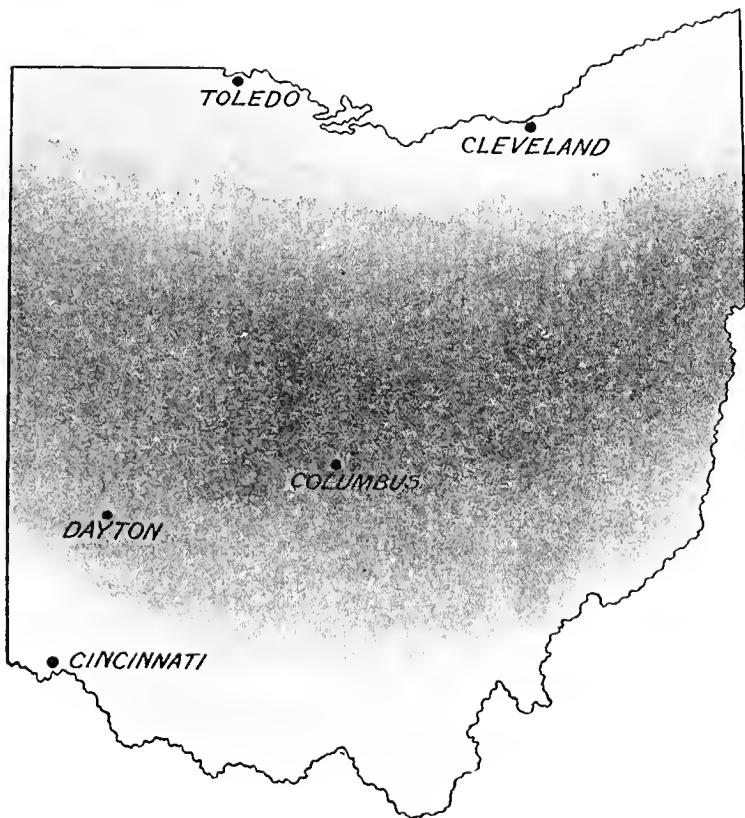


# DAYTON BEAUTIFUL



Gift of  
*J. Horace McFarland Co.*  
Harrisburg, Penna.  
May 1957



#### The Plant Zones of Ohio

The shaded portion of the map shows the region that requires the hardiest trees and plants.

Many species which succeed in the northern and southern portions of the state will not succeed in the central zone.

*The*  
DAYTON AND XENIA  
NURSERIES

J. W. McNARY, PROPRIETOR

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**G***ROWERS of Choice Shade and  
Ornamental Trees, Hardy Shrubs,  
Vines, Roses, Perennials, Etc. Fruit  
Trees and Small Fruits for City and Subur-  
ban Lots 🌿 Landscape Designing and  
Planting. Public and Private Grounds De-  
veloped. 🌿 A Competent Construction  
Department Maintained. Summer-Houses,  
Arbors, Rockeries, Water-Gardens, Etc. 🌿  
Spraying, Scientific Pruning, Insecticides  
Fungicides, Horticultural Fertilizers. 🌿*

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Office : DAYTON, OHIO

316 WEST FOURTH AVENUE, NEAR SUMMIT STREET

Bell Phone No. \_\_\_\_\_ Home Phone No. \_\_\_\_\_

Nurseries : XENIA, OHIO



## Our Establishment

This establishment is unique in these respects :

I. Our stock is grown especially and exclusively for the city and suburban trade. We are specialists in ornamental nursery stock suited to this region.

II. Although our nurseries are extensive and up to date, yet we grow only for a certain territory of limited extent, of which Dayton is the center, and offer only such stock as is suitable for this region. In this respect we differ from the larger nurseries who seek trade everywhere and grow such stock as may be demanded by the general trade. Their catalogues, therefore, cannot be authoritative on stock suited to Dayton and vicinity.

The orchardist may readily obtain from numerous publications such information as will be a reasonably safe guide in selecting varieties suited to any part of the state, but there are no authoritative publications to which citizens of Dayton may turn for similar information in regard to ornamental trees, shrubs and plants. Much disappointment has resulted in consequence, and it is our purpose to supply this information in our publications as far as possible.

With the few exceptions noted, our products are confined to hardy stock exclusively.

## Our Nurseries

are located near Xenia, Ohio, safely beyond the "Dayton Scale Belt," and on ground peculiarly adapted to the growth of strong healthy trees and plants. Our soil is, furthermore, such as from which trees, shrubs, etc., will readily transplant ; an important point too often overlooked, but one thoroughly appreciated by experienced landscape gardeners.

