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THE WHITE HOUSE
WASHINGTON

Status of Wein

Garden



* Under consideration
by Citizen's Action
Group

Shelia

These are the letters
received from
Fell.

Dick Krolch
with the Domestic
Council has
been in charge
of the "Win" Garden
D 6466

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NATIONAL GARDEN BUREAU

Box 1, Gardenville, Pa. 18926 Tel.: 215-794-8187

DEREK FELL, Director

March 31 1975

Ms. Nancy M. Howe
The White House
Washington DC 20000

Dear Ms. Howe:

By separate mail we are sending you copies of our latest press sheet with a story about the White House vegetable garden. This news sheet has been mailed to 5,000 news media throughout the United States, and should make a big impact in helping the idea of gardening catch on across the country.

Enclosed with this letter for your information is an article about vegetable gardening which I wrote for the most recent issue of the Conservationist magazine.

Since receiving your letter of confirmation about the White House vegetable garden we have used it to generate the following publicity in the national interest:

- 1- Associated Press released two stories about gardening, related to the White House vegetable garden - one over the wire, and the most recent through their syndicated feature service which goes to 1,200 daily newspapers with a combined circulation of 50,000,000.
- 2- We used your letter to inspire U.S. News and World Report to publish a magnificent double-page spread on vegetable gardening in their issue dated March 31.
- 3- NBC Radio News did a taped interview with us about the White House vegetable garden and gardening in general for syndication over the Easter weekend, to all radio stations using the NBC service.
- 4- Your letter enabled me to appear for the second time on the morning news program, AM AMERICA, to discuss starting a vegetable garden from seed. We also showed the garden plan, and we have prepared for AM AMERICA an outline for 12 more gardening segments to ensure continuity of the gardening theme.
- 5- I appeared as a guest on the popular New York talk show, Midday Live, discussing the White House vegetable garden, and showing people how to start plants from seed. This was seen by 2,000,000 people.
- 6- The popular syndicated children's TV show, WONDERAMA, with a viewing audience of 5,000,000, is to release a taped segment within the next two weeks with reference to the White House vegetable garden, and including a fine educational portion showing children how to plant their own gardens.

White House Vegetable Garden - 2

7- The National Enquirer, with 4,000,000 circulation through supermarkets to due to publish a special article entitled "Advice to Beginner Gardeners" with reference to the White House vegetable garden.

8- The Woman's Day article will appear this month (April 15) reaching 8,000,000 circulation.

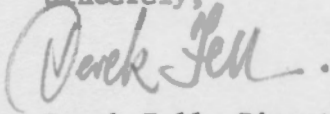
9- Parade magazine, with a circulation of 16,000,000 through Sunday supplements, will feature our new book, "How to Plant a Vegetable Garden", in their issue of April 6.

10- We have been informed that the New York Times will be reviewing our vegetable gardening book with reference to the White House vegetable garden.

We certainly appreciate the timeliness of your February 21 letter to us and the sentiments expressed in it. This has helped us to accomplish so much good for gardening in the national interest.

If we can be of any further help or assistance, we will gladly co-operate.

Sincerely,



Derek Fell, Director.



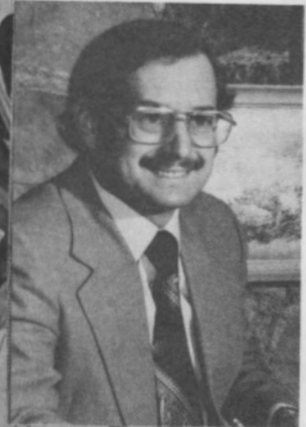
THE CONSERVATIONIST

FEBRUARY-MARCH 1975 75¢



Sunflower. Watercolor by Charles Burchfield. Collection of the Whitney Museum of American Art. Gift of Mr. and Mrs. Lesley G. Sheaffer.

FELL



DEREK FELL (Birth of a Gardening Nation) is director of the National Garden Bureau, an information agency for the nation's seed industry, headquartered in Gardenville, Pennsylvania. A transplanted Englishman, Mr. Fell began his writing career in England as a newspaperman and later as a public information specialist for horticultural products. He helped Jan de Graaff, the famous American hybridist, introduce his hybrid lilies into Great Britain. An offer to join an American seed company prompted his emigration. Mr. Fell is also editor of the Garden Writers Bulletin, a quarterly publication of the Garden Writers Association of America.

Birth of a Gardening Nation

by Derek Fell

ON a recent visit to Japan I found fresh market cantaloupes costing \$10 each, and a population density that makes it impossible for the majority of families to grow their own food in order to combat high food prices. It made me acutely aware of how fortunate we Americans are in having large yards and access



vigor as well as the benefits to the economy and to the environment.

What could the pharmaceutical industry do with a pill or a product that:

- Was unequalled in vitamin content and nutritional value.
- Kept people slim and healthy.
- Helped people live to more than 100

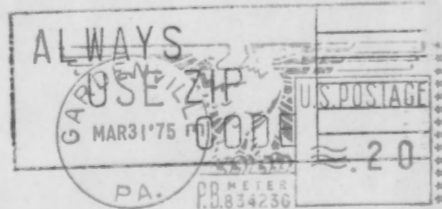
NATIONAL GARDEN BUREAU

Box 1

Gardenville, Penna. 18926



**Ms. Nancy M. Howe
The White House
Washington DC 20000**



National Garden Bureau Press Service — 1975 No. 4

ADVICE FOR BEGINNER GARDENERS

PRODUCED BY DEREK FELL, DIRECTOR — NATIONAL GARDEN BUREAU, The Educational Service of the Garden Seed Industry,
BOX 1, GARDENVILLE, PENNSYLVANIA 18926 TELEPHONE: 215 - 794-8187

R.W. 13254

SB-22

DON'T START TOO BIG



A small area well cared for will yield more than a large area that is neglected. Too many beginner gardeners let their enthusiasm get the better of them, try to plant too large an area (such

SB-25

A VEGETABLE GARDEN AT THE WHITE HOUSE



President Ford has decided to plant a vegetable garden at the White House this spring. A letter to the National Garden Bureau announces this.

