually reduce accidents. Trees will be planted on shoulders and esplanades so that they diminish the glare of oncoming headlights and so that they cannot be struck by cars leaving the freeway in an accident.

Lan Bentsen, president of the South Freeway Corridor Association explains that landowners have also agreed to "adopt" intersections (20 in all) along the 35 miles and landscape them with native vegetation and wildflowers at their own expense. The wildflowers natively found along the road-

side will be mowed only after they have all set seed (in accordance with the State Highway Department's new Vegetation Management Plan). The resulting "wildflower hay" will be picked up and spread along the rights-of-way in areas that do not already have good stands.

The National Wildflower Research Center is pleased that the Association members were inspired to "take on this project by the work of Lady Bird Johnson and the Center's efforts to promote the use of wildflowers and native shrubs and trees in appropriate landscaping settings."

Other projects in progress around the nation include a \$60,000 wildflower landscaping effort by the Grand Teton Lodge Co. at its Jackson Hole Golf and Tennis Club. Also, the Palisades Interstate Park Commission in New York has received a \$46,000 grant from the Lila Acheson Wallace Fund to plant wildflowers.

The state of Massachusetts has instituted a major beautification program that will include wildflower and native plants in all of its planning. The State Transportation Department's Department of Public Works, Turnpike Authority, Port Authority and Bay Transportation Authority have joined with the Department of the Environment and the Massachusetts Arts and Humanities Council in planning and implementing wildflower landscaping and beautification projects statewide. In addition, the first lady of Massachusetts, Kitty Dukakis (Mrs. Michael), will kick off a new Harvard University project with the Kennedy School of Government and the Design Program of Harvard to develop public/private partnership models for beautification and landscaping efforts. Combined with a new sign policy, seven new state entrance signs and landscaping, and new toll booth design and landscaping projects, Mrs. Dukakis and the State of Massachusetts are setting an outstanding example of what an entire state can accomplish.

New York Plans "The Night of the Wildflowers"

It may still be cold in New York City but some of our trustees and friends of the Center are thinking springtime. A gala evening of dinner, dancing and shopping in the wildflower gift garden is being planned for the evening of May 22, 1985. A planning luncheon was hosted by Mr. & Mrs. Ralph P. Davidson, chairman of Time, Inc. in November. In attendance were Mrs. Johnson and the co-chairpersons of the event, Annette Reed, and Laurance Rockefeller. Members of the committee include: Enid Haupt, Mary Lasker,

Jane Engelhard, Kay Graham, Brooke Astor, Mrs. Averell Harriman, Betty Furness and Phyllis George Brown.

Warrie Lynn Price, a New York trustee and First Vice President of the Center, is helping organize THE NIGHT OF THE WILDFLOWERS. Hotel rooms have been reserved for a limited number of out-of-town guests. In Austin, Mary Margaret Albright is organizing a Texas group to attend. For more information call Development Director Carolyn Curtis at 512-929-3600 or Mrs. Albright at 512-476-9101.

and . . . "Day of the Wildflowers"

We Need Your Help

May 23 is New York's "Day of the Wildflowers" — a symposium/workshop sponsored by the National Wildflower Research Center, the Horticultural Society of New York, and Cornell Plantations. Lady Bird Johnson, Helen Hayes, Dr. Robert E. Cook, Barbara Emerson, Roger Swain, Tom Fox, Thomas Buchter, Carlton Lees and others will speak on wildflower gardening, research and landscaping. The workshop includes participation in a roadside planting — funded by the Wallace Foundation — of Palisades Interstate Parkway and a picnic lunch at Fort Lee Historic Park, where there is a spectacular view of the Hudson River and Manhattan.

The Center still needs a variety of office, research and clearinghouse items. Information from our readers still tops the list! Your knowledge about wildflower projects, wildflower research and organizations working with wildflowers would help us build our reference library.

Starting with the next issue, "From the Mailbox" will become a regular feature of the newsletter. This is your opportunity to contribute information, quips, quotes, newspaper items — whatever. We cannot publish every contribution but we welcome them just the same!

Tickets are \$75 (\$35 tax deductible), \$55 for members. Space is limited to 200.

Slides of wildflowers and native plants in urban as well as rural settings are another item we need. Please label all slides and include your name.

Write: Wildflower, c/o HSNY, 128 West 58th, New York 10019, or NWRC, 2600 FM 973 North, Austin, Texas 78725.