The rapid transit facilities afforded by the Dayton and Xenia electric line enables us to place our shipments in Dayton in one hour from our private loading station at the nurseries.

Extracts from the report of the Ohio Nursery and Orchard Inspector for 1906, referring to the San José Scale :

" **Montgomery County:** The city of Dayton is generally infested, also some orchards in the vicinity."

" **Greene County:** Several orchards southeast of Dayton, near the county line, are infested. No other places in the county have been reported."

## Our Landscape Department

That the principles of landscape art apply only to the larger grounds is a popular, but none the less serious delusion. Much of the planting on the ordinary city lot is utterly devoid of desirable effect, and will never present a satisfying picture, simply because the few simple principles of the art have been disregarded. Lavish planting often accentuates the discord, in which case an observance of the rules of outdoor art would have resulted in economy, if nothing more.

The landscape artist cannot complete his picture. Its contours and colors must develop in the future. His is a difficult phase of art, not readily grasped in a popular way.

The patrons of the Dayton and Xenia Nurseries have the services of this department at their command.

We are in consultative connection with some of the leading landscape architects in the country and are prepared to undertake the development of grounds to any extent.

It is manifestly to the advantage of purchasers to deal with an establishment whose nursery, landscape and planting departments are under the same management, with no shifting of responsibility.

## Our Planting Department

This department is in charge of a competent foreman who has had had many years' experience in the nurseries. In order to secure the best results for our customers we prefer to plant the trees and plants supplied by us. However, purchasers may, if they prefer, do the planting.

Stock planted by us, failing to grow, will be once replaced without charge during the following planting season, provided the claims for such replanting are filed before September 1.

Inasmuch as customers sometimes insist on having stock planted amid unfavorable conditions, this general rule is, at our option, subject to such modifications as individual cases may require.

When orders are placed with us during the summer months, we plant in the autumn such part thereof as transplant best in that season, and the remainder in the spring.

## Our Construction Department

We are prepared to construct summer-houses, arbors, trellises, screens, pergolas, rockeries and aquatic gardens.

We also represent the leading manufacturers of fountains, sun-dials, statuary, vases, etc.

Estimates furnished on all work of this nature.

## Spraying, Pruning, Insecticides, Etc.

We are prepared to spray trees, shrubs, vines, etc., for insects and diseases. Spraying for the San José scale should be done during the winter season.

Persons desiring information relative to spraying, the identification of insects and diseases, should avail themselves of the free service of our bureau of information.

We frequently save money for our clients, who, being unduly alarmed by some harmless scale or other insect, regard an expensive treatment as inevitable. We also find it necessary to discourage much proposed pruning, especially of shade trees.

We keep in stock a supply of insecticides, fungicides, horticultural fertilizers, spraying apparatus, etc.

## Bureau of Information

The services of this bureau are free to the citizens of Dayton and others interested, who are invited to avail themselves of its privileges. It involves no obligations whatever.

The service is personal and is adapted to the situation. The soil conditions prevailing in Dayton View, Riverdale and Edgemont are radically different, and the same questions from each of these sections may require as many different answers.

In this department, we are most often called upon to identify scale and other insect pests and plant diseases and to suggest remedies therefor. It will be remembered that many kinds of scale are harmless and others are dangerously injurious. Our advice is often sought as to the proper trees, shrubs, etc., to plant for certain purposes or under certain conditions, those least subject to attacks of the San José scale, the treatment and restoration of depleted and acid soils, etc., etc.

Ask for any information desired relative to horticultural matters. We do not know it all, but we can usually obtain the information from authoritative sources when we cannot answer the inquiry from our own office.

## Our Publications

We do not publish a general catalogue, but issue a number of circulars covering our various lines of stock ; thus placing in the hands of our patrons the particular information they may desire, instead of requiring them to seek it in a cumbersome catalogue. Ask for the circulars in which you are interested. They will be mailed free.

# Street and Shade Trees

ASK FOR CIRCULAR NO. 1

Street and Shade Trees are usually planted for utilitarian purposes, yet, being permanent features of the landscape, both beauty and utility should be considered in their selection. A third and equally important matter, too often overlooked, should have equal consideration, and that is the character of the ground in which they are to be planted. As



Pin Oak

an illustration, the Norway Maple, a superior tree in every respect, will lead only to disappointment if planted in thin gravelly ground.