President Ford will have a vegetable garden at the White House this spring. The idea was inspired by a garden plan designed by the National Garden Bureau and submitted to the

SB-26

GARDENS NEED SUNLIGHT



The two worst situations for a vegetable garden are 1 — SHADE and 2 — WATERLOGGED SOIL. Vegetables must have good drainage around their roots, and at least 6 hours direct

SB-29

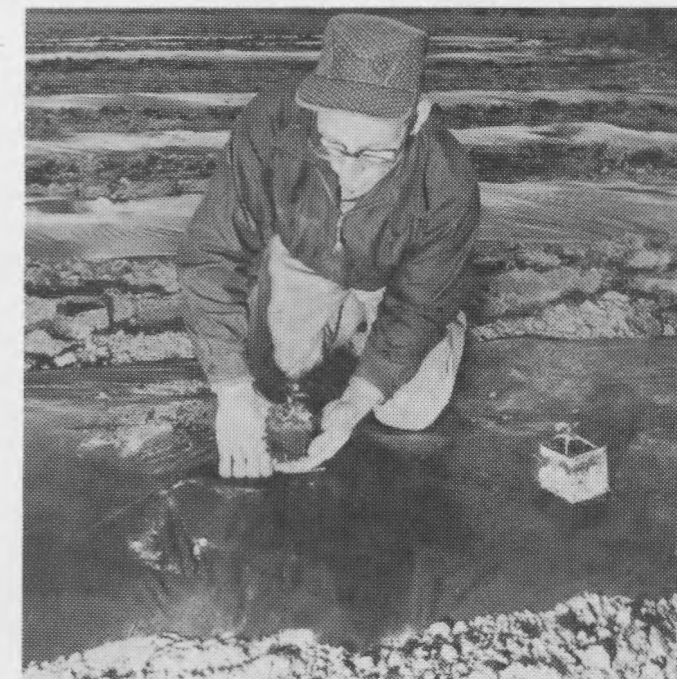
HOW TO START SEEDS INDOORS



A large group of flowers and vegetables should be started early indoors to get good size transplants for setting into the garden after danger of frost. Plastic and peat planters are a popular way to do this. Just fill the planter with a package of soil mix and make up labels to remind you what type of seeds you have sown. Do not use garden soil or dirty planters be-

SB-30

DON'T NEGLECT YOUR GARDEN



It is better to spend a few minutes each day in your vegetable

National Garden Bureau Press Service — 1975 No. 4

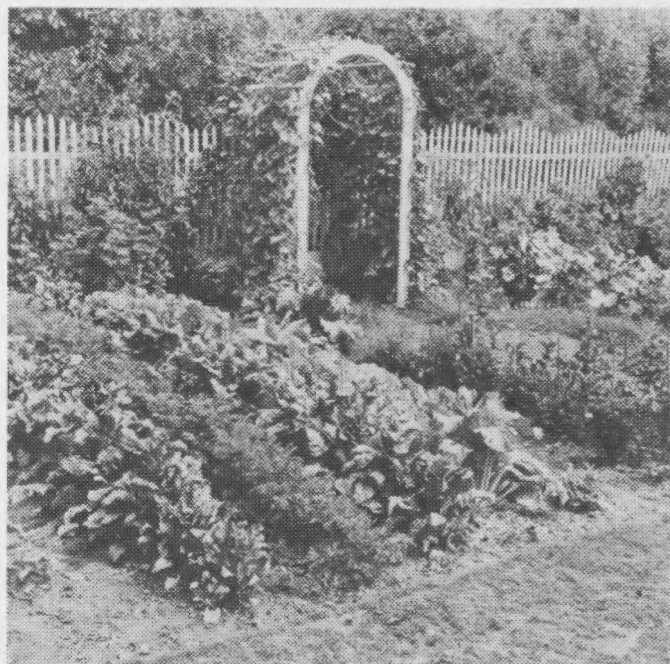
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R.W. 13254

SB-22

DON'T START TOO BIG



A small area well cared for will yield more than a large area that is neglected. Too many beginner gardeners let their enthusiasm get the better of them, try to plant too large an area (such as 50 ft. by 50 ft.), and then realize they don't have the time to keep up with it. A good sign for an inexperienced beginner is to

SB-25

A VEGETABLE GARDEN AT THE WHITE HOUSE



President Ford has decided to plant a vegetable garden at the White House this spring. The idea was inspired by a garden plan designed by the National Garden Bureau, and submitted to the White House shortly after

President Ford will have a vegetable garden at the White House this spring. The idea was inspired by a garden plan designed by the National Garden Bureau, and submitted to the White House shortly after

SB-26

GARDENS NEED SUNLIGHT



The two worst situations for a vegetable garden are 1 — SHADE and 2 — WATERLOGGED SOIL. Vegetables must have good drainage around their roots, and at least 6 hours direct sunlight each day. If the only area available to you is a low spot

SB-29

HOW TO START SEEDS INDOORS



A large group of flowers and vegetables should be started early indoors to get good size transplants for setting into the garden after danger of frost. Plastic and peat planters are a popular way to do this. Just fill the planter with a package of soil mix and make up labels to remind you what type of seeds you have sown. Do not use garden soil or dirty planters because these can harbor a destructive soil disease called

SB-30

DON'T NEGLECT YOUR GARDEN



It is better to spend a few minutes each day in your vegetable garden, pulling a few weeds and attending to pests, than it is to try to catch up all at one time on two weeks neglect. Weeds can

Macomber predicted that unless Congress changes the U.S. position, Turkey will retaliate and "break up this extremely valuable bilateral relationship and free Cyprus."

