

*Ecology and the Environment Back When* highlights *California Garden's* animating sense of place. In 1910, the magazine made “An Ernest Plea for the Canyon.” Additional articles encouraged appreciation of native growth and wildflowers. The Floral Association engaged its attention on the land and its cultivation from the first and its concern endures to the present. Through the group’s resolute stand, Balboa Park – for the most part - was saved from encroachment. When *California Garden's* pages proselytized for preservation, proponents beat back developers, allowing East County’s El Monte Oaks and the coastal region’s Torrey Pines to become cherished parks. Water supply and conservation were early and remain ongoing topics. The journal published investigations into local pollution problems, pushed for conservation education and upheld the value of our distinctive environment. ■

