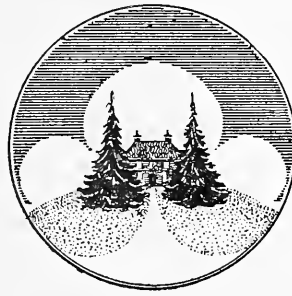


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# THE ECONOMIZER



Reliable Information  
and  
Seasonable Offers  
to Investors in  
Trees and Plants

PUBLISHED BY  
**THE POUGHKEEPSIE NURSERY CO., INC.**

*Edited by Wm. Godding and P. J. Van Melle*

Vol. 1 No. 1

MARCH, 1923

Prices quoted in this issue cancel all previous price lists

## IF ONE SELLS ALLURING THINGS . . . . .

**I**F the success of last Fall's sample issue of "THE ECONOMIZER" is an indication of its future success, this publication is headed for a useful career.

"THE ECONOMIZER" is not a mere advertising novelty. It marks a departure from the approved methods of selling nursery stock. It carries **OUR** message; it states **OUR** proposition.

Too much attention is directed by nurserymen to the stimulation of sales. There is no great need for that, as yet. The nursery business is based on the instinctive love of human beings for trees and plants and flowers. They will buy them on the slightest provocation. They bought twenty-one million dollars worth of them in 1920, in the United States.

Said Mr. John Watson, former president of the American Association of Nurserymen, addressing a meeting of growers, last year: "It is stated on page 2293, Vol. IV, of Dr. L. H. Bailey's Cyclopaedia of Horticulture, that of all the trees and plants sold by nurserymen, it is probable that less than one per cent arrives at an age to be of value to the planters."

"I have heard, or read, no dispute of Dr. Bailey's one per cent estimate."

"Is it not worth while, seriously to ask ourselves if there are not things we can do that will help buyers to get more out of what they buy from us?"

We can do much to help those who want their money's worth,—by going slow on "sales-stimulants;" by rendering, instead, reliable, expert information on how to buy trees and plants, the success of which depends largely on the amount of expert knowledge applied to their selection, planting and care.

We must not hide, but emphasize, the extremely perishable nature of nursery stock; the uselessness of spending money for it unless the conditions necessary to its welfare are met. We must advise against risky plantings. We must keep to the front our **FREE ADVISORY SERVICE**, which has done so much already to safeguard the investments of planters. See here the reason for "THE ECONOMIZER."

We can reduce undue losses of nursery stock. We can take most of the gamble out of your expenditures,—with your co-operation: But we can not remove the

element of risk, inherent in the handling of "live stock."

The policy for which this publication stands is the best guarantee obtainable with nursery stock. We offer no other. "THE ECONOMIZER" is not going to be a market cryer. It is to be an expert agency. Nursery stock sells itself. This paper is not a sales-getter. It is aimed at a "distribution" of trees and plants that will be advantageous both to the public and to us.



The Home of "The Economizer;" our Headquarters on the South Road, Poughkeepsie.

## WHAT CAN WE DO FOR YOU?

If you desire to plant trees and plants that will best answer your purposes,—

If you should not know just what, when, or how to plant,—

If you have to contend with difficult conditions of soil or exposure,—

If you desire assistance in planning a Flower Garden or a Perennial Border, large or small, a Foundation Group,

Windbreak, Screen, a Rockery or a crannied Walk,—

If you are interested in planting Factory Grounds, in Street Planting or in any other kind of Planting,—

If you wish to plant safely,—economically,—

Call us on the 'phone (Poughkeepsie 663) or write to us. Tell us what manner of assistance you desire, and we shall be glad, indeed, to coöperate with you. You will not obligate yourself in any way by consulting with us.

We shall be glad to go over your planting projects with you and to make a thorough study of them whether they be large or small.

We will go anywhere for consultation.

We are prepared to design plantings; to submit planting plans, outlines of Flower Gardens, etc., where the subjects require them.

Our Advisory Service is rendered free of charge. Only in instances where an extraordinary amount of time is involved, we may suggest that you pay us a nominal fee. But unless and until such an agreement is made, you will not be obligated financially.

The advantage of consulting with us before planting is the protection of your expenditures by engaging, free

of charge, expert advice on the chances of success of the undertaking.

We want nothing to do with risky plantings; they are heaps of trouble.

The service we offer is aimed at the promotion of successful plantings. It is the practical evidence of our policy of "Selective Selling."

Do not select trees or plants solely for their attractive appearance. All plantings, whether or not designed for artistry, should be subjected to the practical check of plant requirements. Make sure that the stock you buy can be reasonably expected to thrive where it is to be planted.