Kissinger reaction to Tel Aviv raid, possible Israeli retaliation: Secretary of State Henry Kissinger quickly sent a message of sympathy to Israeli Prime Minister Rabin following the guerrilla raid on Tel Aviv Wednesday night which killed at least nine Israelis and tourists, Marvin Kalb reported. The Secretary, however, offered no advice and limited his public reaction to one of condemnation, Kalb said.

Don Webster, in Beirut, said Labanon is bracing for a retaliatory Israeli attack which "could be truly massive. The possibility also exists that commando raids into Israel will continue during the entire time Kissinger is in the area.

"Statements by Palestinian groups leave no doubt that the raid yesterday was to show Dr. Kissinger there could be no peace in the Middle East without a settlement with the Palestinians."

Buckley discusses conservative complaints: Sen. James Buckley (C-R, N.Y.) said that in the months to come, the conservatives will be judging the President's performance in office, particularly on the basis of appointments to important positions and his pledge not to introduce new spending programs.

During the 6:15 minute interview conducted by Bruce Morton Buckley said the Conservatives who met on the Maryland Eastern Shore last weekend wanted to determine how they could focus their strength in legislative proposals and in areas which would allow them to keep their options open in 1976. If the President retains Vice President Rockefeller on the Republican ticket in 1976, Buckley predicted that there would be serious opposition, although he said he would refrain from giving his personal view.

White House vegetable garden: The White House is contemplating planting a vegetable garden as an outgrowth of the "old 'WIN' campaign" Morton reported. Despite discussions, nothing has yet been decided, Morton said. The White House gardener said he had not yet been directed to prepare a garden.



File: Win
Garden

THE WHITE HOUSE
WASHINGTON

April 21

Dear Sheila -

This may not be so clever, but
it is supposed to be the soft
answer that turneth away wrath.

best

Dick Koby



THE WHITE HOUSE
WASHINGTON

Names
File

Sheila:

Idea Time!

Thought you might appreciate knowing.

Margaret Engebretson



THE WHITE HOUSE

WASHINGTON

January 17, 1975

Dear Mr. and Mrs. Zachary:

You were very kind to write and suggest that a garden be planted at the White House in an effort to encourage citizens throughout the land to plant their own vegetable gardens. We have forwarded your suggestion to the groundskeeper and he will be discussing the possibility with the United States Park Service, who is in charge of the White House grounds. We have always had a garden before and feel it a fine idea.


I appreciate the comments of concerned citizens in facing the unique challenges of serving as First Lady for our country! I am pleased to have the benefit of your recommendation and want to thank you both for the thoughtful interest and friendship which your letter reflects.

The President joins me in sending warm regards.

Sincerely,

Betty Ford

Mr. and Mrs. John Zachary
W. S. R. Box 1080
Forbestown, California 95941



W.S/R. Box 1080
Forbestown, Calif.
January 3, 1975

Mrs. Betty Ford
Wife of the President
Washington, D.C.

Dear Mrs Ford:

In our efforts to do what we can to help with the food supply in our country, we have decided the best possible solution is to get the people, as many as possible, back to raising a vegetable garden. As you know, the people have to be encouraged in some way to do these things, especially now that many have learned our government will feed them with little or no effort on their part.

We would like to ask if you would be willing to take a quarter acre of the White House grounds and have your gardner put in a vegetable garden. We feel that pictures of you assisting in planting a vegetable garden would be widely publicized by the news media, which would encourage thousands of other women who live in the cities and may feel it isn't quite proper for a woman to be working in a garden. We would also like to have Mrs. Rockefeller assist in this program, and feel sure you would enjoy the organically grown vegetables and to know they have been grown without pesticides.

If a program of this type should take hold in the United States and also in other countries, it would be a great help in feeding hungry people.

In the event you are interested in this suggestion, we would be glad to help in any way we can in the planning and planting of the vegetable garden for the best possible yield, as we have had many years experience making vegetable gardens.

Sincerely yours,

M + Mrs John Zachary
John Zachary



THE WHITE HOUSE

WASHINGTON

February 21, 1975

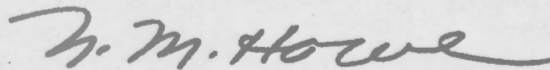
Dear Mr. Fell:

You were so kind to write and suggest that a garden be planted at the White House in an effort to encourage citizens throughout the land to plant their own vegetable gardens. You will be pleased to know the White House will be having a vegetable garden. Someone had alerted us to your garden plan earlier and the grounds keeper is ready to begin as soon as spring arrives.

Thank you for the great idea and here's hoping it catches on across the country.

The President and Mrs. Ford join in sending warm regards.

