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1917

Box-Barberry

Dwarf type of
Berberis Thunbergi

The NEW EDGE and HEDGE PLANT



THE SPRING OF 1901, sixteen years ago, we planted a quantity of Thunberg's Barberry seed, little realizing that from among the many thousands of plants which soon sprang into being, mother nature had ordained that one of them was to be so conspicuously unlike its fellows, that it would eventually be an important addition to the realms of ornamental horticulture.

As this bed of Barberry seedlings developed, presenting as a whole the usual characteristics and similarity of growth, one little plant was discovered which was quite different from the others. It not only was much dwarfer, but its leaves were smaller and narrower and the habit of growth was more upright. In fact it was so conspicuously different that we removed it to a place free from danger of mishap. After six years of growth it had developed into a globe-like, compact little bush some

18 inches high, and so unlike the usual type of Thunberg Barberry that the relationship would be hardly suspected. Of a pleasing soft green during the summer growth, changing to intense autumnal tintings, greatly adding to its other charms. So interested did we become in this unique plant that we again transplanted it, this time to a more permanent place where it could continue to develop undisturbed.

Its increasing beauty attracted the attention of all visiting plant lovers and invariably required explanations as to just what it was. We later made several hundred cuttings of it so as to watch its behavior under varying conditions. When the little plants set out in the nursery rows began to develop, its value as a low edge plant for formal gardens and also as a uniform dwarf hedge plant, was at once apparent. In fact it is just what the garden maker has keenly felt the want of, particularly where climatic conditions are too severe for border-box, for instance to thrive. BOX-BARBERRY, which is the name by which this new candidate for popular favor will from now on be known, *will thrive wherever Thunberg Barberry is at home.* Horticulturists of wide experience and discerning vision, prophesy a tremendous popularity and usefulness for this charming new dwarf Barberry.

The purpose of this publication is to help acquaint the Commercial Horticulturists with just what BOX-BARBERRY really is, and to explain the way for its general dissemination to the trade.

INTRODUCED BY

THE ELM CITY NURSERY COMPANY

WOODMONT NURSERIES, Inc.

EDGEWOOD, Edgewood Avenue, Near New Yale Bowl

NEW HAVEN, CONNECTICUT

FROM RECENT PHOTOS OF BOX-BARBERRY



BOX-BARBERRY (left) one year, eight inches high, the best size for edging formal gardens. (right) A well-rooted cutting summer propagation from frame. Also cluster of Barberry Thunbergi foliage, introduced below for comparison.



BOX-BARBERRY two years old, nursery grown, trimmed once while growing in field and tips shortened in before taking photo.



Thunberg Barberry, average type. Photographed on same plate with illustration on left, for comparison of habit and size of foliage with BOX-BARBERRY.



Branch from original plant of BOX-BARBERRY, showing habit of growth at maturity and freedom of frothing. Branch of average Thunberg Barberry introduced below for comparison.

THE STORRS & HARRISON CO., Painesville Nurseries
PAINESVILLE, OHIO

Oct. 24, 1917.

Dear Sirs:—

I certainly was very much pleased with BOX-BARBERRY as I saw it on your grounds the past season.

If it can be propagated and put on the market at a price that will allow ordinary purchasers to buy it, there will be a large demand for it, for edging purposes and where low growing dwarf hedges are needed.

The old border-box is not hardy enough to stand well in most sections of the central-west. This BOX-BARBERRY, being a dwarf form of Thunberg's Barberry, should prove adaptable, and I think there is no question but what there will be a large demand for it.

Very truly yours,

J. H. DAYTON, Sec. & Treas.

OTHER EQUALLY CONVINCING LETTERS ON FILE AT OUR OFFICE

We are gratified that BOX-BARBERRY originated at our nurseries and that we are the introducers. While our own confidence in BOX-BARBERRY has been unbounded for years, the assurance of its great value as expressed by all who have seen our original stock growing in the Nursery, confirms our judgment. One landscape architect while at the Nursery recently, wished to place an order for 10,000 plants for a single formal garden. Of course we could not furnish the order at present. It goes to show beyond any doubt, however, what a quantity seller BOX-BARBERRY is sure to be.

