

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



273 1919

# What We Can Do for the Lawn and Garden of the Commuter

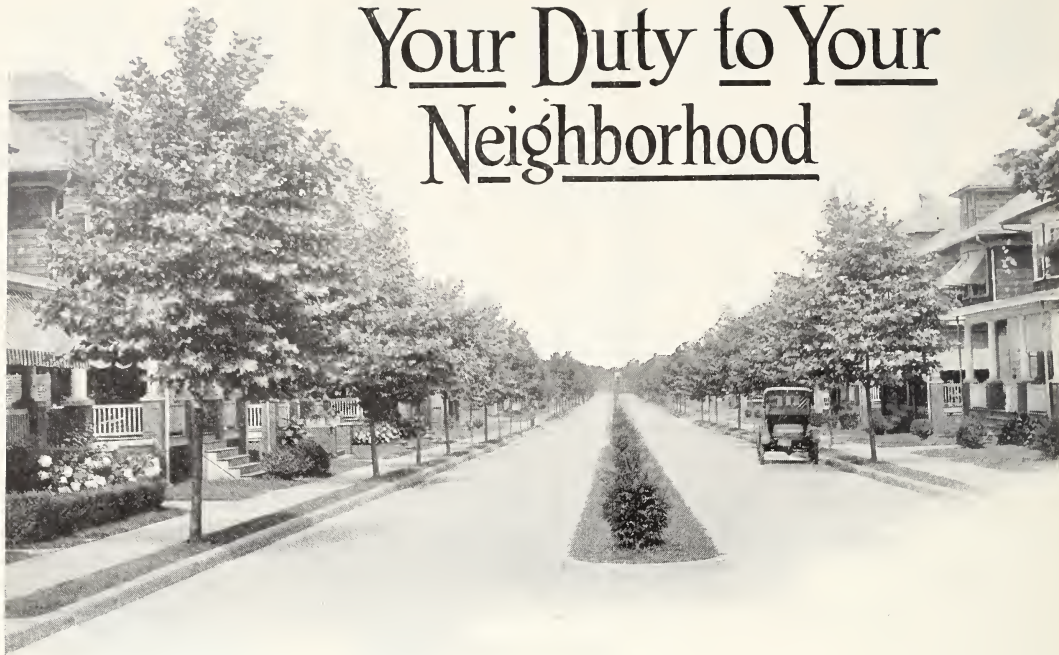
*A few helpful suggestions-inexpensive too-  
that will surely bring more pleasure, satisfaction  
and profit to the suburban home-owner.*



THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania



# Your Duty to Your Neighborhood



Ardmore Avenue, Trenton, N. J., planted with Oriental Plane trees from Moons' Nurseries.

**Y**OU know how a beautiful residential section is sought after as a place to live in. In most cases it is because everyone living there has aided by improving and keeping up his own front lawn. Plainly, if you pick such a community to live in, it is incumbent upon you to keep your property attractive with trees, shrubbery and flowers. Otherwise, you would be taking from the community, without adding to it your share of the beauty and refinement that induced you to select it.

If the community lacks the beauty that landscape gardening gives, one's opportunity is equally clear—he should at once set an example that will prove a contagious inspiration in the neighborhood. It doesn't take much to set the ball a-rolling. Plant a tree in front of the house, some shrubbery against the foundation, a vine over the veranda, a hedge, or border of hardy perennials, and soon the whole row of neighbors will follow.

## THE BACK YARD IS JUST AS IMPORTANT AS THE FRONT LAWN

Have you thought how your drying clothes, your ash cans, garage and outbuildings may offend your neighbor? These can be hidden effectually with shrubbery or Evergreens, and at the same time you will be giving comfort and pleasure to those who adjoin you. A well-placed shrubbery grouping or tree has in many such instances preserved community fellowship.



A frequent back-yard scene.



The same back yard, attractively planted with trees and shrubs from Moons'.

THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania



# Beautifying the Home Grounds

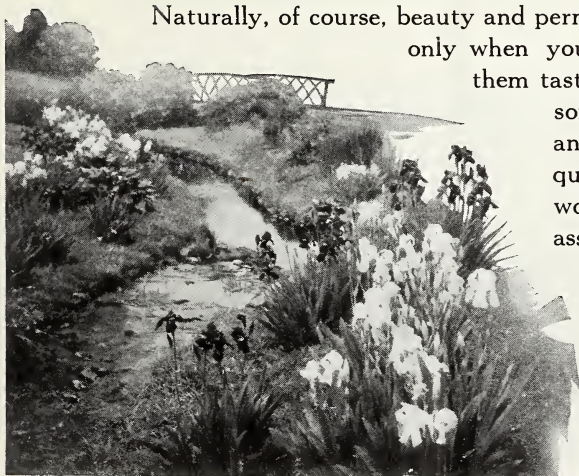


**A**FTER all, is there anything more worth while or enduring than to beautify your home grounds? Often their appearance is the basis upon which other people form estimates of our character. In passing a lawn, attractive with trees and flowers, haven't you had a feeling that the people living there must be folks of culture and refinement? Isn't it reasonable to suppose, then, that we, too, may be judged by the appearance of our lawn—even if it be a small one?

There are other and higher incentives to lawn beautifying. There is wholesome recreation to be had in landscape gardening; there is the inherent love of plant life to be fostered; there is pleasure in planning the arrangement of one's own plants; there is fun in the exercise of caring for them, and the additional enjoyment of watching them grow.

Cooling shade, beautiful foliage, colorful vistas and sweet fragrance of flowers are unselfish pleasures of the man or woman who has an attractive lawn, for you enjoy them, your family enjoys them, and your friends and the community are benefited.

And if you plan wisely, these benefits need not be limited to two or three summer months. There need not be a time when one's grounds are unattractive, for even in winter Evergreens are cheery; berried shrubs are bright and alluring to birds, while other plants with odd and unusual branches are fascinating.



Naturally, of course, beauty and permanency in adorning a lawn are possible only when you know varieties and how to arrange them tastefully for best landscape effects in your soil, location and climate. It is not by any means difficult for an amateur to acquire this knowledge. Moons' catalog would be a help, and we are willing to assist you in a more intimate, personal way, if you will tell us of your problem. Should it involve the laying out of grounds, grading and other construction work, in addition to plants, we know professional landscape architects who can help.





Evergreens are attractive the year round, and supply at the base of one's house a brightness in winter that is cheering. At other seasons they are attractive with fresh new growth, and a variance of color charms. Away from the built-up portions of the city—where Evergreens may be expected to grow—they are usually preferred for foundation plantings.

## Foundation Planting

**M**AY we suggest a simple test? Stand out on the street and observe if your house bears any resemblance to a box that is set on the ground, or whether it appears to rise naturally as from a foundation setting of shrubbery.

Of course, a foundation planting may never be absolutely essential—neither is a neck-tie, for that matter—but we don't like folks to see us without one, do we?

Taste must be displayed in the selection of varieties and in the arrangement of the plants just as taste is required in the selection of a tie. The assortment or possibilities are as limitless.

Our illustrations suggest two types. These may be modified to meet your requirements. If you want any help with a selection for your needs, ask Moons' Nurseries. The safest way is to send us a photograph of the house, with measurements, particulars concerning soil, exposure and so forth.



Here is an attractive shrubbery grouping, out of which the house rises naturally. Flowers, in an almost uninterrupted succession during the open months, are possible with such a planting. Note, too, how in this planting the side porch is screened from the street.

THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania

# Increasing Property Values



Look on This Picture



And then on This!

**T**HE same house—but what a vast difference! Wouldn't you rather live in the house on the right, than the one on the left? And wouldn't you gladly pay more rent for the one on the right, or pay more for it, if you wanted to buy? Of course you would. The house on the right would easily bring \$500 to \$1000 more in the selling price—yet the only difference is the planting of trees and shrubs, which could be duplicated practically anywhere at a cost of from \$125 to \$175 (depending on the location, etc.).

And if the house as you see it at the left could rent for \$40 a month, wouldn't you rather pay \$50 for the one on the right? Without a moment's hesitation! In one year this added rent alone would almost pay for the entire planting cost! And meanwhile the planting would be steadily increasing in beauty and attractiveness.

If you own property, let this fact sink in—and realize that planting and beautifying have more than an aesthetic value—they add materially to property value and bring a big dividend in *money* as well as in pleasure, satisfaction and comfort.



