

WGBH - TV (Channel 2) AUCTION

Like most educational television stations in this country, WGBH-TV (Cambridge, Mass.) has found it difficult to meet operating expenses each year. As a partial solution to this problem, the station held an auction in 1966, in which merchandise donated by local concerns was auctioned "on the air", proceeds going to the station. It was repeated in 1967, and in both years proved to be highly successful and entertaining.

This year the Arnold Arboretum will participate by donating a number of interesting ornamental plants. Colored pictures of these plants (listed below) will be shown during the auction and in advance publicity. Please watch the auction, to be held during the first week of June, if you can and tell your friends about our contribution to its success.

<i>Cedrus libani stenocarpa</i>	Cedar of Lebanon
<i>Chamaecyparis nootkatensis</i> 'Compacta Glauca'	Nootka False-Cypress
<i>Davidia involucrata vilmoriniana</i>	Dove Tree
<i>Franklinia alatamaha</i>	Benjamin Franklin Tree
<i>Halesia monticola</i> 'Rosea'	Pink Silverbell
<i>Juniperus communis</i> 'Suecica'	Spire Juniper
<i>Kalmia latifolia</i> 'Rubra'	Deep Pink Mountain Laurel
<i>Metasequoia glyptostroboides</i>	Dawn Redwood
<i>Picea abies</i> 'Conica'	
<i>Sciadopitys verticillata</i>	Japanese Umbrella Pine
<i>Stewartia koreana</i>	Korean Stewartia
<i>Taxus media</i> 'Flushing'	Columnar Yew



1968. "WGBH - TV (Channel 2) Auction." *Arnoldia* 28(2-3), 28-28.

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