

Journey Through 100 Years of Girl Scouting

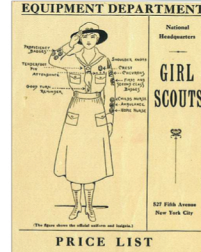
Founded in 1912



One of the first troops (since 1912)



Juliette Low wearing the Golden Eagle - the highest award in Girl Scouts at the time



The first equipment book



The first badges

"I've got something for the girls of Savannah, and all America, and all the world, and we're going to start it tonight!"
- Juliette Gordon Low, 1912

March 12, 1912 Juliette Gordon Low founded the Girl Scouts in Savannah, Georgia with 18 girls

1912 Tenderfoot pin established, which became the Trefoil in 1914

1915 Juliette sold her pearls to raise funds for the Girl Scouts

1914-1918 During World War I, Girl Scouts sold war bonds, staffed railroad canteens, grew vegetables, collected peach pits for use in gas mask filters, and volunteered in hospitals

1917 Edith G. Wilson became the first Honorary President of the Girl Scouts

1920 Juliette's birthday, October 31, designated as Founder's Day

The Second Decade 1922-1931



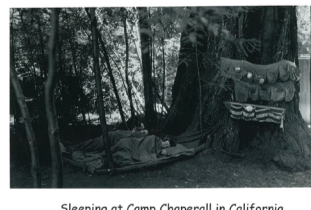
Juliette Low at 65 England Ward Camp in Foxlease



Singing with a smile



Sleeping at Camp Chaperal in California



Kicking off cookie sales with sales booth

1923 Radio Girl Scouts, broadcast from Pittsburgh weekly

1926 Brownies started

1926 Camp Edith Macy opened as a national training center

January 17, 1927 Juliette Low died and was buried in her uniform; World Friendship Fund established

1929-1939 During the Great Depression, Girl Scouts collected clothing, made quilts, gathered food, assisted in hospitals, and participated in performing arts



The Third Decade 1932-1941



Girl Scout Cookie Box, 1930s



The First Lady giving a radio address



Equipment Catalogs



Diagram for how to wear the uniform

1934 Mariner Girl Scouts established

1936 First commercially made Girl Scouts cookies sold

1938 Golden Eaglet discontinued and First Class introduced as the highest Girl Scout Award

1938 Three age levels established: Brownies ages 7-9, Intermediate ages 10-13, and Seniors, ages 14-17

1940 The Curved Bar Award was introduced for girls who have achieved First Class but are not old enough to join a Senior Girl Scout troop

1941 Wing Scouting developed for Senior Girl Scouts

The Fourth Decade 1942-1951



1939-1945 During World War II, Girl Scouts volunteered in local army hospitals, operated bicycle courier services, invested over 48,000 hours in Farm Aide projects, collected scrap metal, learned Morse Code, and grew Victory Gardens

1943 1st Girl Scout calendar sale

1943 The membership slogan "A million or more in '44" was adopted

1944 Liberty ship SS Juliette Low is launched in Savannah

1945 1st Girl Scout handbook in Spanish published

1948 3-cent commemorative stamp honors Juliette Low

The Fifth Decade 1952-1961



1953 Membership exceeds 2 million girls

Girl Scouts helped break down racial and social taboos by including all girls

1956 1st Girl Scout Senior Round-Up encampment for 5,000 girls in Michigan

1956 Juliette Gordon Low Birthplace restored

1956 Our Cabana in Mexico dedicated

1957 Membership exceeds 3 million girls

The Sixth Decade 1962-1971



1962 Girl Scout Float in Pasadena Tournament of Roses and yellow Girl Scout roses and Brownie marigolds are planted around the nation to celebrate the 50th Anniversary

1964 1st Girl Scout handbook in Braille is published

1966 Debbie Reynolds serves as Honorary National Piper in the national Piper Project to increase membership

1969 NASA invited 100 girls to see the launch of Apollo 12 at Cape Kennedy, Florida

1970 Girl Scout National Center West in Wyoming opened

1970 Badges were sewn onto sashes instead of directly onto the dress sleeves

The Seventh Decade 1972-1981



1972 The Girl Scout Laws were changed to be more contemporary

1975 Gloria D. Scott becomes the first African-American National Girl Scout President

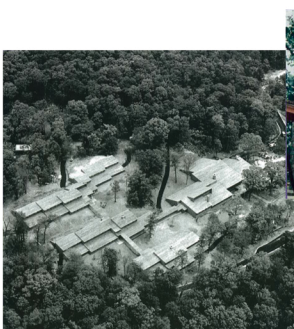
1977 Norman Rockwell designs 12 medals issued by the Franklin Mint and available in Bronze, Silver, and Gold

1978 The redesigned Girl Scout Logo is introduced featuring three faces of girls silhouetted on the trefoil

1980 The Girl Scout Gold Award becomes the highest recognition in Girl Scouting, replacing First Class

1981 Business guru Peter Drucker calls the Girl Scouts "the best-run organization in the United States"

The Eighth Decade 1982-1991



1982 The Edith Macy International Center opened in New York. It serves as a meeting place for Girl Scouts and Girl Guides from around the world.

1984 Daisy Girl Scouts, for girls five years old or in Kindergarten, are introduced with a bright blue tunic uniform

1985 Girl Scouts published the pamphlet, Tune In To Well-Being, Say No to Drugs in response to the AIDS epidemic

1987 USPS issues 165 million Girl Scout commemorative stamps

1987 Girl Scout Exhibit opens at the Smithsonian Institution's National Museum of American History in Washington DC

1988 Dairy Queen licensed to make Thin Mint ice cream; 1998 Breyers licensed

1988 Girl Scout rap song "Take the Lead" is released

The Ninth Decade 1992-2001



4 million girl and adult Girl Scouts joined First Lady Barbara Bush in the Right to Read service project to tackle illiteracy

Girl Scouts Beyond Bars, the first mother-daughter prison visitation program was formed

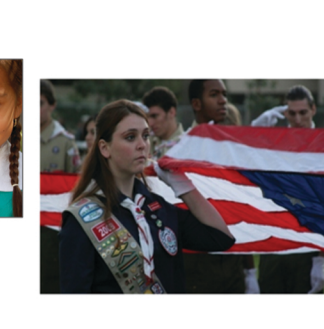
1994 Girl Scout "On My Honor" Paper Dolls launched

More than 1,300 sporting events were held nationwide as part of the GirlSports 2000 initiative

2001 National theme of "For every girl, everywhere" established to reach girls in remote areas via the Internet

After the tragic events of 9/11, Girl Scouts gave hundreds of boxes of cookies to volunteers working at Ground Zero, hosted remembrance ceremonies, and wrote letters to rescuers

The Tenth Decade 2002-2011



Girl Scouts send cookies and letters to soldiers based in Afghanistan and Iraq

2006 award-winning "Defly" ad campaign launched

2007 Manhattan Toy company licensed to make Girl Scout Groovy Girls

2008 Dairy Queen sells over 10 million Thin Mint Blizzards in one month

2009 President Barack Obama signs the GSUSA Commemorative coin Act for our 100th Anniversary coins

2010 Dreyers/Edy's sells limited editions of Thin Mint, Samoa, and Tagalong ice cream flavors

2011 Girl Scouts membership reaches 3.2 million in the US