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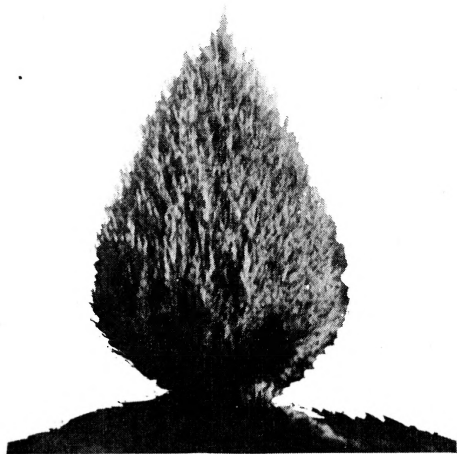
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Introduction

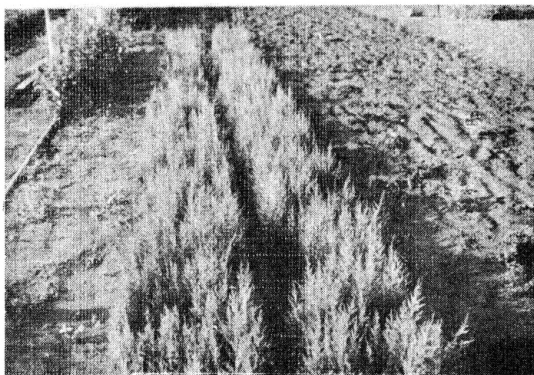
to

CUTLER & VENNARD NURSERY

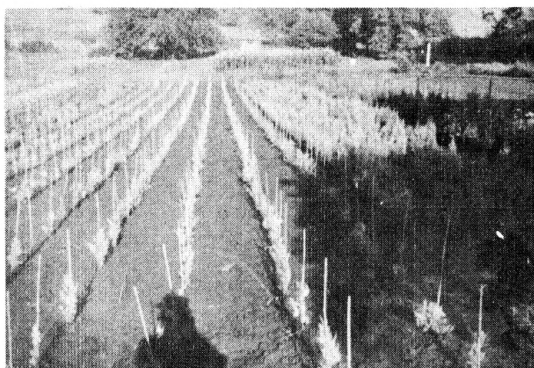


This cut represents a Silver Cedar seedling (Juniper Scopulorum) seven years old, growing in our Nursery. We grow them by thousands from seed—"our specialty"—and guarantee them to grow. Our Nursery is young, and thousands of our trees are not yet ready for market, but we have hundreds of fine trees that are ready for discriminating customers.

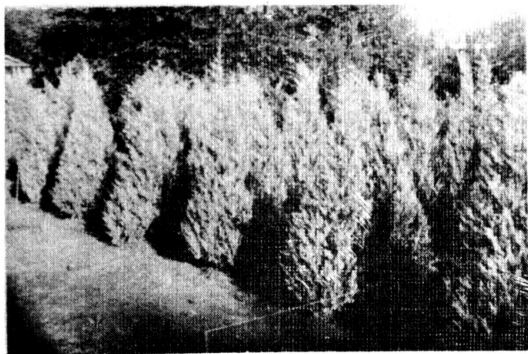
CUTLER & VENNARD NURSERY
BOX 344
SIOUX CITY, IOWA



The picture above represents one of our many seedling beds containing about four thousand two-year-old Silver Cedars. The seed of these cedars must be planted 18 months before germination takes place.



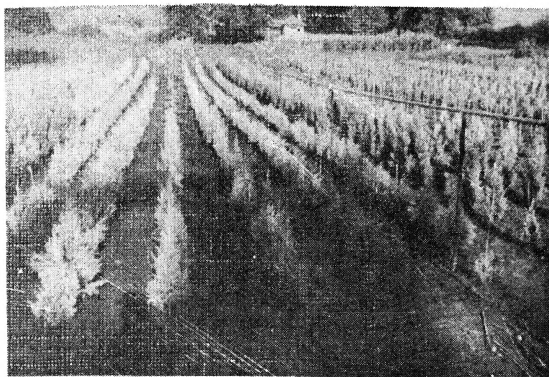
This picture represents grafted Cedars of several varieties. This tree is a hybrid, and uniformity can be obtained only by graftage. They then must grow by stakes for two years to develop good straight trees. They are sheared regularly and cultivated fifteen times a year.



This picture shows a group of grafted Cedars of "Pathfinder" Variety, four years old, that are suitable for planting for the finest homes. Their beauty increases with age, and may be grown to twelve to fifteen feet, or kept lower by careful shearing. Their color is bright blue-silver, and the finest tree grown in this area.



This cut shows a group of "spreading junipers" as they are commonly called. In the group are Jun. Sabina (or Savin), Jun. Pfitzeriana, and Jun. Kosteri. To the left of them stand a block of grafted Silver Cedars of different varieties in three-year-old trees.



This picture shows a block of grafted Cedars and a few spreading varieties near the end of their second growing season. There are fourteen different varieties in this group, dark greens, light green, light silver, and Blue trees, together with a few dwarfs. In a couple of years there will be many hundred nice specimens ready here for discriminating home builders.



A few Spruce and more spreading varieties of Juniper appear in this picture. There is also a short row of the Dwarf Alberta Spruce, averaging about twelve inches high. They are probably fifteen years old. Quite hardy and easily transplanted. A few Yew Trees (Texus Hicksi) also appear at the lower left.



Historical Sketch

Seven years ago Mr. E. L. Vennard, the founder of our Nursery, began experimenting with evergreen seed "as a hobby." The difficulties attending the germinating of the seed and keeping the seedlings growing intrigued him. At the end of two seasons there were nine little Cedars alive and growing. The third year he succeeded in growing about three thousand in three varieties. In 1938-39 and 1940 we have grown about thirty thousand per year of various sorts, and many of the problems of germinating seed had been overcome.

The "urge" that caused the hobby to develop was the desire to grow a seedling Silver Cedar (*Juniperus Scopulorum*) from a seed that might become an outstanding tree, either in color or type. This tree is a hybrid botanically, and does not reproduce itself with any degree of accuracy from seed. Such an outstanding tree could then be increased by graftage and introduced to the Horticultural World. The star tree has not yet been discovered, although we have over twenty thousand growing. It may appear among our present crop, and then it may not appear for several seasons. But the "urge" still persists.

We have been able to grow practically every variety from seed except White Fir (*Abies Concolor*). With this seed we have failed for three successive years. We may make it next year! We have Douglas Fir and Cork Fir (*Abies Arizonica*) growing splendidly, and hope to supply many Nurserymen with seedlings in years to come.

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Prices of Evergreens

There is frequently a vast difference between two evergreens although they may both be three-foot trees. A well grown grafted Silver Cedar or Spruce three to four feet high might be good value at \$10, while a seedling of equal size and well groomed may not be worth \$5. The difference in quality can best be explained and described at our Nursery. However, with such trees as Jun. Pfitzeriana, Jun. Sabina, and J. Virginiana (Red Cedar) prices are very well established, and we will be glad to submit quotation on any variety or quantity.

We grow thousands of seedlings, for distribution to the Nursery trade, and prices will be quoted on application.

We graft several thousand trees each winter in the various varieties of Juniper or Cedar. The varieties of Cedars can be reproduced only by graftage. Prices on these are quoted to the Nursery trade only. Shipment about May 1st.

Owing to the length of time required to produce large specimen Spruce from seed, we do not have a stock larger than 2½ to 3 foot trees. Will be glad to quote, however, on anything required for home planting.

We solicit your inquiries, and to the retail trade we guarantee every tree we plant to grow. Guarantee implies one replacement.

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