CHASE NURSERY CO., Incorporated
CHASE, ALABAMA

October 25, 1917.

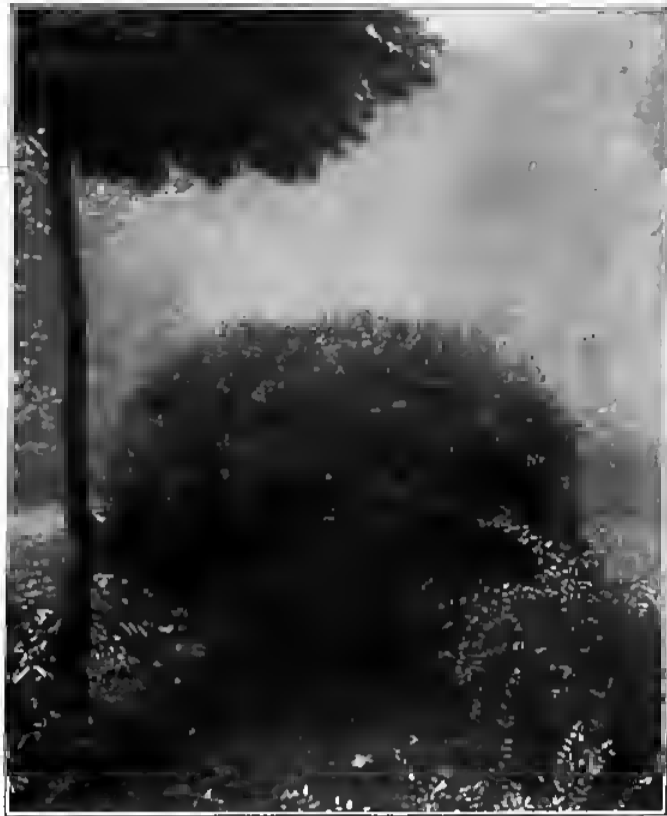
Gentlemen:—

If those BOX-BARBERRY bushes we have coming from you are in shape to ship, please let them come along by express at the earliest possible moment, as we are anxious to get some of them propagated this winter. It looks as though you have a mighty good thing in BOX-BARBERRY and we want to get in while the water is fine. We have been admiring the parent plant of this on your office grounds for some years and are glad it is now to be generally disseminated.

Yours very truly,

CHASE NURSERY COMPANY,

R. C. Chase, Secy-Treas.



FROM photo of the original plant of BOX-BARBERRY now sixteen years old, growing in our Nursery at Edgewood. We regret our inability to show a better illustration, but as it is growing in a group with other shrubs, it was impracticable to get a better photo. As shown in this illustration, it is its natural habit, as it has never been pruned so as to interfere with its natural growth. Cuttings originally taken from it, from which our present stock has been propagated, were from a number of strong one year shoots, springing from the base. Note how compact and globe-like the growth is and how much it resembles an old plant of border-box in its general appearance, and how little it resembles Thunberg Barberry, of which it undoubtedly is a pure seedling.

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FROM direct sun print of three branches of BOX-BARBERRY and one branch of Thunberg Barberry, for comparison of general habit of growth and relative size of foliage. We resorted to this method of obtaining this illustration so as to portray with absolute accuracy the difference in the character of growth between Thunberg Barberry, which is familiar to practically everyone, and this new dwarf form of it, BOX-BARBERRY. "No plant has made its appearance in years which bids fair to be more universally useful than Box-Barberry." "With the normal forms for the regular hedge and the BOX-BARBERRY form for the low bed edgings the garden lover is happily independent of both privet and box and be assured of more beauty and greater reliability."

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WHAT THE "DEAN OF AMERICAN PROPAGATORS" THINKS OF THE NEW BOX-BARBERRY

THE CONARD & JONES CO.
WEST GROVE, PA., U. S. A.

