

Historic, Archive Document

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**NEVER BEFORE HAVE YOU HAD AN OPPORTUNITY TO HAVE
50 OF THE MOST BEAUTIFUL EVERGREEN TREES GROWN IN
THE WORLD DELIVERED TO YOUR DOOR CHARGES PAID FOR
LESS THAN THOUSANDS HAVE PAID FOR ONE TREE.**

In a short time one tree will sell for more than you pay for 50 and you will have 49 left that will cost you nothing.

They are the right age to transplant without leaving too many roots in the ground and if instructions are followed every tree should grow.

You know what they are and you know what they are worth.

Up to the present time over 98,000,000 trees and tree seed have been shipped from this office and were planted by over 500,000 pupils in this country.

Get your friends to join with you and order a good selection. Use what you want and give the balance to the pupils in the schools.

Read ex-President Coolidge's letter on the large card. It tells the truth.

Each bundle contains 50 trees. Up to No. 31 are 3 year old. From 41 to 70—2 year old. CHECK OFF WHAT YOU WANT AND RETURN THIS SHEET AND THE TREES WILL BE SHIPPED TO YOU AT ONCE CHARGES PAID WITH FULL INSTRUCTIONS.

If you want a lawn with a lot of big evergreen trees in 3 years, send your order in at once. Don't wait. Now is the time to plant Evergreen trees.

For spring plant after the frost comes out of the ground.

Trees not planted this fall should be heeled in a V shape ditch, 8 inches deep, fill with dirt and water well and plant next spring after the frost is out of the ground.

SPECIAL OFFER—1,000,000 EVERGREEN 2 YEAR OLD TREES IN BUNDLES OF 1,000 EACH FOR SCHOOLS, BOY AND GIRL SCOUTS AND 4-H CLUBS AT \$7.50 PER 1,000, only 1,000 sold to any one party at this price.

Should you want information regarding the planting or care of any kind of tree, write your State Forester and by assisting him in every way you can you will benefit yourself and every taxpayer.

Help start this reforestation work in your section.

THESE TREES WILL BE WORTH \$1 EACH IN A SHORT TIME.

If the pupils in our County will plant over 12,000,000 pine, spruce and arbor vitae tree seeds and 2½ times more walnuts than the total number of walnut seedlings sent out by all state nurseries in the U. S. combined during the past 3 years your pupils will add millions of dollars to the wealth of your State if you will assist them.

I will need several million walnuts, hickory nuts, butternuts and chestnuts. Should you know of anyone who has nuts for sale have them write me.

1—Norway Spruce	\$1.10
3—Black Hills Spruce	1.70
4—Engelman Spruce	1.80
5—Col. Blue Spruce	2.30
6—White Spruce	1.60
9—Austrian Pine	1.40
10—Mugho Pine (dwarf)	2.10
12—Ponderosa Pine	1.75

15—Limber Pine	2.75
17—Himalayan Pine	2.75
21—Hemlock	2.00
26—Balsam Fir	1.90
27—Douglas Fir	1.90
28—Concolor Fir	1.90
31—Prostrate Juniper	2.50

TWO YEAR OLD TREES

41—Scotch Pine	\$1.00
48—Am. Arbor Vitae	1.20
49—Globe Arbor Vitae	4.50
56—Red Cedar	1.90
57—American Cedar	1.20
61—Irish Juniper	5.00
62—Virginiana Juniper	1.90
70—European Larch	1.00

(SEE OTHER SIDE)

FRANK S. BETZ, Betz Building, Hammond, Ind.

\$1.62, while they last, buys 50 Genuine Chinese Elm

(Transportation charges paid)

The illustration shows a 2 year old Chinese Elm tree made from a photograph taken by a friend of mine near Nanking, China.

Send your order in at once while you can get 50 trees for less than the price of one a little older

**THEY MAKE A BEAUTIFUL
LAWN AND SHADE TREE
AND ARE ONE OF THE
FASTEST GROWERS IN THIS
COUNTRY.**

Many of the hundreds of Chinese Elm trees 4 months old planted on the Betz Experimental Farm, November 1st, 1929, are now over 8 feet high.

**NOT ONE TREE OF THE
ENTIRE LOT DIED.**

Frank S. Betz, Betz Bldg., Hammond, Ind.



See the Great Bargains on the other side

SHOULD ANYONE WANT MORE EVIDENCE

The three letters below from Mr. A. M. Turner, President of the Hammond Park Board and President of the First National Bank for 25 years.

Mr. W. C. Belman, President of the Hammond Building and Loan Association, and cashier of the First National Bank for over 20 years and Secretary and Treasurer of the Elmwood Cemetery Association.

Mr. W. R. Beatty, President of the Beatty Machine & Mfg.

Co., manufacturers of heavy railway and steamship machinery and member of the Lake County Tuberculosis Sanitarium Board, speak for themselves.

If you plant two trees in 5 years you will have 10 years of timber growth. Plant 100 trees that will cost no more than one tree a little older and you will be 90 years ahead in timber growth at no more expense.

What we want in this country is trees and more trees.

Sept. 25th, 1931

September 21, 1931

My dear Mr. Betz:

This is to advise you that the 16,000 walnuts we purchased from you and planted last April have developed into trees about twenty inches high and we will have trees sufficient to plant seventy-five acres.