Sincerely,



Nancy M. Howe
Special Assistant
To Mrs. Ford

Mr. Derek Fell, Director
National Garden Bureau
Box 1
Gardenville, Pennsylvania 18926



"No decision made"

DEREK FELL, Director

February 27 1975

2586
Mr. Irwin Williams
The White House
Washington DC 20000

Dear Irv:

I was delighted to receive confirmation from Mrs. Ford's office that you are ready to plant the vegetable garden as soon as spring arrives. Enclosed is a copy of the letter, which expresses kind sentiments on behalf of the President and the First Lady, and acknowledges that the National Garden Bureau design inspired this decision.

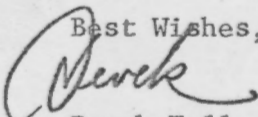
By separate mail I am sending you a copy of a beautiful new book we have published, entitled "How to Plant a Vegetable Garden". This book, which contains 96 pages, in color, was inspired by the President's WIN garden speech and also the National Garden Bureau's WIN garden plan.

Since distributing the initial plan we have produced a revised second edition, and I am enclosing a copy. This shows how we have overstated costs and understated savings to be more realistic.

In terms of productivity the plan can be further improved by cutting down the row of parsley to 5 ft. and planting the rest of the row in turnips. Also, two bush acorn squash could be substituted for two of the zucchini, and three eggplants substituted for three of the peppers. But these are just small details.

The WIN garden plan we designed continues to gain popular acceptance by the news media. Every day, it seems, some newspaper or magazine publishes it, and this past week we even had the National Observer, Associated Press and the National Inquirer confirm that they will be printing the plan. Also, the May issue of Woman's Day (published April 15) will contain a mini-version of that plan with a beautiful color feature which I helped them to write.

Best Wishes,



Derek Fell.



WIN
Garden
File in SEW
office



CITIZENS COMMITTEE
TO FIGHT INFLATION
WASHINGTON, D.C.

Dec. 19

Dear Sheila -

Why not give some thought to making Gardens a big project for the First Lady? You recall that Mrs. Johnson made probably her biggest impact with Beautification, Mrs. Kennedys with style, Mrs. Nixon with children, etc.

I can appreciate that you may come up with a bigger and better (and more clever) ~~fun~~ Cause, but this might well be a road to travel down while waiting for something more significant.

In addition to the White House vegetable garden, Mrs. Ford could go up to NY and open something like this fellow describes.

Thanks for the lunch.

defensively yours

J. R. Ford
J. R. FORD LIBRARY

WIN Gardens

1178 ROUTE 109 • LINDENHURST • N. Y. 11757

December 4, 1974

President Ford
1600 Pennsylvania Avenue
Washington, D. C.

Dear Mr. President:

I am writing this letter for a request and hope that you will have the time to personally read it, since I think it can be beneficial to all concerned. First, I would like to give you a little bit of my background, so your staff may want to forward this letter to you.

I am Robert Ench, president of a garden center chain, consisting of fourteen garden centers. I am also a director of Flora '75, which will be a flower show held at the Nassau Coliseum in Nassau County, Long Island, New York. I am a young fellow who grew up in Brooklyn, New York. One of my many jobs as a kid was working for a small garden center in Brooklyn. From there I received my education at the State University Agriculture & Technical College, at Farmingdale, Long Island. During college I worked for S. Klein Department Store, working in their only garden center in Westchester, New York. After college, I worked with them full time, and in a few short years was in charge of all their garden centers. With my dealings at the White House, I became a merchandise manager and ran an eight million dollar business, and at one time we were one of the leading horticultural centers on the east coast.

Through my dealings with Mayor Walter Washington, I became involved with beautification. My idea was to work with young, needy children in the poor areas of our country in bringing beautification to many school kids who did not have as fortunate a childhood as I did. With Mayor Walter Washington I became involved in working with school children in the poorer neighborhoods in Washington, D. C. With donations of plant material from growers and my company, and the school children themselves, we beautified schools. This was the start of many fix-up and clean-up neighborhood campaigns. Many of the people whom I worked with, including Mrs. Johnson herself, have since left office; but Mayor Washington is still there, if your staff is interested in checking out our past programs.

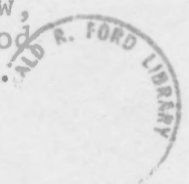
The beautification program caught on with many communities beautifying parks, neighborhood streets, and of course with the help of Congress..the Beautification Act, along with



the many zoning departments and planning departments of our counties and towns, plans for beautifying new buildings had to be submitted along with the normal plans for building permits. Not only did it help our country and neighborhoods, but the horticultural industry which many years ago few people knew about..only the wealthy and plant lovers.

My work has continued not in the area of beautification, but working with school kids in class projects of planting gardens and growing plants indoors..even my three little girls are concerned and interested in plant material. Growing up in the cement jungles of Brooklyn, and being the product of poor parents, horticulture was an unheard of word, and spending money for house plants was also unheard of. Most of all in my neighborhood, we didn't have a backyard to grow a vegetable garden. Times have changed now with suburbia, and gardening is a hobby; and taking care of the grounds and cutting the lawn on weekends has replaced washing and shining the family car. Economic times have changed. People seem to be making more money, but yet complain even more. One of the main reasons of complaint is food. We as Americans have never had to want for food, and prices were normally much cheaper than in other countries.

With the rising cost of food, people this past year planted more vegetable gardens than I have ever experienced before with all my dealings in the horticultural industry. I feel one of the points you mentioned when you outlined your ten point program to the American people and Congress "Plant More Vegetable Gardens" was one way the American public can help fight the rising cost of food. This, as you well know, was done with victory gardens during World War II, when food was scarce and the whole country was behind the war effort. I was too young to know what was going on.