Which side of the street would you rather live on? And wouldn't you gladly pay a bit more to live on the "shady side"? There could be no better proof of the "realty value," in dollars and cents, of a house made more attractive by trees and shrubs.

THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania



# On Screening Things from View



These Evergreens hide drying clothes and the service parts of a dwelling. Would you have guessed it? Moons' Nurseries always have on hand some Evergreens of large size so that results like this are possible with but little waiting.

**I**F your house looks out on ugly back yards, or some neighbor's garage stares you in the face; if an ugly billboard speaks to you every time you look through the window, or if any objectionable view is had from your home, why not blot it out with a foliage screen?

Foliage screens do not have to be the stiff angular affairs that hedges imply. They may be irregular, natural plantings of trees and shrubbery, that are beautiful in foliage or flower, and that do not give a suggestion of their real purpose of hiding an unsightly outlook—*note the accompanying illustrations*. Would you suspect anything ugly behind these plantings?



Lombardy Poplars make quickly effective high screens against objectionable views. Their tall, slender habit lends a distinctive character to any landscape. They occupy but little space, grow quickly, and are inexpensive.

It isn't difficult to plant a foliage screen. The character of the object to be hidden, its height, its breadth, its distance from you, are factors that determine the height of the planting and varieties to use.

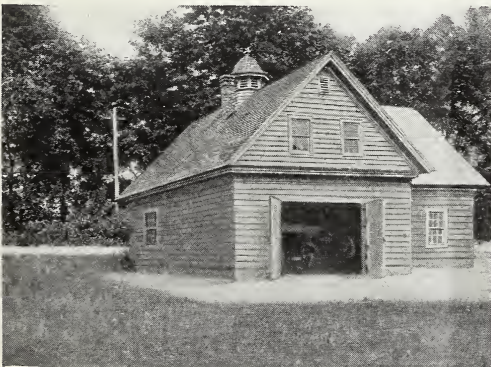




When your house looks out upon a lawn bordered like this, one has no complaint of the ugly factory in the valley beyond; the city dump upon the lots near by; or the drying clothes and garbage cans in the neighbor's back yard. *With foliage screens that can be made with Moons' trees, you come, as nearly as is possible, to the enjoyment of a country environment amid city surroundings.*

Evergreens, of course, are usually preferred for screens because they hide things all the year, but Deciduous, or leaf-dropping, plants do very well in many instances, for in winter one does not live with his lawn and its surroundings as intimately.

Moons' catalog will help you to plan a foliage screen—but here, as always, we shall gladly give from our long experience and intimate knowledge of plants, such personal help with your problem as we can. Just tell us of it, and your difficulties with it.



The beauty and advantage of such a foliage screen are obvious—the cost insignificant in comparison.

THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania



# Now - a Tree for Every Star!



When the flag is taken from the window, the growing tree will keep its memory fresh.

**W**HY not plant and dedicate a tree to the person your star is for? This idea, first suggested by a member of our firm, has taken hold throughout the land. Everywhere trees are being planted for this purpose, for here is a permanent, useful memorial of services rendered in the "World War," that increases in size and beauty as the memories that it commemorates lengthen.

Oaks, Ash, Beech, Maples, and similar trees of long life, strength and dignity should be chosen for the purpose. If in doubt which tree to plant, *ask Moons'.*

**Get Your Municipality to Plant Memorial Trees.**  
One tree for each star in the municipal flag; one tree for all the stars, or trees for the gold stars only.