Our advice in planting matters is based firmly on considerations of safety,—of economy, in a broad sense.

Please consider us always at your service;—at your beck and call.

**FIRST IN LINE** for Spring ordering are the trees and shrubs that were taboo last Fall. Nothing is taboo in the Spring! We have on file ever so many requests to remind our friends in the Spring of the following things. Now is the time! Delay with them means a year's delay.

**Roses.** All varieties of bush and climbing Roses.

**Shade Trees.** Oaks and Birches.

**Flowering and Ornamental Shrubs.** Dogwood, the white- and pink-flowering kind; also the red- and yellow-twigged varieties. Japanese Maples, Flowering Almonds, Magnolias, Rose of Sharon, many varieties of Snowballs, Azaleas.

**Fruit Trees.** Peaches, Cherries and Plums.

**Evergreen Shrubs.** Rhododendrons, Mountain Laurels, Azaleas.

See Price List for the above items

## IS IT SAFE TO PLANT RHODODENDRONS?

The impression exists in our locality that Rhododendrons and other Evergreen Shrubs cannot be made to thrive. They may be planted with safety, except where the soil contains much lime. The nearer we approach in their planting the conditions under which they grow naturally, the surer we are of success.



The Grounds of Mr. David Harris, Barnard Avenue, Poughkeepsie.  
Planted by us in the Spring of 1922; photographed in June.

The surest way is to dig out their planting space to a depth of eighteen inches and to refill with woods-earth, leaf-mould or well sweetened Humus. See that there be good drainage below this depth.

After planting, soak the soil thoroughly. Apply water, during the first Spring and Summer, as weather conditions require.

The natural preference of Evergreen Shrubs is for light shade,—"filtered sunlight," as they get it along the woods' edge, the year around. They are very sensitive to quick thawing after frost. They **MUST** be shaded, particularly in early Spring, not only part, but all of the day. Conditions of shade may be improved by planting a few Dogwoods, Red-buds or other small trees through groups of Rhododendrons.

In the Fall, work in lots of leaves. Plant Rhododendrons and Laurels thickly.

If you will meet the above requirements, you may safely plant beautiful groups of Evergreen Shrubs. Nothing else will take their place.

Plant them in the Spring only. And order them well ahead of planting time. We may not be able to accept orders for them after April 15th. See the price list.

## PLANTING DIRECTIONS

It is not possible for us to supervise the planting of every order. Even the unexperienced may safely set their own trees under the following directions:

**For Shade Trees**, dig a hole two feet wider than the greatest root-spread. Loosen the bottom eighteen inches deeper than proper planting depth. Be sure that there is good drainage below. Do not plant trees where there is hardpan. Remove broken roots and cut bruised ends with a sharp knife. Set the tree as deeply as you can readily see it was planted in the nursery. Level the bottom of the hole and spread the roots in their natural position. They often run in "layers." Cover the lowest layer with pulverized soil and pack it in well. Leave no cavities. Then fill in sufficient soil for the next root or layer of roots to be packed in a natural position, and so on, until the hole is filled. Tread the soil down firmly, chiefly along the outer edge of the planting hole. Leave a shallow sinking around the tree, for water to sink down around it. It must be leveled with the surface later.

**Shrubs** require very much the same care in planting as Shade Trees.

**Evergreens** are usually delivered with a ball of earth. Dig a hole considerably larger than this ball and fill it up to the proper planting depth. Then fill in good, rich, pulverized earth around the clump, up to six inches below the surface. Pour at least a pail-ful of water slowly into the planting hole and leave it sink. It will wash the soil into every air space that may be left. The soil must be packed solidly and stepped down. Leave a depression around the tree, as with Shade Trees.

