

Port St. Lucie

THE MACKLE COMPANY, INC. THRU GENERAL DEVELOPMENT CORPORATION

Dear Resident:

NOTHING SUCCEEDS LIKE SUCCESS!

The beauty of the area itself and the attractiveness of the lawns and gardens of property owners have made PORT ST. LUCIE unique among Florida communities. The success of the BEAUTIFUL GARDENS CONTEST last year resulted in the formation of an active garden club. Because we want to retain the enviable recognition the community has already earned, we are repeating the contest program again this year in cooperation with the RIO LINDO GARDEN CLUB OF PORT ST. LUCIE.

THIS YEAR there will be MORE PRIZES IN NURSERY STOCK OR GARDEN ACCESSORIES and the contest is open to all residents of PORT ST. LUCIE and River Park.

BEGINNING APRIL 25th the Rio Lindo Garden Club, in cooperation with the Mackle Company, through General Development Corporation, will co-sponsor the SECOND ANNUAL BEAUTIFUL GARDENS CONTEST. A committee of judges, members of the St. Lucie County Federation of Garden Circles, will select contest winners. Valuable awards will be made by the management of PORT ST. LUCIE.

Three groups of residents may enroll:

1. Residents who have lived in the area since April 15, 1960.
2. Residents who have lived in the area for more than one year.
3. Residents (6) who were winners in last year's contest may compete among themselves.

In their basing of awards, judges will be guided by the length of time the resident has lived in the area.

FIRST, SECOND AND THIRD AWARDS ARE FOR THE MOST EFFECTIVE BORDER PLANTING ARRANGEMENT OR THE BEST FOUNDATION PLANTING ARRANGEMENT. YOU SELECT THE CLASSIFICATION IN WHICH YOU WISH TO BE JUDGED.

Winners of last year's contest are invited to compete against themselves, the winner to be judged on a basis of most landscaping improvements made during the year. Photographs taken last year will guide judges in their decisions.

To determine winners in the first two groups, judges will base awards on the following scale of points:

1. General effectiveness; good design	25 points
2. Proper scale of parts to the whole design	15 points
3. Plant material used; suitability as to:	
a. Climate (hardiness in area)	10 points
b. Exposure (sun, shade, salt air & wind)	10 points
c. Soil and compatibility with neighboring plants (wet, dry, alkaline, sandy)	10 points
d. Ease of maintenance (including consid- eration of size at maturity, density of planting)	10 points
e. Harmony of color, shape, texture	10 points
f. Contrast, emphasis on points of interest	10 points
Total	100 points

Judges will reduce point ratings if the contestant has had supervision by a professional landscape artist.

The purpose of dividing contestants into groups whose period of residence varies is to assure EVERYONE AN EQUAL OPPORTUNITY.

AWARDS are announced as follows:

First: Nursery stock or garden accessories to
the value of \$100.00

Second: Nursery stock or garden accessories to
the value of \$50.00

Third: Nursery stock or garden accessories to
the value of \$35.00

Special: Nursery stock or garden accessories to
the value of \$50.00 to the winner among
last year's prize winning group.

Within a few days you will receive exciting information concerning a unique six week course of lectures and demonstrations on HOME LAWNS AND GARDENS as part of the contest program. All costs for text books, outline papers and other essentials will be paid by the Mackle Company for enrollees from PORT ST. LUCIE and River Park.

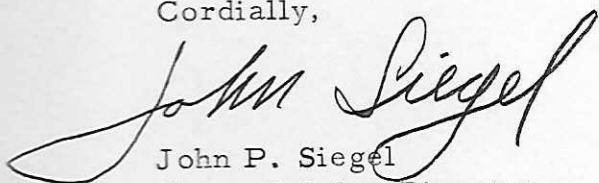
All YOU need to do to participate in the contest is to write your name and address on the enclosed stamped and addressed entry blank and mail it to BEAUTIFUL GARDENS CONTEST, c/o The Mackle Company, Port St. Lucie. Be sure to check the class and classification in which you wish to be judged.

After your entry blank has been received an Official Contest Photographer will picture your home grounds as they appear today. This will aid judges in making awards. The contest will close with judging on August 15, 1961.

Let's get started TODAY, shall we?

Send in your entry blank NOW before the matter slips your mind.

Cordially,

A handwritten signature in cursive script that reads "John P. Siegel". The signature is written in dark ink and is positioned above the typed name and title.

John P. Siegel
General Sales Director

JPS/1/mop

'Beautiful Gardens'

Contest Opens At PSL

Residents in Port St. Lucie and River Park are busy these days beautifying their homes, and in a sense, digging for greenbacks.

They have an added incentive this time of year as the Port St. Lucie division of General Development Corporation, in cooperation with the Rio Lindo Garden Club, and the St. Lucie County Agriculture Department, has started its beautiful gardens contest.

Residents will be gardening for almost \$400 in prizes which will be awarded at the conclusion of the contest August 15. The contest, which opened May 15, is divided into foundation plantings and over-all landscaping.

Prizes, General Manager John P. Siegel announced, have been divided into two classes. In both classes first prize awards of \$50 will be made in foundation plantings and over-all landscaping.

Second place winners will receive \$25 and third place winners, \$10.

Class I is for residents who moved into Port St. Lucie or River Park after May 15, 1962. Class II is for residents who moved into the community before May 15, 1962.

A special \$50 award will be made to the winner in Class III which includes all previous garden contest winners.

In addition to the contest, the fourth annual one conducted at the General Development Corporation community, there will be a four-week home gardening course to be conducted at the Port St. Lucie Methodist Church.

Classes in landscaping, flowering shrubs and vines, insects and their control, and other gardening subjects will be given June 20, 27 and July 11 and 18.

In a letter to the residents announcing the contest, General Manager Siegel said "In order that Port St. Lucie will continue to be a show place so far as natural beauty is concerned, and a community built on the pride of its residents, may I urge you to

contribute your part by competing in the fourth annual beautiful gardens contest."