I think with our changing times in 1975, more people will be planting the WIN garden; and as spring approaches, if we can get the news media to promote WIN gardens, we will get more and more people interested in growing such vegetable gardens. With the information available to the American public, most Americans can grow a vegetable garden. Not only will they enjoy the taste of a fresh-picked vegetable, but will save economically. I think this basic idea can start the American public thinking and focusing their minds on what they can do to help their country, and themselves, instead of the complaining of Watergate, recession, unemployment, etc., etc.

When beautification first started, the news media at first thought it was a joke but later got behind it. More and more horticultural programs developed on TV, more and more newspapers put in garden sections, more and more publicity was given to community affairs, fix-up, clean-up and

planting programs. At least once a week on TV, or in the newspaper, an article was written in regards to beautification. During the Johnson administration, there were beautification get togethers at the White House to which I was fortunate enough to be invited. Not only were there the presidents of major network TV stations, but people from industry that deal with masses of people to get this program to work.

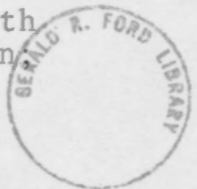
The biggest enjoyment of my life was the reward I received from the Johnsons of being invited to the White House for the special party of Princess Margaret and Lord Snowdon. Only in America could a poor boy from Brooklyn be invited to the White House for such a function.

Here in my proposal and request: In 1975, March 1st, we will have a flower show at the Nassau Coliseum. Our exhibit will contain a WIN garden..a 20 x 15 ft. mini-garden, which will contain a minimum of twelve different varieties of plants such as corn, tomatoes, peppers, eggplant, onions, cabbage, cauliflower, etc. Although we are growing thirty different types, the seven basic ones I mentioned, plus some unusual ones, will give the encouragement for people to grow their own vegetable garden on a small area. We will give out information at the show in regards to growing vegetable gardens, such as preparing soil, a booklet on how to care for a vegetable garden, etc. My request is..if you could forward 20,000 WIN buttons to be given out at the show. If the people, and especially the children, start wearing these buttons, the American public's attention will be focused on "Whip Inflation Now." The start to "Whip Inflation Now" will be growing your own vegetables. Maybe with this start people will stop the waste and taking for granted the abundance of everything this country offers.

Although I am not politically motivated, or involved with the political machine, I happen to be a registered Republican and in Nassau County, as you must know, there is a strong Republican following. Your Vice President, and I am sure yourself, know the importance and the mass of people that live on Long Island.

I would like to suggest, and request, that possibly you, your Vice President, or Secretary of Agriculture, open our show, so that the proper coverage of TV and newspapers can expose the WIN program giving out the buttons and get the press writing and talking about vegetable gardens. I am sure, like the beautification program, with such a start as this, that people throughout the country will be requesting from the Agricultural Department information in regards to growing vegetables, etc.

The second of the suggestions would be to get the Agricultural Department to print up pamphlets, or reproduce pam-



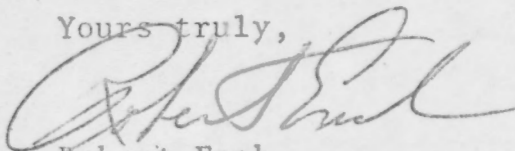
phlets, on "Grow Your Own Vegetables" which I am sure they did during World War II. Make this available to the American people that are concerned, or want to know how to grow their own. Get a program started where children can be encouraged through their teachers of growing tomato plants in the classrooms, starting in from seed in March, so that in late April they may be planted outside in their own gardens. Children can make parents perform miracles. If the children are interested in growing their own vegetables, most parents will be interested. A committee should be established similar to beautification with people from industry to get this part of the WIN program going..and even a small vegetable garden at the White House can't hurt the cause.

If the press believes that you are truly interested in this vegetable garden program, and the American people are interested in it themselves, certainly the coverage will be there on TV and newspapers.

This letter is a seed for thought; and as we all know, a seed planted on fertile ground and nurtured can grow into a beautiful plant and produce an abundance of good.

Hoping you get a chance to read this long and windy letter in your busy schedule.

Yours truly,



Robert Ench
President-Flower Time, Inc.
Director-Flora '75

RE/au



N049

R

WHITE HOUSE GARDEN

WASHINGTON (AP) -- THE WHITE HOUSE IS CONSIDERING PLANTING A VEGETABLE GARDEN TO SET AN EXAMPLE FOR AMERICANS ON HOW TO SAVE MONEY AND HAVE FRESH PRODUCE.

IT'S AN OUTGROWTH OF THE CITIZENS ACTION COMMITTEE'S "WIN -- WHIP INFLATION NOW" CAMPAIGN THAT HAD JUST ABOUT BEEN ABANDONED BY PRESIDENT FORD WHEN THE MAJOR ECONOMIC PROBLEM BECAME RECESSION RATHER THAN INFLATION.

DICK KROWLICK, WHO REPRESENTS THE COMMITTEE AT THE WHITE HOUSE, SAID WEDNESDAY THAT A GROUP OF EXPERTS HAVE DISCUSSED THE PROJECT BUT "IT ISN'T SET AND SEALED" AND THE PRESIDENT WILL HAVE TO MAKE THE FINAL DECISION.

WHITE HOUSE GARDENER IRVIN WILLIAMS SAID HE HAS HEARD ABOUT THE PROJECT BUT HAS BEEN GIVEN NO ORDERS TO PROCEED. HE SAID SUCH A GARDEN WOULD HAVE TO BE PLANTED AROUND LATE APRIL AFTER THERE IS NO LONGER ANY DANGER OF FROST.