When trees are desired that will assume a certain shape or fulfil certain requirements, it is important that the proper species be selected.

Our system of transplanting in the nursery rows, and root-pruning, produces a superior tree, easily transplanted, and one that develops rapidly.

# Ornamental Trees

ASK FOR CIRCULAR NO. 2

Under this head we class a number of species that are sometimes planted for shade, but most generally for their individual beauty or their landscape effect.

We have a large supply and very complete assortment of the species and varieties best suited to this region.

This class includes several species that require special care in transplanting. Failure to observe their sensitive requirements leads to loss and disappointment. We are prepared to handle such sorts according to their several peculiar requirements with every assurance of success.



Flowers of the Tulip Tree

## Evergreens

ASK FOR CIRCULAR NO. 3

We are growing all the desirable Conifers suited to southwestern Ohio. Many kinds generally catalogued are, however, omitted from our list for good and sufficient reasons.

The class of Evergreens known as "broad-leaved," in distinction from the *Coniferae*, or cone-bearing, comprises but few sorts suitable to the Middle West. It will be observed that our list includes but two kinds, all that are suitable for popular planting, in Dayton.





Colorado Blue Spruce



*Hydrangea arborescens*, var. *sterilis*, (Hills of Snow)

## Shrubs

ASK FOR CIRCULAR NO. 4

We offer an up-to-date list of Hardy Shrubs, embracing numerous kinds with a wide range of characteristics, from which selections may be made for almost any purpose or desired effect upon the landscape. Color in flower, foliage and bark and sometimes the fruit, the grace and beauty of the plant, either singly or en masse, offer exceptional material for the development of any scheme in outdoor art.

We grow only such sorts as are suitable for planting in Dayton and its plant zone, which of necessity eliminates a number of kinds that succeed elsewhere. For this region our list is the only authoritative guide published.

# Hedges and Screens

ASK FOR CIRCULAR NO. 5

The value of the Hedge is appreciated by discriminating planters. The cost does not exceed that of an ordinary fence, which begins to deteriorate at once, whereas a hedge, with proper care, continually increases in value and beauty. The effect of living plants is greatly to be preferred to the stiff and measured lines of fences of whatever kind.

A Hedge, defensive or ornamental, or both, high, low or of medium height, may be secured by the selection of suitable plants.

Boundary lines of city lots may be effectively marked by a hedge, a vine-clad screen, and also by irregular groups of flowering shrubs, if care is exercised to associate together the proper species.

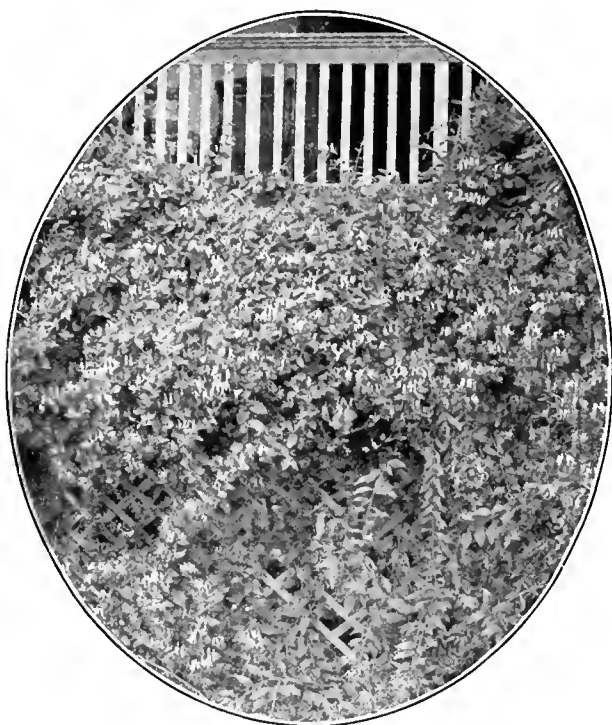
Screens to seclude service buildings, fences, etc., or to secure privacy, are readily secured by proper planting, and not only serve the purpose admirably, but add greatly to the beauty of the grounds. The desired purpose is often effectually and more quickly accomplished by the use of suitable vines. Our construction department is prepared to erect trellis and vine supports suitable for screens.

# Ornamental Reeds and Grasses

ASK FOR CIRCULAR NO. 6

There are few things more effective in landscape work than this class of plants. They are strong, rapid growers in almost any soil. During the close of summer they come into bloom and are most showy and ornamental with their large flower-plumes. The Arundos are straight and erect and the grasses slender and graceful.