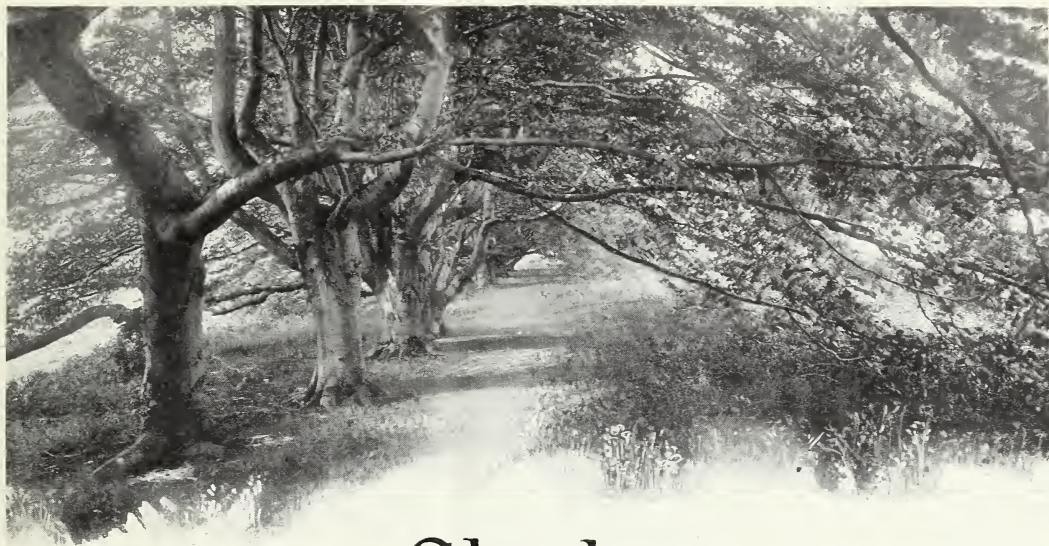


Will your town, 125 years hence, have Memorial Trees to commemorate the soldiers of 1918, as Princeton, N. J., has these trees, planted over a century ago by their great townsman, Richard Stockton? Great riches could scarcely have left a more acceptable or enduring monument to his memory.

New York is going to plant Memorial Trees in Central Park. Other cities have similar plans in progress. Every community has some treeless streets or insufficiently planted park or school grounds, where on shade trees, fittingly marked and dedicated, would perpetuate, increasingly as the tree grows, the memory of your men and their accomplishments in the "World War." Boost this idea in your town and keep it progressive.

THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania





# Shade

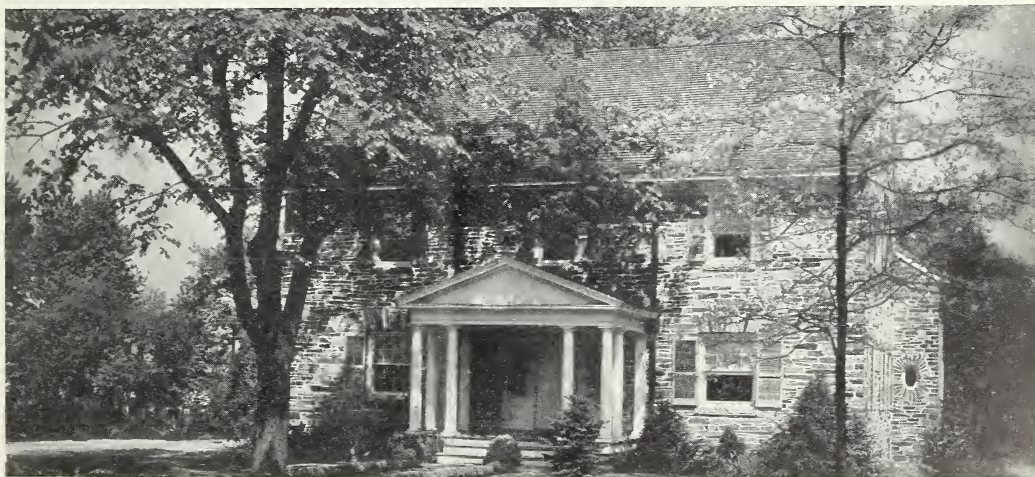
WOULD a lawn be a lawn without a shade tree? Scarcely—for a lawn means a retreat where the children may play, a place to suspend a hammock to rest or read, or the opportunity for the enjoyment of social hours with friends in an outdoor living-room, and you can't have these pleasures without shade, as a refuge from the sweltering summer suns, and as the canopy or frame of verdure that molds and softens the bare house and lot into the environment

we call "homelike-atmosphere." Of course, one cannot expect to have immediate shade from newly-planted trees, but it is entirely possible to rely upon the commencing of it in from four to five years with Moons' sturdy trees. From this time on, with each succeeding summer, the tree should grow bigger and shadier, giving increased enjoyment and pleasure as a reward for your wisdom and foresight in planting and caring for it, and then, too, future generations may enjoy it.

## TREES

I think that I shall never see  
 A poem lovely as a tree.  
 A tree whose hungry mouth is prest  
 Against the earth's sweet flowing breast.  
 A tree that looks at God all day  
 And lifts her leafy arms to pray;  
 A tree that may in summer wear  
 A nest of robins in her hair;  
 Upon whose bosom snow has lain;  
 Who intimately lives with rain.  
 Poems are made by fools like me,  
 But only God can make a tree.

