

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62, 61

1927



A Friend Making Sale of **BARBERRY PLANTS**

To Our Field Representatives:

We want you, as our Salesmen in the Field, to read every word of this announcement.

This is something unusual; unusual for us; unusual for the nursery business; and exceptionally unusual for the thousands of men and women property owners who are planning to plant Barberrry.

You know Barberrry. You know that every time you sell it you make new friends. You know that your Company grows the finest, hardiest Barberrry in America. You know that we have never found it necessary to stress price.

Now, however, you are offered the opportunity to sell, and your friends and customers are given the opportunity to buy, our Barberrry at astoundingly low prices. Read all about it on the inside pages. Knowing the calibre of our salesmen and the class of intelligent people to whom they sell, all we feel we need to say is

ACT AT ONCE

Grown, Guaranteed and For Sale by

PERRY NURSERY COMPANY

Dependable Fruit and Ornamental Trees and Plants

ROCHESTER, N. Y.

"The Flower City"

*Over a
Million*

JAPA

Beautiful the Year Around

Attractive Green Foliage in Spring and Summer

Striking copper, gold and red hues in Fall
and Winter with berries of a brilliant scarlet

*Grows in the Sun • Grows in the Shade • Grows in Poor Soil
Grows in Any Climate • Grows Anywhere, Any Place
Makes a Dense Hedge*

PRACTICAL • ORNAMENTAL • PROTECTIVE



Barberry Hedge

Japanese Barberry Plant

(Berberis Thunbergi)

The World's Most Practical Hedge

PRICE has never been a sales argument with us. Our nursery stock has always been sold on the basis of quality. *It always will be so sold as long as we are in this business.* Occasionally, however, there comes the opportunity to gladden the hearts of our salesmen and our customers by offering a standard nursery item of finest quality at prices so far below the market that comparison is out of the question.

A Sensational Event

And when such an item is Japanese Barberry (Berberis Thunbergi) the event immediately becomes almost sensational. Such Barberry! Grown in the rich loamy soil of our own nurseries. Hardy, thriving, strongly rooted two year old plants guaranteed to give complete satisfaction. And over a million of them. No customer of ours, no field representative need miss this opportunity if he will act at once.

We have set no time limit on this sale. The plants are here and will be sold at these remarkable prices as long as they last. Unfortunately they cannot last long. We anticipate that this first notice will result in orders for the entire quantity now available.

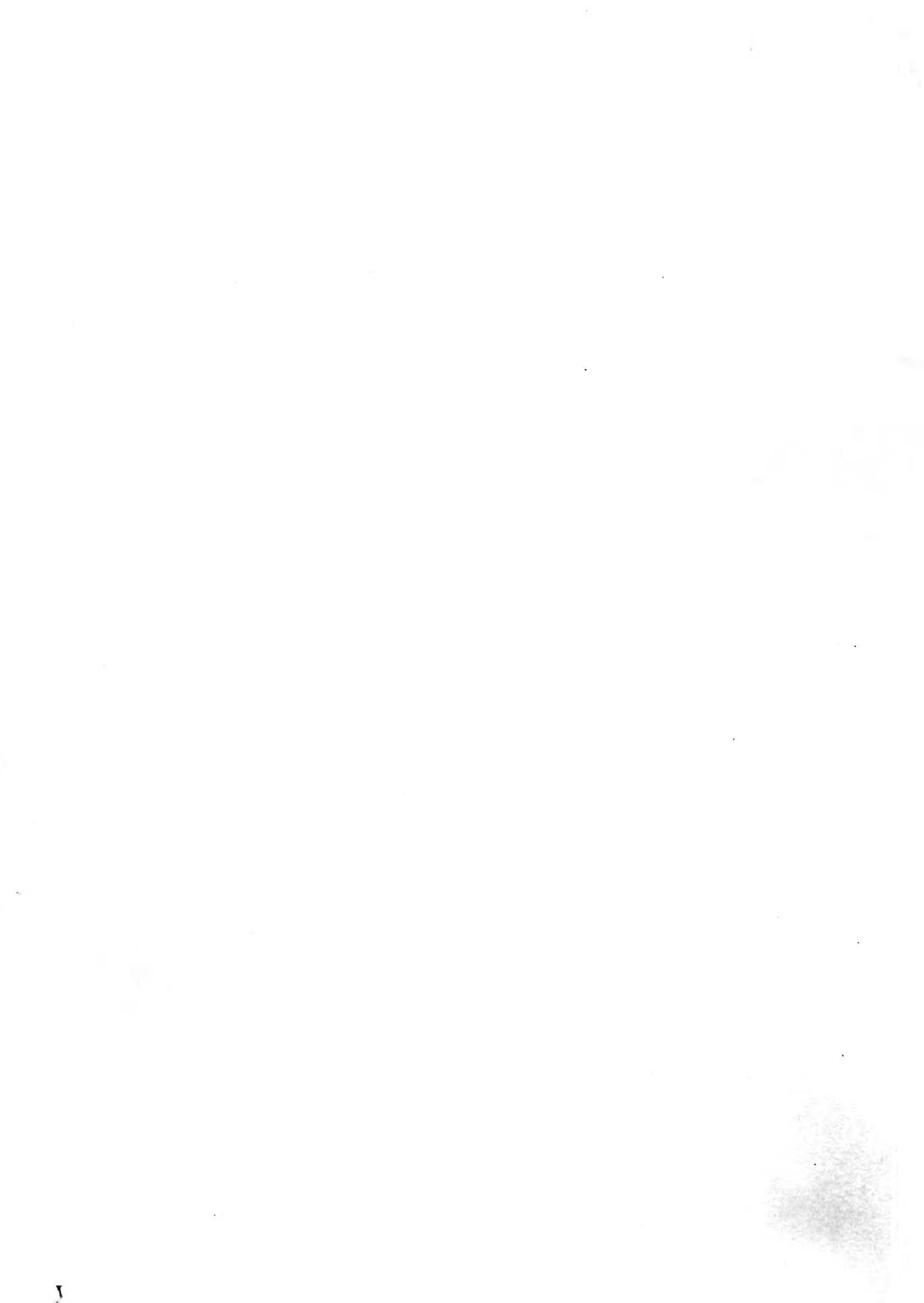
Japanese Barberry has become the most popular hedge on the market. Last year our orders on this item increased two hundred per cent. They will double that this year, if orders already placed are any indication. But we are prepared. In anticipation of this demand we planted literally millions of Barberry Thunbergi. A million of these are ready now. We place them on the market at prices far below any previous quotations for Barberry of like quality.

