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1923



The Best Shrub  
*(Spirea Van Houttei)*

NEOSHO NURSERIES CO.  
NEOSHO, MO.

*"Yours for Growing Satisfaction"*

## *“Yours for Growing Satisfaction”*

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That is our motto. It means that we send you

Varieties truly labeled;

Good sizes for their age;

Dug only after fully mature and dormant;

Handled without exposure to sun or wind;

Free from insect pests and diseases;

Vitality unimpaired;

Packed properly to arrive in prime condition;

Reliable information on how to handle, plant, prune and properly care for the trees or plants.

It means your satisfaction when your order arrives. Your satisfaction when fruit is produced or your ornamentals reach maturity and satisfaction that will continue from year to year. Satisfaction, in fact, which amply repays you for the surprisingly small expenditure of your thought, time, labor and money.

*“Yours for Growing Satisfaction”*

**NEOSHO NURSERIES CO.**

**Neosho, Missouri**

## *Facts You Should Know To Enjoy Growing Satisfaction*

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POSSIBLY we do not ask for orders as often or as urgently as we should in view of the fact that our stock, methods of handling, grading and packing merit the patronage of particular buyers. But we felt that people would read our catalog and come to the same conclusion as a prominent horticulturist who wrote us December 12, 1922—"One can hardly escape the conviction that a firm that puts out such a conservative and helpful catalog will back up its statements with reliable goods and genuine service." We knew, too, that some people require a little time to plan their plantings and to decide what kinds, varieties and number to order. Some people do leave the selection to us, for instance, a customer in Mexico mailed us a draft for \$225.00 and told us to send him an assortment of our selection.

However, if you intend to plant this spring, we must remind you planting time is close at hand, and more important still is the fact that the longer you delay, the less are the chances of securing the varieties and sizes you prefer. The nurseryman cannot grow stock to order on short notice. He has to plan two, three or more years ahead. It is then impossible to know what people will want or to tell how many good trees or plants



will result from a given number propagated.

Furthermore, if we should give you a list now of the number available in each size of each variety, it would be obsolete before it reached you. Therefore, we suggest that you order **XX** sizes, tell us whether we shall reserve or send larger or smaller sizes and also other varieties if necessary, adjusting prices accordingly.

Most buyers judge value by size in height, not realizing that some varieties are naturally smaller growers and that age must also be considered. It is apparent that a tree that grows a certain size in one season is better than one of the same variety that takes two years to attain that same size. Many also do not know or stop to think that most trees must have a good portion of the top cut off when transplanted and that what is left is the foundation of successful growth. We could grow our trees for height, grade and sell them by that standard and have a greater percentage of the higher priced sizes. But we prefer to concentrate on developing good root systems and trunks and grade them by a better standard of value—the diameter measuring a few inches above the ground. There will still be plenty of top to cut off and burn.

Our customers report satisfactory results with all sizes we offer from two-year  $\frac{3}{4}$  inch up (diameter) apple to one-year under 3-16 inch (diameter). As a rule commercial apple growers prefer one-year old trees but the buyer should not confuse one-year grafts whose root system is only one-year old, with

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our one-year trees whose roots have grown two seasons in our nursery. In January this year an Arkansas orchardist bought 100 of our one-year **XXX** apple trees and declared we had made a mistake and sent him trees two or three years old. There have been a number of cases like that and some we know have come back to us for more trees. One customer wrote us: "Your peach trees are as large as others sell around here for two-year olds." Another customer ordered 3 to 5-16-inch (diameter) two to three foot trees and protested they were too small, but a year later he said they made good growth and he was glad he bought them. On the other hand, an Arkansas customer reports excellent results with about 1000 of our two-year **XXXX** apple trees that measured  $\frac{3}{4}$  of an inch (diameter). People who come into our office sometimes ask what is the best size peach tree to plant. We tell them our preference is for the middle sizes but when they see the trees they usually select the biggest. Then when they plant, they cut off and throw away most of the top, at least they should.

We shipped 2,000 strawberry plants to a Missouri customer April 6, 1922. He immediately wrote: "All the neighbors who saw them said they were the poorest plants they ever saw. Believe me, I will see that you lose many times that much in future business. I think your motto must be a big joke." January 27, 1923, he wrote "The percentage of loss was next to nothing. I believe now I like your method of sending out plants pretty



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well. I now have a fine patch but will be in the market for more plants this spring if you will kindly send me price list."