They annually increase in beauty and give so much satisfaction that we do not hesitate to recommend them.



Hall's Honeysuckle

## Vines and Trailers

ASK FOR CIRCULAR NO. 7

Climbing Vines are as necessary to the comfort and beauty of the home as the trees and shrubs we plant about it. They mature quickly and tone down the stiff, bold angles of the buildings and give shade and flowers over the porches and trellis. They are cheerful and cooling in climbing over bowers and summer houses and wild and natural in running over trees and stumps. They ramble over unsightly and neglected places and make them beautiful with fragrant and brilliant flowers.

# Roses

ASK FOR CIRCULAR NO. 8

Inasmuch as we are nurserymen and not florists, our list of Roses is limited to the hardy and semi-hardy garden sorts, and includes the Hybrid Remontant, Hybrid Tea, Bourbon, Moss, Climbing, Rugosa and Wichuraiana Hybrids.

Special attention is given to the preparation of rose-beds—one of the requisites to success with garden Roses.



Hybrid Tea Roses



Border of Hardy Perennials

## Hardy Herbaceous Perennials

ASK FOR CIRCULAR NO. 6

All plants whose roots remain alive from year to year and whose tops annually die to the ground are classified under this heading. There is not a time during the whole flower season in which some perennial is not in bloom. They require but little attention and appear in the same place with increased strength and ready to flower more abundantly than before.

This class of plants is now very popular and is largely superseding the use of greenhouse bedding plants.

Our list is a select one and contains nothing but what is good.

## The Paeonia

ASK FOR CIRCULAR NO. 10

This hardy herbaceous perennial is one of our special lines and is of sufficient importance to require a special circu-

lar. The Paeonia is today without a rival as a hardy garden favorite, and naturally so, as no garden plant thrives with as little special care and produces so fine a display of gorgeous bloom. The great diversity of color and form now obtainable very much increases the importance of this plant.

Our assortment embraces the reliable old and the best new varieties.

## The Dahlia

ASK FOR CIRCULAR NO. 11

The Dahlia is one of our special lines and is one of the few exceptions to the rule which confines our products to the "hardy" class. The Dahlia is just now growing in popularity by leaps and bounds, owing largely to the improved varieties of recent introduction, so much more desirable than the stiff formal varieties of our mother's garden.

Our assortment consists of the best varieties of the leading types, such as the Cactus, Decorative, Fancy, Pompon, Show and Single.

For a moderate charge we will take up and store the tubers over winter.

## Gladiolus

ASK FOR CIRCULAR NO. 12

The Gladiolus is the best of all our summer-blooming plants for yielding cut-flowers. It makes a long season, from July to November, and furnishes an abundance of beautiful blossoms, which display in countless combinations nearly all colors and shades from white and delicate pink, lavender and yellow to the richest red, garnet and purple. In addition to others we have Groff's Silver Trophy strain.

# Hardy Ferns

ASK FOR CIRCULAR NO. 13

Our list includes the best species suitable for exposed or shady places and dry or moist situations.

# Fruit Trees and Small Fruits

ASK FOR CIRCULAR NO. 14

In this class we offer only such varieties as are suited for city and suburban planting. Parties desiring to plant for commercial purposes should write us. Both tree and small fruits may be successfully and even profitably grown on the city lot. A bed of Asparagus is a source of pleasure.



Green Mountain Grape



## And, Finally

We respectfully solicit for the Dayton and Xenia Nurseries the patronage of the citizens of Dayton in their efforts to make "Dayton Beautiful," by making their homes beautiful. For reasons why they will find it to their advantage to file their orders with us, we refer to those set forth in the foregoing pages, of which we would emphasize the following:

**First.** Because our nurseries are local and our trees and plants are grown under local climatic conditions.

**Second.** Because our policy is to produce good, high-grade stock, rather than to grow them as cheaply as possible. Cheap trees can always be found, but choice stock, grown for quality, is difficult to obtain.

**Third.** Because our prices are as low as choice stock and first-class service will admit. They are, however, not determined by competition, but by the cost of producing quality.