You Must Act Quickly

We offer them at these prices as a leader for our salesmen; as an inducement to new customers. Naturally, these prices also apply to our old customers. We know already what they will do when they learn of this offer. They'll be quick to act.

Further words on our part are unnecessary. These are the facts. This is the opportunity. On the back page are the prices. The plants are *our* plants, grown by us and guaranteed. Inspect the photographs of specimen sizes. See for yourself just what hardy robust plants they are. Then act.

Now Is The Time To Buy Barberry



*Over a
Million*

JAPANESE BARBERRY PLANTS

(Berberis Thunbergi)

The World's Most Practical Hedge

Beautiful the Year Around

Attractive Green Foliage in Spring and Summer

Striking copper, gold and red hues in Fall
and Winter with berries of a brilliant scarlet

*Grows in the Sun • Grows in the Shade • Grows in Poor Soil
Grows in Any Climate • Grows Anywhere, Any Place
Makes a Dense Hedge*

PRACTICAL • ORNAMENTAL • PROTECTIVE



Barberry Hedge

PRICE has never been a sales argument with us. Our nursery stock has always been sold on the basis of quality. *It always will be so sold as long as we are in this business.* Occasionally, however, there comes the opportunity to gladden the hearts of our salesmen and our customers by offering a standard nursery item of finest quality at prices so far below the market that comparison is out of the question.

A Sensational Event

And when such an item is Japanese Barberry (Berberis Thunbergi) the event immediately becomes almost sensational. Such Barberry! Grown in the rich loamy soil of our own nurseries. Hardy, thriving, strongly rooted two year old plants guaranteed to give complete satisfaction. And over a million of them. No customer of ours, no field representative need miss this opportunity if he will act at once.

We have set no time limit on this sale. The plants are here and will be sold at these remarkable prices as long as they last. Unfortunately they cannot last long. We anticipate that this first notice will result in orders for the entire quantity now available.

Japanese Barberry has become the most popular hedge on the market. Last year our orders on this item increased two hundred per cent. They will double that this year, if orders already placed are any indication. But we are prepared. In anticipation of this demand we planted literally millions of Barberry Thunbergi. A million of these are ready now. We place them on the market at prices far below any previous quotations for Barberry of like quality.

You Must Act Quickly

We offer them at these prices as a leader for our salesmen; as an inducement to new customers. Naturally, these prices also apply to our old customers. We know already what they will do when they learn of this offer. They'll be quick to act.

Further words on our part are unnecessary. These are the facts. This is the opportunity. On the back page are the prices. The plants are *our* plants, grown by us and guaranteed. Inspect the photographs of specimen sizes. See for yourself just what hardy robust plants they are. Then act.

Now Is The Time To Buy Barberry

*At Lowest
Prices in History
While they last!*

First Quality

There are no seconds in the million and more Barberry plants we offer. Every one is selected, graded. Every one is grown by us in our own nurseries. Every plant is strongly rooted, hardy and robust. There are no weaklings.