October 31, 1917.

THE ELM CITY NURSERY COMPANY,
WOODMONT NURSERIES, INC.,
NEW HAVEN, CONNECTICUT

Gentlemen:

I received your very kind letter today, and am glad that you remember the short visit I enjoyed while at your place last August. It was a red letter day for me, to converse with friends engaged in the same cause, trying to make this beautiful world more beautiful by the earnest work of our hands and minds. I shall early try to see your beautiful place again.

The Box-Barberry is, in the opinion of the writer, one of the best hardy plants introduced in many years, and will become a great popular favorite when its many good points become known. Extreme hardiness, clean, graceful habit of growth combine to make it one of the most desirable and useful hardy plants

in cultivation. I can well imagine a block of it clothed in its regal glowing fall coloring at this season. It will be desirable in many ways; as an individual plant it is more beautiful than the Boxwood, more graceful and less formal; in groups also it will be charming in its natural form; as a hedge plant it will have no superior, as it will require less care and attention to keep it in good form than the majority of plants used for that purpose. I think it will prove highly satisfactory and an advertisement in itself wherever planted. Hundreds of millions of it will be planted in this country in the near future. I believe you are taking the best course for its introduction and dissemination. It will be a winner all right. By getting the buying public a little hungry, they will take to it all the better by having to wait a while. Allow me to congratulate you for placing such a good hardy plant on the market. I merely give my opinion of Box-Barberry as I have seen it and firmly believe in it.

With kind regards,

Very truly yours,

ANTOINE WINTZER, Vice-President.

EXTRACTS FROM WHAT SOME OF THE TRADE PAPERS HAVE HAD TO SAY RECENTLY ABOUT BOX-BARBERRY

American Florist, Sept. 8, 1917.

BOX-BARBERRY New Hardy, Dwarf Hedge Plant

"The great need of a hardy, dwarf, hedge plant, one which will thrive where border-box is not successful, has been keenly felt for a long time and especially so now when the formal garden border and the low hedge effects are so popular with many garden schemes.

This new plant is a very dwarf, compact, erect form of the popular Japan barberry, and will thrive wherever that Barberry is at home, which is over an extended territory. It can be kept but a few inches high indefinitely by pruning. It makes an ideal dwarf hedge and can be trimmed into formal specimens. This new dwarf barberry, which is to be known as Box-Barberry, has its own peculiar charms. The delightful, soft, summer-green foliage turning in the fall to intensely brilliant reds and yellows, with an abundance of red fruits remaining on all winter, really places it conspicuously in a class by itself.

It can be profitably sold at a price comparing favorably with border-box."

Park and Cemetery, Oct. 27, 1917.

NEW BOX-BARBERRY An Important Introduction

"We described in these pages the new hedge plant, Box-Barberry, recently introduced by The Elm City Nursery Co.

We show herewith an illustration of a two-year-old plant of this new Barberry, for the purpose of comparing the size of the foliage with that of the normal Thunberg type. The loose branch to the left in front of the plant is Berberis Thunbergi, and it may be noted that the foliage of the Box-Barberry is less than half of that of the other variety."

Florists' Exchange, Sept. 8, 1917.

New Dwarf Edge and Hedge Shrub

"Some years ago, among a bed of many thousand Japanese Barberry seedlings in the grounds of The Elm City Nursery Co. at New Haven, Conn., a tiny plant appeared which, as the first season advanced, looked so different from its comrades as to attract attention by its tiny, dainty, dark green leaves and its very short internodes. Instead of in the future being obliged to regret that there is no

desirable low edge plant for formal gardens, or a low uniform plant suitable for dwarf hedges, the gardener will soon be able to order Box-Barberry from his nurseryman or florist.

Plants one year old from either hard or soft wood cuttings can be produced which are said to be amply sizeable for edge purposes. It is probable, however, that plants should be grown one year in nursery rows to produce the class of plants which will be most in demand for low hedge purposes."