**"In buying nursery stock the purchaser is utterly at the mercy of the seller. The same is true in the seedsman's business. In all commercial activities a reputation for trustworthiness is the most valuable of assets, but for the nurseryman and seedsman it is absolutely indispensable. Their goods must be bought on faith, and their records must indicate that faith is not misplaced." — The Cleveland Plain Dealer, June 25, 1920.**

Wherever you buy you must trust someone to give you a square deal, to send you true-to-name stock, in good condition, properly packed, free from injurious insects and diseases, and the number and sizes for which you pay. Few buyers can tell one variety from another or recognize such a common disease as crown-gall. We sold a carload of peach trees several years ago to a grower in North Carolina and they rejected a few trees on account of crown-gall. However, they were not all galls, but an enlarged growth of the main root where it grew around a stone or a piece of a peach shell. They wrote us last year that our trees were the finest they ever planted.

You cannot enjoy "Growing Satisfaction" unless you receive first-class stock for transplanting. It is apparent that the money, time and labor that an apple orchard requires before it comes into profitable bearing will be thrown away if inferior trees are planted.

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Unfortunately the average buyer does not know what makes a good tree, he doesn't recognize crown-gall, hairy-root, nematodes, aphid, scale, etc., he cannot tell the varieties, nor the age, nor whether the tree was dug before fully matured, nor whether it is full of vitality.

True enough, every shipment must bear a certificate of inspection. But these certificates are issued by the State Inspection Departments after examination of the stock in the field when it is impossible to know whether the roots are free from or infected with crown-gall, hairy-root, nematodes or aphid. In some states part or all stock is officially inspected upon arrival. For instance, in Virginia, in the Fall of 1920, and Spring of 1921, they inspected 163,799 apple trees and threw out as unfit to plant on account of crown-gall, 7,072 trees, about 4.3 per cent. In the year previous they threw out 1,000 out of one shipment of 2,500 apple trees and in the same shipment there were 1,200 peach trees that proved to be seedlings. The license permitting that nursery to ship into Virginia was cancelled. But suppose those trees had gone into a state where there was no such official inspection and to a man who couldn't recognize crown-gall or seedling peach trees? Furthermore, who, even among experienced growers and horticulturists, can identify varieties or distinguish vitality!

Imagine the temptation of a nurseryman to send the A-1 stock to strict inspection states and to work off the other kind on buyers who don't know and who have no such protection.



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And what would you do in a case like this? Just the other day a so-called nurseryman asked us to ship direct to his customer some Winesap apple trees and told us if we

didn't have them to send Stayman and label them Winesap. We would be afraid to do business with him. There are plenty of honest, capable nurserymen. But you know there are unscrupulous people in every line of business which makes it harder for the conscientious man.

**Cancellations.** When we receive an order, we reserve the items called for and maybe use up all we have in some sizes or varieties. Later in the season when it would be too late to sell this stock elsewhere, a cancellation would mean a total loss, for the trees and plants could not be held over to the next season nor in most cases could they be transplanted for sale the next year. It is of vital importance to plant when conditions are most favorable and most orders for spring shipment are wanted in a rush. Therefore, to give prompt service we must dig the stock we expect to sell and hold it in our packing houses at the right degree of moisture and temperature.

**Another important point.** Our one-year apple trees with two-year old roots (these are budded and the bud is dormant the first season) must be dug and sold, for if they should be held for another season they would be too large, so much larger than our two-year grafted apple, that there would be no market

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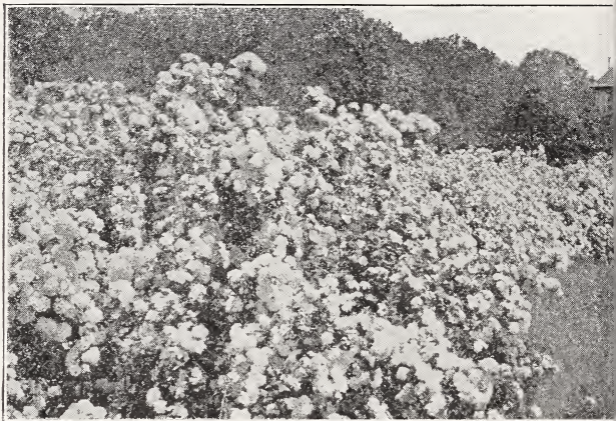
for them. You will possibly see some "ready to bear" or "bearing-age" trees offered for sale. This is impractical except in the case of a few trees for the home garden and then only if the trees have been transplanted and root pruned and the tops properly trained, which are quite different from trees held over in the field because the nurseryman could not sell them.