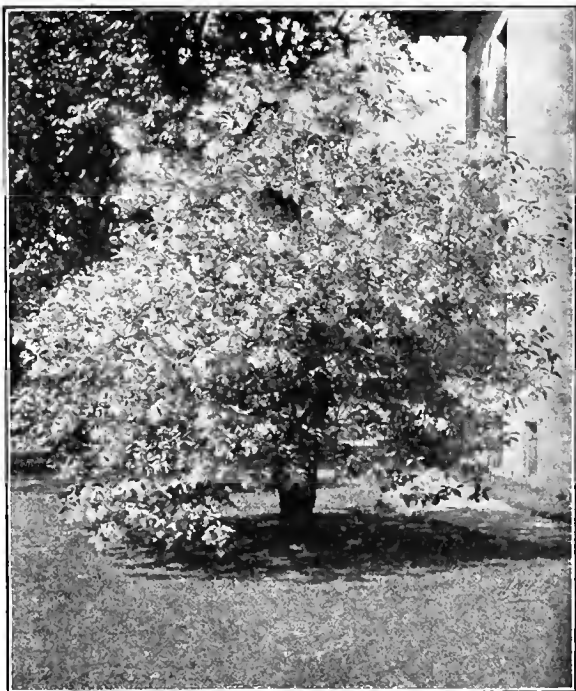
**Fourth.** Because we are familiar with local conditions and are prepared to meet them. Recently an eastern landscape gardener planted certain grounds in Dayton according to a plan faultless as to its art, but rendered worthless by specifying a number of plants wholly unsuited to conditions here.

**Fifth.** Because our Nursery, Landscape and Planting Departments are under the same management, with no shifting of responsibility for any possible lack of results.

**Sixth.** Because it is our purpose to give a **square deal**. Investigation as to our business methods and responsibility is respectfully invited.

Respectfully submitted.

J. W. McNARY, *Proprietor*  
The Dayton and Xenia Nurseries

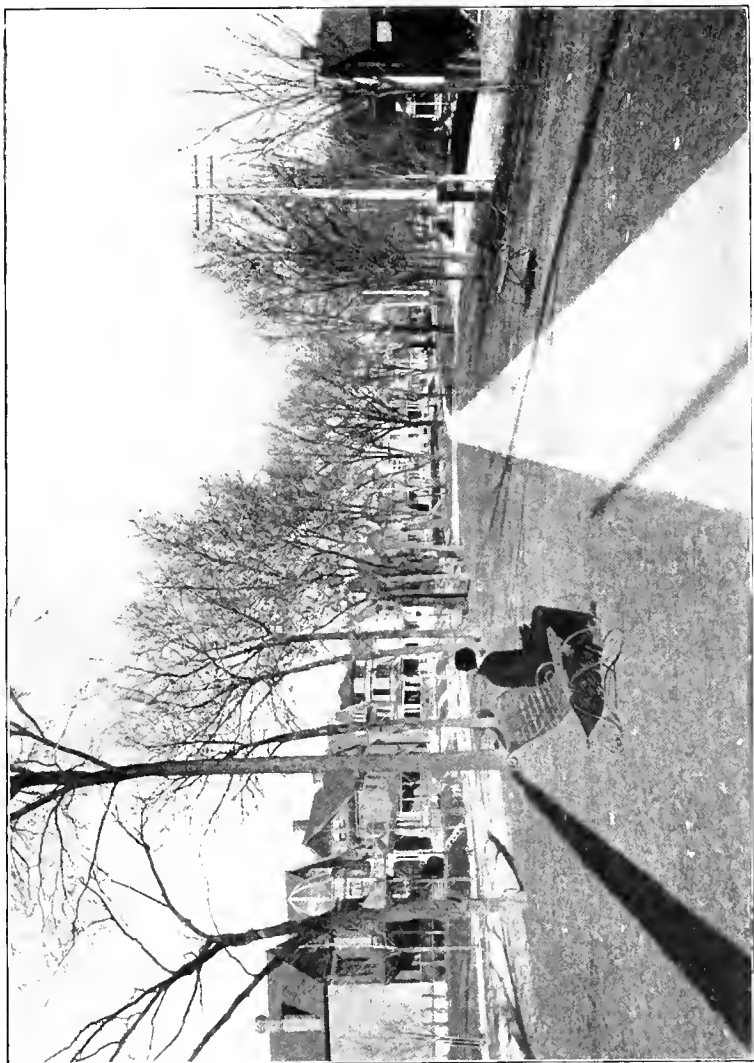


White Fringe

J. HORACE MCFARLAND COMPANY  
HORTICULTURAL PRINTERS  
HARRISBURG, PENNSYLVANIA



Pergolas and Walled or Hedged Hardy Gardens are Specialties  
with the Dayton and Xenia Nurseries



North Boulevard. Dayton. Ohio