03-06-75 11:30EDT

22 Part I—Sun., April 20, 1975 Los Angeles Times *

Ford Not Taking Own Advice —No Vegetable Garden for Him

WASHINGTON (AP)—Gerald R. and Betty Ford of 1600 Pennsylvania Ave. will not be among the estimated 6 million Americans following the President's suggestion to start home vegetable gardening this year.

It is not that the President and First Lady do not have all the tools and seeds or do not have the time. They have all the weekend tools and seeds and time.

We have all the tools and seeds and time.

April 18, 1975

Dear

I'm sorry to say that a change in priorities, both the Committee's and the nation's, has made it impossible for the Citizens Action Committee to implement the excellent plans and programs that were formulated by you and your colleagues on the Gardens Task Force.

As the Committee realistically faced up to the great number of programs it had hoped to initiate to fight inflation, the members realized that neither the staff nor the funds existed to do a good job on all of them.

At their last meeting, the Committee voted unanimously to concentrate on a single program --- energy conservation --- and put aside for the time being the proposed programs in gardening, productivity, consumer education, food waste reduction and several others.

I was personally reluctant to give up the campaign for community and family gardening, including the proposed garden at the White House, but I am heartened to learn that gardening activity is increasing so significantly in the nation that the immediate problem is satisfying the demand for seeds, chemicals and canning and bottling material. I know that your efforts contributed to this widespread gardening activity.

We are grateful to you for the time and effort you put into meeting with us in Washington and into the gardening program. If our mandate is expanded in the future, I hope that we can once again call on your expert and freely-given advice and cooperation.

You have our deep gratitude for responding so willingly to the President's call for voluntary action.

Sincerely,

Richard Krolik
White House Liaison to the
Citizens Action Committee



White House To Plant Vegetable Garden

By EARL ARONSON
WASHINGTON - The White House in Washington will have a vegetable garden this spring. President Ford - or perhaps it was Mrs. Ford - took the President's own advice.

Last October, the chief executive, addressing a meeting of the Future Farmers of America at Kansas City, recommended that everyone who could, "plant vegetable gardens."

To show that such plantings

could help WIN - Whip Inflation Now (the President's slogan) the National Garden Bureau's Director Derek Fell designed a small garden he figured could feed a family of four and save an estimated \$250 on food bills.

Fell submitted his design to the White House shortly after the President's Kansas City speech. This week he received a letter from Nancy M. Howe, special assistant to Mrs. Ford, saying:

"You were so kind to write

Dear Ms. Howe:

For your information, this and a similar story distributed by Associated Press have been appearing in daily newspapers.

Derek Fell

NATIONAL GARDEN BUREAU

Box 1

Gardenville, Penna. 18926

Ms. Nancy M. Howe
The White House
Washington DC 20000





December 19, 1974

Mrs. Sheila Weidenfeld
The White House
Washington, D.C. 20500

Dear Sheila:

Following up Jerry's conversation with you from my office this morning, I am enclosing copies of the correspondence regarding the WIN Garden program. Also enclosed is copy and layouts for some of the materials described in the program.

As you will note, we did not envision the task force approach when we first started thinking about implementing this program, but the ideas and materials remain valid and interchangeable.

Not represented here are the hours of conversations Jerry and I had with Russ Freeburg and my latest (and most frustrating) discussion yesterday with his apparent successor, Dick Krolik. I would prefer to let him articulate what the hang up is on getting this program off the ground for 1975. What it comes down to at this late date, however, is that for all of its size and basic inter-relationships there is no common gardening industry entity. Jerry comes as close as one man can to being such an entity, transcending various special interests and reaching the retailers and consumers on gardening across-the-board. More than that, he is ready and willing to make his effective energies available to this program voluntarily, on any reasonable basis.

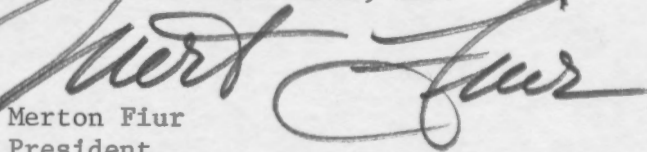
I know that it is easy for an outsider to over-simplify these things, but I think we all have been involved often enough in such activities to know that sometimes this over-simplification, and the implicit cutting through a lot of nonsense, is what's needed to make something happen quickly and properly.

I hope this is helpful and that some action on the WIN Garden program can get underway immediately. I keep saying that growing food at home is perhaps the one tangible area of the WIN program in which industry and consumers can participate within the framework of their traditional roles and, at the same time, enable us to quantitatively document their participation. It makes a great deal of sense, and it would be a shame if we missed this opportunity to help the public educate themselves to the lessons of thrift, conservation and self-reliance.

Please let Jerry or me know if there is anything at all we can do to help make this program happen.

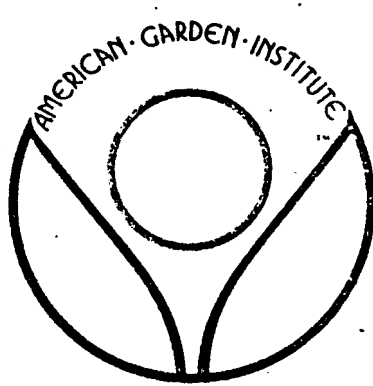
Sincerely,

MERTON FIUR ASSOCIATES, INC.


Merton Fiur
President

P.S. Copies of Jerry's new book are going out as promised, under separate cover.





AMERICAN GARDEN INSTITUTE INC.
743 FIFTH AVE. N.Y. N.Y. 10022 · 421-5408

AGI-WIN Booklet Outline

(cover)

("Plant Power" logo)

Official WIN GARDEN booklet -
Not to be sold.