I have observed carefully your activity in reforestation in this State and City for the past five years. You are doing a work that will prove of enduring value. I most heartily commend you and your hobby to all those interested in the welfare of our country.

Very truly yours,
(Signed) A. M. Turner, Pres.
HAMMOND PARK BOARD

August 10, 31

My dear Mr. Betz:

Will you kindly quote price on 5,000 pine and spruce trees same size and quality as furnished 2 years ago?

These trees have done remarkably well and we are now selling them at Elmwood Cemetery for \$1 each.

We transplant and guarantee them to grow. Have had no complaint as yet.

The prospects for turning Elmwood Cemetery into an ever-green burial ground is so wonderful that I am anxious to plant 5,000 more trees if I can get them at the right price.

Very respectfully yours,
ELMWOOD CEMETERY ASSOCIATION
By (Signed) W. C. Belman, Sec. and Treas.

Dear Mr. Betz:

About 3 years ago you called my attention to the subject of planting trees on the 73 acres owned by the Lake County Tuberculosis Sanitarium at Crown Point of which I am a member of the Board of Managers.

I did not give the idea serious consideration, looking upon it as just another fad but always having high regard for your judgment I ordered 3,000 pine and spruce trees and 2500 walnuts which were planted on the sanitarium grounds.

Since the trees commenced to grow I can see the real value of this undertaking which has every evidence of increasing the worth of the property thousands of dollars. But surrounding the institution with thousands of beautiful trees which will grow larger and more beautiful every day, cannot be measured in dollars and cents.

Your work in connection with reforestation is to be commended for the results of your efforts will increase in value and beauty with each succeeding year and be a living testimonial to future generations of your kindness and thoughtfulness in their behalf.

With best wishes for your continued success, I am

Very truly yours,

By (Signed) W. R. Beatty, Pres't
BEATTY MACHINE & MFG. CO.

Should the U. S. adopt this method?

The Editorial below printed by THE NEW YORK SUN, August 19, 1931 will no doubt be news to many.

SOWER OF FORESTS

"No young farmer is permitted to marry till he brings proof that he has planted and is a father of a stated number of walnut trees," wrote the English diarist, JOHN EVELYN, in 1664. This method of propagating trees was in force at the time in Prussia, in the region about Hanau and Frankfort, and EVELYN reported it to his countrymen in the hope that they would learn to plant more trees than they chopped down. He saw with dismay that the iron foundries and glass factories of England were stripping the countryside of timber for their furnaces, and he warned landowners against the evils of such destruction. He urged reforestation on a grand scale. Plant trees by thousands, he told English farmers—and many of them did.

A vast blanket of woodlands covered the slopes and valleys of America in JOHN EVELYN'S time. As a conservationist he would have been aghast at the thought that a day would dawn when the people of this New World would be driven to sow tree seedlings by tens of millions to repair the damage done by years of ruthless chopping. But while destruction of forests continues here much the same as in England 300 years ago, America has improved upon the German method of compelling bridegroom farmers to "father" crops of walnut trees. States and men here are learning to plan reforestation on a mammoth scale. There is FRANK S. BETZ of Indiana—surely JOHN EVELYN would have hailed him as a great disciple. BETZ has distributed seeds for 97,000,000 trees and has specialized in the cultivation of the black walnut.

On a large farm in his State BETZ began five years ago to raise all kinds of trees from seed. The American Nut Journal tells the story of this experiment's outcome. His arbor-

iculture convinced BETZ that black walnut was the tree Indiana should plant. It taught him that the best results were obtained by planting seeds where the trees are to grow, rather than by transplanting. With these principles in mind he began scattering seeds over the State. He offered to give a bushel of walnuts to every civic club and individual for every bushel they provided for school children to plant. One county fish and game association distributed 20,000 walnuts to about forty township schools. In another county the school children planted 2,000,000 pine, spruce and arbor vitae tree seeds in 1929, and another 8,000,000 seeds in 1930.

Not content with enlisting the aid of the schools, MR. BETZ won the interest of manufacturers and bankers, and through them sent seeds by tens of thousands to planters throughout the State. The Indiana Division of Forestry last fall reported that "MR. BETZ has distributed three and a half times as many walnuts seeds in Lake County alone, as all the State nurseries in the United States last year." In addition he sent 10,000,000 tree seeds to Palestine and he plans to send an equal number to Ireland and 25,000,000 to Mexico.

On the economic wisdom of planting nut trees MR. BETZ is eloquent. "If each of the ninety-one counties in Indiana will plant 100,000 walnuts and hickory nuts yearly for the next ten years on proper growing land," he said recently, "it will add one billion dollars to the wealth of the State." He improves on JOHNNY APPLESEED, for he assumes that the planting will follow forestry rules. It is an inspiring goal to strive for, and the rewards not only in timber supply, but in watershed protection, game conservation and natural scenic beauty, make the striving worth emulating in every State in which reforestation is practicable.

Those Interested Write

FRANK S. BETZ, PERSONAL

HAMMOND, INDIANA

(BETZ BLDG.)

Rubber Trees

Just received a shipment of Rubber Tree Seed which can be planted in a large flower pot in the basement or sunparlor until spring where they will grow for years with little care.

When there is no danger of frost, they should be placed in the garden.

PRICE OF 10 SEEDS (Postage Paid) 25c