**Transportation Charges.** Whether prices quoted to you are f. o. b. nursery or transportation prepaid, you know the cost of transportation is really paid by the consumer. If prices are made on a prepaid basis the nurseryman has to add to his prices the average cost of transportation. In that case the customer near the nursery would really pay more than the actual transportation cost and the customer at the greater distance away would be paying less.

**Replacements.** If a nurseryman guarantees his stock to grow under penalty of replacement without charge it works a hardship on the conscientious, careful planter. There are many factors governing the growth of trees and plants over which the nurseryman, and even the grower, has no control. Somebody must pay the cost of such replacements. If it is the nurseryman he must either lose the value of the stock or must include it in his prices. This puts an unfair burden on the careful planter. If a buyer knows he will have to stand any loss from failures to grow, he is naturally careful to buy good stock and take good care of it.



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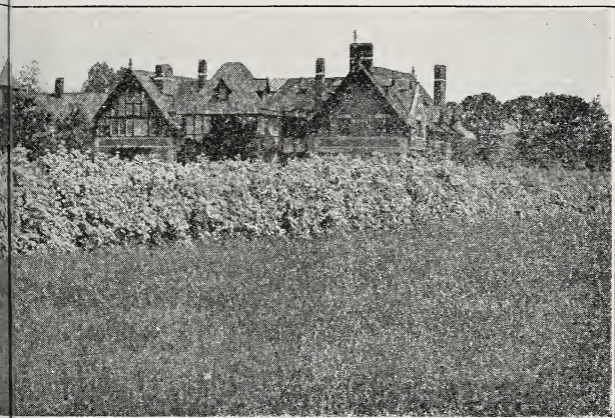
**Spirea (S. Van Houttei)**

**Paying Before Receiving.** Any business that sells on credit is bound to have some losses, and prices must be raised enough to take care of those losses. Why should you or we pay more because buyers can't or won't pay for what they order? If you have sufficient faith in a nurseryman to send you true-to-name, first-class stock you can surely trust him with your money. Remember also that the nurseryman has to trust you, too. A customer could send an order with cash for immediate shipment, and stop payment of his check after the goods are in transit. Again, we guarantee arrival in good condition of first class stock. Suppose the customer unpacked the trees or plants and exposed them to the sun and wind to their certain injury. How could we prove they dried out after arrival?

**Don't Blame Us For Failures—**

1. If your soil is unsuitable.
2. If your trees have wet feet.
3. If frost injures them.
4. If you expose the roots and tops to sun and wind from the time you get them until they are planted.

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#### How to Make a Beautiful Hedge

5. If you fail to prune roots and tops properly.
6. If you crowd the roots into a small hole.
7. If you put fertilizer in contact with the roots.
8. If you put poor soil around the roots.
9. If you fail to firm good soil about the roots.
10. If you fail to cultivate properly.
11. If animals destroy them.
12. If protracted drought deprives them of needed moisture.
13. If hail storms destroy them.
14. If you have chosen varieties unsuited to your climate.
15. If you plant sterile varieties alone.
16. If you prune at the wrong time.
17. If you accept unsatisfactory stock.
18. If you buy from irresponsible parties.
19. If you place your order on the basis of price only.
20. If you plant too late.
21. If you buy stock that was dug green.
22. If you want sizes or varieties that are already sold out.
23. If prices advance while you delay.

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**Prices.** Just a word about prices. Some charge more, others less, than we ask. We must have a reasonable profit in order to stay in business and continue to render genuine service. One horticulturist expresses the opinion of experienced growers as follows—"The original cost of the tree is of minor importance compared with its ultimate value. Pay enough to get the best and then refuse any not up to the standard."

**Rates.** We have made it as easy as we know how for you to figure the cost of your order. We cannot understand why any nurseryman prints a hundred rate and then a foot-note explaining that 25 trees (maybe 30 or 50) of a kind, (whether one or more varieties) will be sold at the 100 rate. Orders for say one apple tree are not profitable to us but we are glad to fill them as it gives us an opportunity to demonstrate the value of our stock.