Growing Health and Money
In Your Own Garden

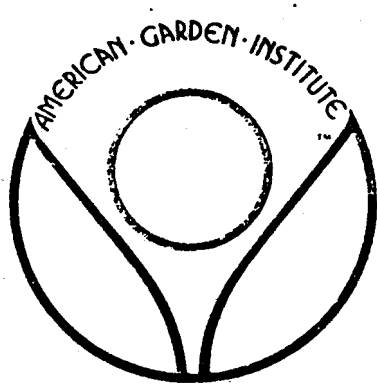
by Jerry Baker
"America's Master Gardener"
Chairman, WIN GARDEN PROGRAM
Citizens Action Committee
to Fight Inflation

(2-part pic - food growing in
garden/being served on table)

A complete basic guide
to successful WIN gardening

- .planning
- .planting
- .caring
- .harvesting
- .preparing
- .serving





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(inside front cover)

Table of Contents

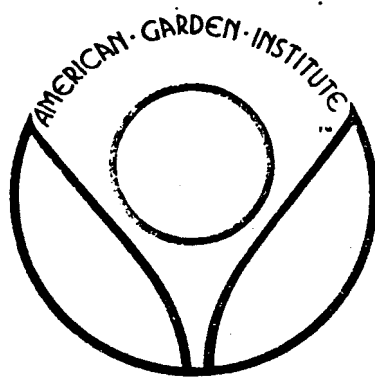
Planning

What to Grow
How much for your family
Garden size
What you'll need
What it will cost...and save

Planting

Site selection
Soil preparation
What to plant where
What to plant when
Getting things started





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Caring for the Garden

Water

Food

Light

Insect and disease control

Weed control

Pruning and thinning

Harvesting

Picking

Replanting

Crop rotation

Soil nourishment

Moving indoors

Garden clean-up

Preparing

Washing

Storing

Cooking

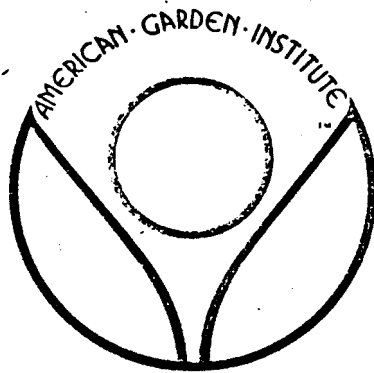
Canning

Preserving

Freezing

Serving

Menu ideas



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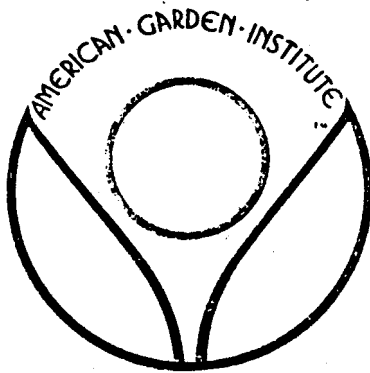
(inside back cover)

About the WIN program
and Citizens Action Committee

(back cover)

Sponsoring companies





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AGI-WIN Streamer Copy

Official WIN GARDEN Headquarters

("Plant Power" logo)

"Grow your own food for the
health of your family.....
and your budget."

Jerry Baker
"America's Master Gardener"
Chairman, WIN GARDEN PROGRAM
Citizens Action Committee
to Fight Inflation

Get Your FREE WIN GARDEN Booklet Here Today



PERMANENT COPY
DO NOT REMOVE

November 21, 1974

Mr. Russell Freeburg
Citizens' Action Committee to
Fight Inflation
The White House
Washington, D.C. 20500

Dear Russ:

When we originally approached the White House, and continuing through the initial discussions with you, I really had not been thinking in terms of a specific task force or committee for the WIN Garden program. On that basis, however, I have modified my approach to this program and have developed what I think can be an extremely effective structure and campaign to promote food gardening, both directly to the public nationally from the committee through the media, and with an industry-backed effort from manufacturer through retailer to the public locally.

First, the task force. I would structure a relatively tight, workable group, representing the technical, management, marketing, communications and consumer entities in the gardening field, staying as far away as possible from the heavy agricultural orientation that has kept consumers insecure about gardening. The organizations I would have represented are:

American Association of Nurserymen
American Seed Trade Association
Chemical Specialty Manufacturers Association
Federated Garden Clubs of America
Fertilizer Institute
Garden Writers Association
"Gardens For All"
Hardware Manufacturers Association
Men's Garden Clubs
National Retail Hardware Association
Outdoor Power Equipment Institute
USDA Extension Service



For reasons that will become evident, I think we should also include the publishers of the major trade books, namely:

Lawn and Garden Marketing
Home and Garden Supply Merchandiser
Hardware Age
Hardware Merchandiser
Hardware Retailer

Jerry Baker should be the task force coordinator, committee chairman or whatever working title is appropriate.

Since this committee essentially should replace the function of the American Garden Institute, which is neither a membership or a non-profit organization, I see no reason to inject another entity into the picture. If it is useful and appropriate, however, I will be happy to volunteer my personal services to this group in some communications capacity. I think it's fair to say that no communications professional is better equipped than I to promote home gardening activity to the general consuming public.

The campaign I have structured ideally should include the following elements and activities:

A public service TV and radio spot campaign.

Public service ads and mats to daily and weekly newspapers and magazines.

A publicity-promotion tour of the top 50 markets for Jerry Baker to include TV and radio appearances, newspaper interviews and local speaking engagements and personal appearances.