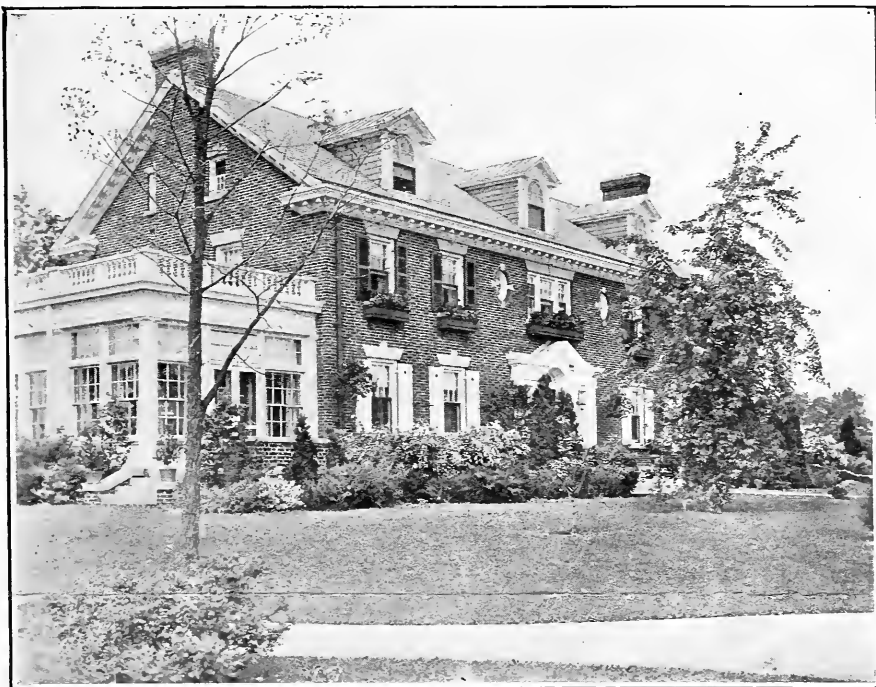
**Avoid** the use of fresh stable manure in planting. Well decayed manure or compost may be mixed with the soil; also a handful of bone meal.

**Natural Humus**, if thoroughly sweetened, facilitates root growth, retains moisture and acts as a stimulant to transplanted stock. It may be mixed with the soil up to one-half. Evergreen Shrubs will thrive best in all-Humus. We recommend its use warmly. See our offer of Natural Humus.

**Water** must be applied according to weather conditions, until the stock shows signs of resumed growth. At least during the first Summer, see that it is watered during dry spells.

**Keep the surface loose** around all things you plant. It prevents evaporation, makes the ground accessible to water and facilitates growth.

**Communicate with us** if your stock does not sprout. **Do not pull up any stock too soon**; many kinds of Trees and Shrubs may break only a long time after transplanting. As long as you can find any juicy, live wood when you scratch the bark, the stock is probably not dead.



## POINTS OF INTEREST

A sensible way to protect Evergreens from damage by dogs is to plant a few Japanese Barberry bushes around them. In Foundation groups of Evergreens, for instance, they are both an effective protection and a good looking "filler." Care must be taken that they are thinned out as they grow. Even if part of them must be thrown out eventually, it pays to use this inexpensive material as a protection. See price list for Barberry.

Speaking of Barberry.—Congress has appropriated \$250,000 for the destruction of the Common Barberry (*B. vulgaris*). Private plantings of this shrub are to be condemned and exterminated. Please note that the Japanese Barberry (*B. Thunbergii*) does not come under this rule, since it does not harbor the wheat-rust, for which the other species was disgraced. Many fine plantings of the Japanese Barberry have already been destroyed in mistaken zeal for the law.

The price of our Hardy Flowers has been lowered and are now well below prevailing catalog notations. Our stock and assortment is large. We have many very choice items. Better look over our list, and better yet, try to visit our nursery at least once a month and watch them come in bloom; then you can not fail to buy just what you want.

White Birches often do not develop that beautiful bark until they are several years old. If the White Birch you received did not have a white bark, that does not indicate that you did not get the genuine thing.

We shall be glad to publish in "THE ECONOMIZER" such photographs of plantings of our stock as our customers may wish to send in for the purpose.

### CONDITIONS OF SALE

Prices quoted are f. o. b. our nursery. Delivery outside of a ten mile radius of our office will be charged at cost. Packing at cost.

Shipments travel at purchaser's risk. Claims for shipments delayed or damaged in transit should be directed to the carrying Company.

Claims for errors or adjustments should be made within three days of the arrival of the goods.

We issue no warranty, either expressed or implied, except as to genuineness of stock. It must be understood that in case of errors on our part we shall not be liable beyond the original purchase price of stock furnished erroneously.

Orders will be filled on the above conditions only

**WE** have a large stock of **Cypress Trees for Hedges**, up to nine feet high, at advantageous prices. These trees are not quite good enough to be used as individuals, but they make excellent hedge material. We have planted many beautiful hedges with them, without the loss of a single tree. Write for prices, stating length of hedge desired.



**A** PATHWAY of broken flagstone, "joined" with dwarf, mossy tufts and little mounds of color, surpasses in beauty every other type of garden walk. It represents one of the most interesting phases of gardening with Hardy Flowers.

It is, indeed, a veritable world of flowers in itself. It has a peculiar, romantic charm, reminiscent of all the poetic garden lore of the past. It breathes intimacy; it is the very inmost of a garden.

Ablaze with color in the Spring, it is full of interesting bits of plant life at all times.