We cannot insure your success but have tried to safeguard it as much as possible. A lady in New Jersey wrote us on January 30, 1923, as follows:

*"I received your catalog and enjoyed it very much. If all catalogs were to give as much advice, more would plant fruit and flowers. It is so simple, you have made everything so clear, it seems impossible to make any mistake."*

Now, perhaps some will say, "If there are so many chances for failure, I don't think I'll plant anything." Forewarned is forearmed. If the difficulties are known in advance, they can usually be avoided. The man who is afraid to act because of possible difficulties will never accomplish anything.

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**The Delicious Apple.** This apple has been more widely advertised than any other variety and brings the highest prices on the market. It has been more widely planted and succeeds in a wide range of climates. Its unique flavor and shape are identified clearly in the minds of the consumers. Some trees have borne the second season after planting, others have taken seven years. It is a question of soil and management how early and how perfect fruit they bear.



Plant an apple tree for yourself and for future generations. The varieties starred are successful over the widest range of the United States. Early Summer—\*Yellow Transparent; Midsummer—Red Astrachan, Wilson Red, \*Duchess of Oldenburg; Lake Summer—\*Maiden Blush, Wealthy; Fall—King David, \*Grimes Golden, \*Jonathan; Winter—\*Delicious, \*Winesap, Rome Beauty, Stayman.

Crabapple—Excelsior, a large beautiful red, excellent for dessert or cooking; early fall.

**Order XX sizes one-year.**

“Received my order of X grade Wealthy (300 one-year), and was very well pleased with the condition of the stock, and I also wish to thank you for the prompt service that my order received.”—A. T. HETHERINGTON, *Illinois, January 24, 1923.*

“Those apples I got from you last spring all grew. Did not lose a one. Think there were 200 of them.”—D. M. MOWREY, *Cumberland Co., Pa., February 5, 1921.*

“I am well pleased with the apple trees which I bought of you. I only lost 2 out of 670 trees. They are growing fine.”—W. H. MATHIS, *Benton Co., Arkansas, July 19, 1920.*

“In the spring of 1920 I purchased 2,000 Yellow Transparent apple from you, and I wish to say that they are the finest bunch of trees that I have ever seen.”—FRANK L. JANES, *Fayette Co., Ohio, December 1, 1922.*

“The trees were fine, much better than we expected. The apples, especially, were excellent trees. Time and time again we noticed and commented upon their sturdy root systems and the strong, thrifty tops with their fat, healthy buds.”—CECIL RYNBRANDT, *Allegan Co., Mich., May 26, 1920.*

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Did you ever taste a peach ripe from the tree. They are easy to grow and bear early, third year from planting, sometimes the second year. The most widely successful varieties are Carman; about 14 days later, Belle of Georgia; about a week later, Elberta. The Elberta is a commercial variety which is picked and marketed before mature; they taste quite different if fully ripened on the tree.

We also recommend ordering one or two Early Rose, a medium size, red and white fleshed cling of very good quality, ripening about 10 days earlier than Carman. We introduced this variety and have good reports of it from California, Arkansas, Tennessee, Missouri, and other states.

### **Order XXX sizes.**

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"I am sure you will be interested in learning that these trees lived up to everything you claim for them in your catalogue. In fact, I was amazed at the size and flavor of the peaches."—H. S. JONES, *Jefferson Co., Ala., July 25, 1921.*

"All of the 536 peach trees purchased from you last year are doing well."—P. JONES, *Pima County, Arizona, August 21, 1920.*

"Out of the 100 peach trees I got from you I lost only two, the others have made good growth and are looking fine. I think my trees have done better than any of my neighbors bought nearer home."—ROBERT J. SPEER, *Cayahoga Co., Ohio, Sept. 24, 1922.*

"The shipment of fifty-odd peach trees I bought of you, although of the small size, came through in good shape and are doing fine although we had a very dry summer, they say the driest in 70 years. No one could find anything but praise for the stock you sent me last year."—E. H. POMEROY, *Jackson Co., Oregon, Sept. 22, 1922.*

"I have just returned from my Pinehurst (Moore County) orchard and find of the 12,700 trees bought of you and planted one year ago last winter, practically all are living, less number dead than other orchards in the same territory, the cause of which I think is partly due to the vigor of the tree when planted and partly due to the fact that we grew peas and rye, putting humus and balanced fertilizer in the ground."—J. R. LOWERY, *Pres. Pinehurst Peach Co., Wake Co., N. C., May 19, 1922.*