*Joyce Kilmer*



"Shade and Shadow"

THE WILLIAM H. MOON COMPANY  
 Nurserymen  
 Morrisville, Pennsylvania





## To Keep the Garden Blooming

SO many gardens are gay for a little while, then the flowers fade and there remains but a memory of the beauty and fragrance that have gone.

If one will study the seasons of blooming, he can select varieties for his garden that will give an uninterrupted succession of bloom throughout the open months of the year. The merry procession starts with Saxifrage and Hardy Candytuft, that scarcely wait for snow to go, and continues until the jaunty Chrysanthemums persist in defiance of Jack Frost. A well-thought-out garden should give flowers every day, to admire in the garden, to enjoy in the house, and to share with friends.

It isn't so difficult to have a garden like this, if you will become acquainted with flowers, their character, their time of bloom and their color, and then arrange it on paper first. You will find it's fun to plan a garden—what if you do make a few mistakes at first?—the best gardens are constantly being improved. Your landscape architect will help, and so will Moons' Nurseries, but, after all, the nicest gardens are those with the personality of their master.



Planting of Peonies on a lawn in Princeton, N. J., where much of our stock has been used. Every lawn has room for some of these beautiful plants, which are enjoyed by all. Each season they reappear and add to our pleasure with their charming flowers, which everyone appreciates.

THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania



# Why Moons'?



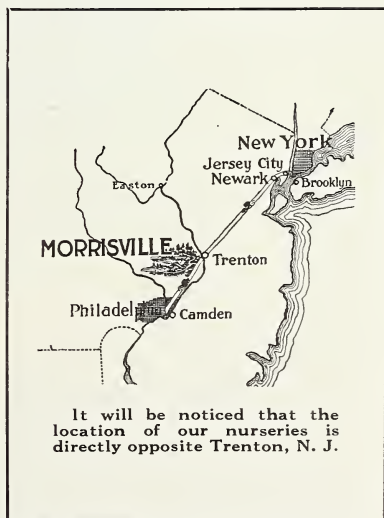
The office at *Moons' Nurseries*

**W**HEN you undertake anything so important as planting trees and shrubbery, in which foresight and intimate knowledge of plant life are so necessary, the wisest and safest course is to take advantage of the experience and resources of nurseries like Moons', who know plant life and have had experience with planting problems like yours.

Every effort is made at Moons' to make ordering as easy and pleasant as possible. If, for instance, it is not convenient to visit the nursery, write for catalog, and tell us of your problem, or the planting you're interested in. If in a locality accessible to one of the trained landscape gardeners on our staff, he can call to study your problem, and to offer help, if desired. If you are not so readily accessible to us, the correspondence, photographs of your grounds, or measured drawings sent in, will receive the careful personal attention of one who knows, and who will be interested in giving all the letter-aid possible.



With nursery stock the matter of proper transplanting is vitally important. We employ only men long experienced in every department. Particularly skilled are our packers.



THE WILLIAM H. MOON COMPANY  
Nurserymen  
Morrisville, Pennsylvania

# How Moons' Can Help You

*Moons' Nurseries* comprise 500 acres devoted to the growing of Hardy Trees and Plants for Every Place and Purpose. In their 900 miles of nursery rows at Morrisville are some 2000 varieties, among which are not only the best native American plants, but unusual, interesting kinds brought from Manchuria, Tibet, Japan, the Himalayas, Palestine, and the nurseries of Europe. A visit to such nurseries is an education and an inspiration.

These plants are kept transplanted, cultivated, sprayed, fertilized, trimmed and cared for by experienced gardeners, with the result that a Moon plant or tree has been brought to a vigorous, thrifty state of development before being sent out for lawn planting. Each plant ordered is carefully selected, and freshly dug for you.

*Moons' Nurseries* can help beautify your lawn, so why not communicate with them?



Within certain distances from our nurseries at Morrisville, Pa., we are prepared to deliver by motor truck.

## THE WILLIAM H. MOON COMPANY

NURSERYMEN

MORRISVILLE

PENNSYLVANIA

Moons' Nurserymen since 1767, none older in America