No other form of gardening is so simple and remunerative; so well within the reach of the amateur with little experience. All you need is some broken flagstone, laid level and firmly, a handful or two of good soil between pieces, a few of the easiest-to-grow, hardy trailing plants, a little patience and the ability to enjoy a good thing. The magic of a flag walk is surely not in the making of it. It is the simplest thing in the world.

The illustration on this page shows a little walk we made in the nursery for the purpose of demonstration. In it are trailing Veronica, Stone-crop, Sea Pink, "Hen-and-Chickens," Rock Cress, Thyme, Crested Iris, Rock Rose, Garden Pinks and many other carpet plants. Our list of Hardy Flowers contains many other suitable kinds. They are marked \*. We should like you to see the assortment of little "hardies" we grow for this kind of work. Most of them bloom in the Spring; that is the time to see them.

We shall be glad to mail "THE ECONOMIZER" regularly to any of your friends who are interested in planting. Please send us their names and addresses.

**ORDER EARLY,** — Order now, — and rest assured that your stock will reach you in time for early planting. "Come early and avoid the rush." We can take good care of your orders even at the height of the Spring rush, but we can serve you better if you order early.

Do not overlook in our price list the offer of one-year-old Japanese Barberry. You will find it under "Shrubs for Hedges." There's a worth-while offer.

### A SCARCITY OF APPLE TREES

By F. F. Rockwell

Horticultural Editor of 'Farm and Fireside'

I feel sure that if more home owners (those who have no thought of growing apples on a commercial scale) could realize what a tremendous decrease there has been in the number of Apple Trees in this country in the last ten years, they would immediately take steps to make sure of their own supply in the future. Do you, for instance, realize that in the ten years between 1910 and 1920 the number of bearing Apple Trees in the United States fell off nearly 25 per cent; and that in the same period the number of young trees, not yet in bearing, decreased 40 per cent? With these figures (which are taken from the census just completed) staring us in the face, it looks as though every home owner who likes apples would do well to put in his own supply.

### HOW TO REACH OUR NURSERY

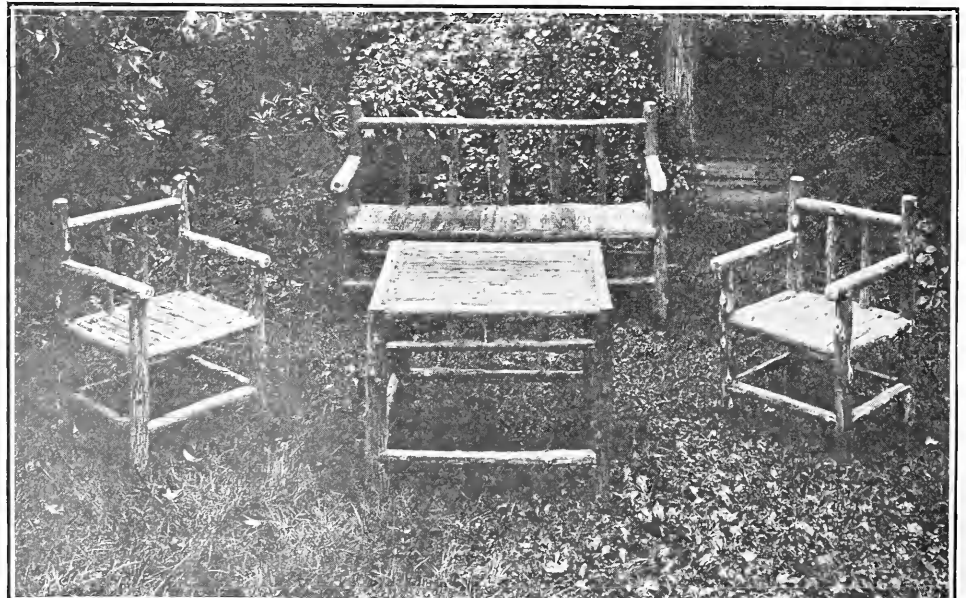
From Poughkeepsie or Wappingers Falls, take the Wappingers Falls trolley car. We are located two miles and a half South of the Court House, Poughkeepsie, on the main New York-Albany Road, next to the Dutchess Golf and Country Club. Visitors are always welcome. A look around the nursery is interesting at all times of the year.

A series of articles will commence in the April Issue of this paper on "THE MAKING OF HOME GROUNDS."

"It's not a Home until it's Planted."

Never a spring goes by without many belated buyers of Roses getting a "sold out" report on their inquiries. Look over our list now and send us your order today.

When in doubt, call Poughkeepsie 663.



Price per Set of Four Pieces: \$47.50

Arm Chairs, \$9.00

Seats, \$16.00

Tables, \$17.50