Our office and research equipment needs (and wish list) include: two IBM correcting selectric typewriters, a gasoline powered weed eater, a close up (macro) lens for a Cannon T50 camera, a cassette tape recorder, a 12-passenger van, a Burroughs B-21 computer work station, a Burroughs letter quality printer, and underwriting for "Wildflower" issues.

If you can help us, please call or write.

National Wildflower Research Center Invites You to Become a Member

Your membership gift is tax deductible to the extent allowed under Federal and State laws. For information concerning the benefits of each level of membership, please contact the Center.

- \$15 Contributing Member
- \$100 Key Member
- \$1000 Benefactor

- \$25 Supporting Member
- \$250 Center Sponsor

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Continued from Page 1

to San Antonio and the Texas Hill Country. This new organization's presence also encouraged us to focus on an important issue affecting the lives and welfare of more and more Americans every year — the need to conserve or improve our increasingly depleted, or polluted, natural resources, particularly water, while still enjoying the amenities and enriching our way of life through gardening.

The meeting accomplished its primary purpose: it provided the opportunity for the many but disparate native plant interest groups to come together in order to learn from a distinguished array of speakers and to share their own experiences in different regions throughout the country. Although I have personally witnessed the slowly but steadily growing demand for native plants in southwestern landscape settings, I was both astounded and gratified by the extent and magnitude of the theme of this year's meeting — "Beautiful and Useful: Our Native Plant Heritage." More than 300 people from coast to coast (and representing many, many places in between) attended the meeting, demonstrating the ever burgeoning interest in the use of wildflowers and other native plants to conserve basic resources, preserve our natural heritage and enhance our landscape from both aesthetic and functional standpoints. To me, the meeting served notice that as gardeners we are coming of age, or, if that assessment is a bit premature, that we are at least witnessing the beginning of a new age in American landscape gardening. I believe this new age is equivalent in importance to, if not greater than, the naturalistic landscape style that swept Britain during the last century.

The educational sessions of the Society's meeting, while highlighting the use of native plants, in cultivated or otherwise man-influenced landscape settings, could only touch lightly upon some of the motivations, opportunities and challenges in promoting a more dominant role for native plants in American horticulture. Mrs. Lady Bird Johnson's presentation, "The American Wildflower — A New Frontier," was the spiritual highlight of the entire meeting. Her gracious hospitality and willingness to encourage this important horticultural movement won the hearts and inspired the minds of all in attendance. Mrs. Johnson was not simply deserving of the Society's first National Achievement Award for exceptional contributions to the field of horticulture; it is difficult to imagine anyone ever being so uniquely qualified for such recognition again. In my view, it is now important

for all of us to join Mrs. Johnson in encouraging and supporting a leadership role for the National Wildflower Research Center in advocating, researching and teaching the practical and aesthetic uses for native plants in general and wildflowers in particular.

As is, has been, and probably always will be the case with the peoples of so many other technologically emerging nations, we have literally taken our natural heritage for granted. And while it is somewhat satisfying to reflect on the fact that we have benefited from the foresight of a few enlightened conservationists throughout most of our history, it is even more heartening to know that all of us as individuals, as families and as a nation are beginning to appreciate the rapidly diminishing natural world about us. Let us work together in the knowledge that even though vast portions of our landscape are forever altered or gone, we may still surround ourselves with the remnants, understand the richness and diversity of the plants left to us and reconstruct some of nature's beauty in harmony with man's other needs.

GROWING PAINS

If you received an incorrectly addressed mailing from us recently — our apologies. Fast growth, a small staff, and a computer mix-up caused the errors. We wish we could promise perfect names, addresses and no duplications in the future, but we need your help to do that.

Please check your label (or labels if you are receiving duplications). Is the salutation correct, the spelling accurate, the name and title current? If not, please send us the *corrected* label. It will save us postage and remorse.

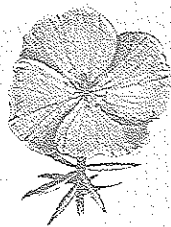
Or, if you prefer we remove your name from our mailing list, please let us know.

We will be happy to send a friend an issue if you will send us the request. Thank you for your patience and understanding.

If you've had it in mind to make a dried wreath this year, but summer passed and so did its blossoms, try the National Wildflower Research Center's kit: herbs and blossoms to glue on an 11-inch frame — \$27.50 ppd., McFarland House Inc., 5923 Exchange St., McFarland, WI 53558.

National Wildflower Research Center

2600 FM 973 North
Austin, TX 78725



NATIONAL WILDFLOWER RESEARCH CENTER

4801 LaCrosse Blvd.
Austin, Texas 78739
(512) 292-4200

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