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If you ever have the chance to eat any so-called sour cherries fresh from the tree, you will want a few Montmorency, Early Richmond (early), and



English Morello (late) in your yard. Sweet cherries are very fastidious about climate and soil but the sour cherries are hardy and succeed over a wide territory and in many types of **well-drained soils**. They are planted 18 to 20 feet apart. They are rather dwarfish growers and come into bearing at an early age. Cherry trees are not as easy to transplant successfully as other kinds. Good one-year olds are more successfully transplanted. One customer lost only two trees out of 500. They don't like wet feet.

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"I am thoroughly delighted with all the stock I received from you this past year, 1920—also 1919. My cherry trees only two years old bore cherries. One had 13, the other 7. Rambler rose second year is 4 ft. high, loaded with bloom. California Privet hedge, out of 100 plants I only lost 3, winter kill. That I consider excellent. The walnut shade trees are growing vigorously. I am always ready with words of praise for the Neosho Nursery People."—MRS. GEO. A. WHITE, *Essex Co., Mass., July 23, 1920.*

"The Montmorency cherries purchased of you were a long time on the road, in fact were lost but finally traced up. When received we heeled them in at once and later set them out carefully. Out of the 135 that we bought about a dozen failed to grow."—J. BEEBE & SON, *Lane Co., Oregon, July 27, 1921.*

"I take great pleasure in stating that the trees received from you some three years ago have given good results and are growing and developing perfectly. I have had some little fruit last year and expect to have a starting crop this year."—LEON WOLFF, *Mexico, February 20, 1920.*

"All nursery stock I have received from you has done fine here. I am sorry I did not order all of my nursery stock from you this last spring."—GEO. H. GLEASON, *Cumberland Co., Maine, July 19, 1920.*

"We have not yet made an accurate count, but we believe at least 99% of trees (1005) we got from you last spring are still living."—FARRIS ORCHARD Co., *Alleghany Co., Md., Nov. 9, 1921.*

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Plum trees bear the third or fourth year and some varieties will succeed wherever apples or peaches can be grown. European varieties such as Italian Prune, Green Gage, Shropshire Damson, are best in quality and succeed best from New England to Pennsylvania and west to Michigan, also on the Pacific Coast. Japanese varieties like Abundance, Burbank and Red June succeed over a wider range.

“Three dependable and satisfactory plums for Missouri are, one of the Damsons (French or Shropshire), Lombard, and German or Italian Prune.” Circular No. 13, Missouri State Fruit Experiment Station.

**Order XXX sizes.**

With orders for \$5.00 up we will add free one Endicott plum, as long as our stock permits. This is a cross between a European and Japanese variety; large, dark red, yellow flesh, very sweet and juicy. Ask for it, if wanted.

“Our order for fruit trees (275) from your nursery were O. K. I am pleased to state that our trees look as well as any that have been planted. The man we hired to plant the trees is quite pleased with the results; he is an experienced man and says our trees look better than any he has seen for the time they have been planted.”—E. B. ROSSITER, *B. C., Canada, Sept. 23, 1922.*

“The nursery stock you sold me last spring has done remarkably well. This has been due, I believe, to the fact that the trees themselves were in unusually good condition—strong, healthy and of good size.”—B. S. WINCHESTER, *Fairfield Co., Conn., Nov. 27, 1922.*

“If you take care of all your customers as well as you have me you are surely deserving of a great business.”—E. E. SMITH, *Missouri, December 19, 1922.*

“Should I find anyone wanting nursery stock will send you the order as there seems to be universal satisfaction with your customers.”—E. A. DAVIS, *Kingfisher Co., Oklahoma, August 9, 1921.*

“The trees came in excellent shape and my man says that they are the finest trees he has ever seen shipped out from any nursery.”—OSCAR HERBERT WOLNER, *St. Louis Co., Minn., May 4, 1920.*

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The Pear is one of the highest quality fruits but should be picked before ripe enough to eat. The standard of excellence is the Seckel. It does well as a dwarf and usually bears young, the third or fourth year. The dwarfs are set 10 to 15 feet apart. Pears prefer heavy loam or clay soil, are not as fussy as other fruits about having well-drained soil and thrive in sod. Have a Seckel Dwarf in your yard.