Press kit for national distribution to all media.

A three-minute feature film for talk shows, women's interest shows and public service programming distributed to top TV stations.

WIN Garden booklets on planning, planting and growing food at home to be self-liquidated and given away under retail sponsorship.

Special "WIN with PLANT POWER" buttons also for self-liquidation and sponsored give-away.

Window streamers carrying the "WIN with PLANT POWER" slogan to be used by retailers who tie in with the campaign.

Retail promotion kit to be self-liquidated to participating dealers, including: repro art for use in ads; suggested commercials; and publicity, promotion and point-of-sale instructions.

An organized information network to respond to consumer requests, conduct clinics and, possibly, go into the communities.

A 12-minute or 24-minute film designed as a full TV program of its own, to take consumers through the basic steps of food gardening.



Obviously we are talking about a major (expensive) program here. The fastest and easiest way to implement it, of course, would be to obtain federal funds, either through the Citizens' Committee or from one of the agencies, such as Agriculture or HEW. If that is not possible, then I see the next best alternative as funding from retailers. Let me go into a bit of detail as to how I would handle the latter.

In the absence of full funding from the government, I would at least try to get seed money (no pun intended) from the government, or possibly the various organizations on the committee. This seed money would be used to accomplish two objectives:

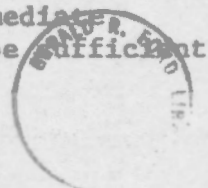
1. Create some initial high visibility public exposure of the program, presenting it as an all-out effort that is going to draw consumers to vegetable gardening in incredibly large numbers; and,
2. Leverage that promise of activity to retailers, to get them to buy in as official WIN Garden headquarters.

In step one I would take maximum advantage of Jerry Baker's ready-made media exposure, as well as his reputation in the trade as the best known and most effective promoter of gardening the industry has ever seen.

In step two I would make full use of the influence and communications capabilities of the task force, so as to persuade dealers that they will be giving up a tremendous amount of business if they do not plug themselves into the campaign by purchasing the necessary materials and other information for which consumers are going to be directed to participating outlets. Retailers would then have to purchase these kits on a cost plus basis, with the plus being used to finance the balance of the direct consumer effort.

What concerns me most with this structure is the time element required to work this program through the industry to the retail level. We are already about three months late for that and I suspect that in another six to eight weeks it may become physically impossible to do something productive on that basis. We have more flexibility as far as getting the word directly to the public.

One other option is to get the entire program underwritten by a major corporation, a foundation or a wealthy individual. Unless we had a number of immediate prospects for such funding, which I do not, there does not seem to be sufficient time to start seeking one out.



Mr. Russell Freeburg

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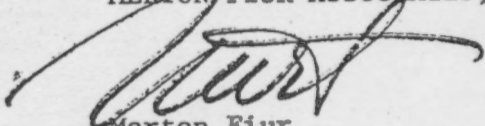
November 21, 1974

I hope all this is helpful to you and that you will feel free to call upon me for any further discussion of the project. I believe that what I have given you is the most workable, comprehensive approach, but which can be scaled up or down, depending upon the various considerations. My own feelings, however, is that the food gardening aspect of the WIN Program represents possibly the most tangible and measurable means of public participation and should be made as effective as possible.

I will look forward to hearing from you,

Sincerely,

MERTON FIUR ASSOCIATES, INC.



Merton Fiur
President

MF:mp



JERRY BAKER

The American Master Gardener

BOX 504, TROY, MICHIGAN 48064

October 17, 1974

The Honorable Gerald R. Ford
President of the United States
The White House
Washington, D.C. 20500

Dear Mr. President:

You already must know how proud we Michiganders are to have you in the White House. I'd like to take this opportunity, however, to offer my personal congratulations, as well as a pledge of support to you in the difficult task you have assumed.

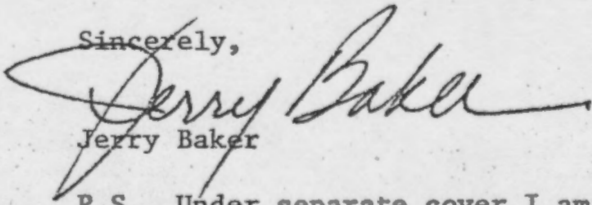
My purpose in writing to you now is to suggest a very specific manner in which I can make a contribution to implementing the program you set forth last week. In urging Americans to grow food, you have, in effect, turned my livelihood into a national priority, and I would like to offer my services to help you achieve this aspect of your program.

I have enclosed a biography and other related material to give you an idea of the scope of my activities in bringing gardening to the American people through my books, articles, columns, TV and radio appearances, lectures and a broad range of activity within the gardening industry itself. I would like to harness whatever impact I have upon the public through these communications activities to support your "WIN" program for Americans. Likewise, I hope and believe I can utilize my past decade's work with publications, companies and associations within the home gardening field to help persuade the \$6 billion industry itself to support "WIN's" endeavors.

What I think is needed to enable me to effectively represent your program is some official designation, voluntary or otherwise, that would give greater significance and exposure to the message I can bring to the American people. If you feel that this suggestion has any merit, and that I can truly be of service, I would be pleased to meet with you, or anyone you designate, to discuss this in greater detail.

In any case, you have my warmest, best wishes for success and an open offer to call upon me at any time you feel I can be of help.

Sincerely,


Jerry Baker

P.S. Under separate cover I am taking the liberty of sending a set of my books to Mrs. Ford, in the hope that they might in some small way lighten her days and speed her recovery.