Horticulture, Oct. 6, 1917.

BOX-BARBERRY

"Some inquiry having been made as to the comparative size of the foliage on the form of Berberis Thunbergi and the new dwarf form Box-Barberry, being distributed to the trade for the first time this fall, the introducers, The Elm City Nursery Co., of New Haven, have sent us the accompanying illustration which fully answers the question (see above).

The plant is well adapted for low edgings as a hardy substitute for box and as a specimen plant it is a little beauty."

American Nurseryman, Oct. 1, 1917.

BOX-BARBERRY

"Were you to ask the gardener, florist, nurseryman, landscape architect, park superintendent or the well versed amateur what was the most needed hardy plant for northern gardens today, the general answer would be to the effect that it was a dwarf hardy shrub suitable for low edge or hedge purposes,—a shrub that would acceptably take the place of the border-box, and fill an even wider field of usefulness.

It can easily be seen that this new dwarf Box-Barberry can be profitably sold at so popular a price as to warrant its uniform adoption to the uses it is so eminently fitted to acceptably fill."

The National Nurseryman, Nov. 2, 1917.

"It is certainly a fine color and we are pleased to make the acquaintance with Box-Barberry, whose leaves are decidedly different from the common type."

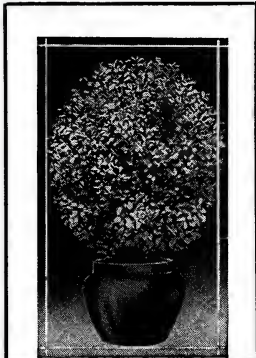
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Box-Barberry

Dwarf type of
Berberis Thunbergi

The NEW EDGE and HEDGE PLANT



SPECIAL OFFER TO THE TRADE:

BOX-BARBERRY will be generally offered by the leading catalog houses throughout the country, in 1919-20. Our offer of stock has already been taken up by many of the largest and most progressive concerns in the country. Rather than holding the original stock exclusively ourselves, we are offering to the trade, 10,000 strong two year old field grown plants. This gives the propagators in the trade an opportunity

THE ELM CITY NURSERY COMPANY

FIRST OFFERING OF BOX-BARBERRY

FALL 1918 — SPRING 1919

We have decided to introduce BOX-BARBERRY. Stock is yet limited and these prices will be witnessed:

PRICES

- 1 year frame grown — \$1.50 per plant
- 2 year field grown — \$2.50 per plant
- 3 year field grown — \$3.50 per plant

CAN BE PLANTED EQUALLY WELL IN CUTTING BED AND ONE YEAR IN AND THRIVES WHEREVER PLANTED.

NOTE One year plants are 2 to 3 inches high. Two year plants are 6 to 10 inches high. Three year plants are 8 to 12 inches high. BOX-BARBERRY can be planted in borders to take the place of Boxwood. It is in popular demand for many formal borders not more than six inches high. If cut well back it will come right away.



Box-Barberry

DISTANCE APART TO PLANT

- Four inches apart for low border, if to be kept eight inches high.
- Six inches apart for hedge twelve inches high.
- Nine inches apart for hedge fifteen inches high.
- Twelve inches apart for hedge twenty inches or more high.

YOU ARE CORDIALLY INVITED TO VISIT THE NURSERIES AT EDGEWOOD, CONNECTICUT, BOX-BARBERRY GROWING, BOTH AS A HEDGE PLANT AND IN THE

Autumn Delivery
\$150 for two hundred and fifty plants
\$37.50 for twenty-five plants
\$5.00 for one plant

THE ELM CITY NURSERY COMPANY

WOODMONT NURSERIES, Inc.
EDGEWOOD, Edgewood Avenue, Near New Yale Bowl
NEW HAVEN, CONNECTICUT

JOHN WATERER SONS & CRISP
BAGSHOT, ENGLAND
EUROPEAN DISTRIBUTORS

YOKOHAMA NURSERY COMPANY
YOKOHAMA, JAPAN
EASTERN DISTRIBUTORS