“The fruit trees arrived in fine shape and are fine looking trees. We will plant them carefully according to your directions, and feel confident of success. Thank you very much for accuracy, careful packing and good quality trees.”—MRS. ANDREW OLSEN, *Kittitas Co., Wash., March 29, 1920.*

“You have requested from time to time reports as to the condition of stock received from you. It has always been so very satisfactory that I procured the several orders you have received from this vicinity, always showing my own trees and fruit as evidence of their good quality.”—GEO. B. GATFIELD, *Nassau Co., New York, May 3, 1922.*

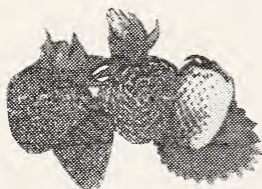
“The trees purchased from you this and last year are all that could be asked for. We had a very dry summer but only lost one of the trees. All who see the trees say they are the finest trees they have ever seen in North Carolina for their age.”—B. L. JOHNSON, *Wilkes Co., September 30, 1921.*

“Trees arrived O. K. on November 16th. We are well pleased with them. Were better value than others we purchased from agent at double the cost.”—FRED KOCH, *Erie Co., Ohio, November 23, 1921.*

“The trees that I have received from your nursery were the best trees that have ever reached this section; all of them were in excellent condition on arrival, and all started out to grow like they meant business, and considering that we had several very hard freezes, several people have been over to my place just to see those trees and say they have never seen new trees with such growth, as they have grown more this year already than trees that were set out last year.”—H. W. MARSHALL, *Apache Co., Ariz., July 26, 1921.*

“I planted over 300 of your trees last year and have lost but 3 trees, some having made a growth of 5 feet and over.”—J. S. REED, *Fairfield Co., Ohio, January 20, 1923.*

“Yours for Growing Satisfaction”



Raspberries, Blackberries and Strawberries are never so good as when picked ripe and fresh from one's own garden. 50 Raspberries and 50 Blackberries set about 3 feet

apart in rows 6 feet apart, and 50 Strawberries about 2 feet apart with rows 3 to 4 feet apart, will well repay the little time and trouble they will require.



Of all the fruits the Grape is most dependable. They produce in spite of utter neglect. They require little room (planting distance 8 feet by 10 feet) and are quite ornamental trained over arbors, fences, walls or on buildings. Note—The State Horticulturists of Missouri and Arkansas recommend planting one-year vines. As a matter of fact the average buyer cannot tell whether he gets a one or two-year old vine. One nurseryman recently offered us some grape vines that he called one-year No. 1 which he said would pass for two-year olds.

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"You asked for a report on the stock I received. I can say that I am very well satisfied, for I have stock from other nurseries and yours were the best for me as they had good roots where others were golf clubs beside yours. The grapes that I got from you were a little slow the first year but of course they had to get established and this year they made a new growth of 10 ft. all this year, and if they do not believe they can come and see, for seeing is believing and the trees have grown just as good according, so you can see that I am satisfied. Yours for more orders when I need any more stock."—G. E. EDDY, *King Co., Wash.*, October 21, 1921.

"The trees I bought of you last spring, out of the 262 trees I didn't lose a tree."—J. E. MAY, *Lebanon Co., Pa.*, August, 1921.

*"Yours for Growing Satisfaction"*

## *“What a Beautiful Home”*

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Does anyone say that about **your** home? Do you say it yourself? If not, this spring is the time to make a start toward making your home more beautiful, more attractive to yourself and others and more valuable. Just a Hall's Honeysuckle or a Climbing American Beauty rose on the porch, a Spirea Van Houttei in the angle between the steps and porch, or at the corner of the house will help a whole lot.

There is really nothing difficult nor expensive about it nor any good reason for making such mistakes as these,

The caretaker of a city park pruned the tops of a full grown Spirea in late winter, so of course they did not bloom the following season.

A lady complained because her shrubs showed no sign of life. We found them set a foot too deep, re-set them and they grew.

A customer's privet hedge didn't make a good growth, why should it, since it was set too shallow.

We leave no stone unturned to place good stock in good condition in the hands of our customers with complete instructions on handling, planting, pruning, etc. What more could we do?

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**NEOSHO NURSERIES CO.**

**Neosho, Missouri**



View of part of our Offices &  
Packing House, taken February-1923

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