Two Year Old Plants

Every Barberry plant is two years old. Ready to be set out at once. Sure to grow. Careful grading assures uniformity.

Guaranteed

Every salesman of ours can tell his customers that no matter whether they order one or one hundred thousand, these plants—every single one of them—carry our customary guarantee. *We will replace absolutely free any plant which fails to grow.*



Barberry Foundation Planting

Consider These Prices

	Per Hundred	Per Thousand
Twelve Inch Plants	\$24.00	\$190.00
Six Inch Plants	8.50	68.00
Three Inch Plants	5.00	40.00

25 plants take the hundred rate, 250 the thousand rate.

What The Sizes Mean

THE sizes as given are minimum sizes. The three inch plants for instance will range in size from three to six inches. The six inch plants will range from six to twelve inches in height while the twelve inch plants will range from twelve to eighteen inches. In other words the plants you receive will run over and never under the size specified. This is shown graphically in the illustration below.



Twelve Inch Plants

Six Inch Plants

Three Inch Plants

Planting A Hedge

Save the Roots and You Save the Plants

First lay out the course of your hedge trench with stakes and white string for the double purpose of squaring up with sidewalks or boundary lines and to aid in digging in a straight line. Dig one side of trench wall straight downward, placing plants against this side to make a straight hedge. Set the plants 8 inches apart and 2 inches deeper than they stood in the nursery. Fill in with top soil worked thoroughly about the roots. This will make a close compact hedge down to the ground. *Never allow fresh manure to come into direct contact with the roots.* Tread the

ground firmly after planting so that each plant will be solidly set.

It is advisable to mulch around the plants with lawn clippings or grass which retains the moisture, retards the growth of weeds and facilitates quick growth.

Do not trim the plants at time of transplanting. The first season it is better to permit the roots to become established in their new position. The following season cut tops back to half their height to promote new growth.

**A Good Hedge is the Result of Careful Planting.
Stock should be Planted Immediately on Arrival.**

A Living Fence

There is nothing so unsightly as the average fence, and nothing is, at times, more necessary. Yet it is possible to unite beauty with utility, ornament with protection. Many of our salesmen have written us that their customers are planting live fences, fences of Barberry which combine the practical with the beautiful. Unlike the ordinary fences, these Barberry fences provoke admiration rather than condemnation on the part of the neighbors. Such fences make ideal line markers; they keep dogs out and children in; they attract the song birds and set off the house.

They are more economical too than the artificial fence. Once established, they require little or no attention. They are not constantly in need of repairs and paint. The first cost is the last cost.

King of the Hedges

Japanese Barberry (*Berberis Thunbergi*) is rightly called the King of the Hedges, and like a good monarch, it serves its subjects well. Summer or Winter, it delights its owner, giving joy through its beauty, protection through its denseness and tiny prickles, feeding the song birds in the winter and brightening the landscape with its crimson hues and scarlet berries.

It will grow from four to five feet in height or can be kept low. It stands any amount of shearing or can be left untrimmed. It grows in the sun, in the shade, in good soil or in poor soil. It does not winter kill and will thrive in any climate. It's a wonderful hedge, this King of the Hedges. Whenever and however used, it gives complete and lasting satisfaction.

For Churches, Schools, Clubs, Factories, Golf Links and Sub-Divisions

Around a church, club, school house or factory, hedges of Barberry give a dignity and a protection not possible with any other plant. Reports from our salesmen show that more and more societies, congregations and factory heads are recognizing this fact and are endeavoring to make their places of worship or of work or play attractive to the passerby as well as to those within. Our field representatives can do nothing which would contribute more to their own communities than to suggest to the proper authorities that steps be taken to plant Barberry in public and private places such as those mentioned. Golf Clubs generally are using more and more Barberry. It's the accepted thing for Real Estate Sub-Divisions because of its beauty and it is sure to grow.

Community Planting

Home owners in fine residential sections are becoming increasingly interested in the Barberry Community Planting Plan. The idea has worked out successfully in many sections. Neighbors band together and place their orders at the same time, thus getting the quantity prices. Planted at the same time, property appreciates jointly rather than in single units. Hedges have been planted for whole blocks, presenting a uniform appearance and enhancing the attractiveness of an entire section rather than single homes here and there. We suggest that our Field Representatives call this new way of purchasing Barberry to the attention of their customers.

Friend of the Song Birds

A friend of man, Barberry *Thunbergi* is an even greater friend of the songbirds. In the winter when food is hard to find the Japanese Barberry (*Berberis Thunbergi*), with its profusion of bright scarlet berries, provides the necessary sustenance for our feathered friends, and in addition offers them shelter when the wintry blasts are blowing. Japanese Barberry is the shrub without an enemy, unless it be the dogs, and to them its gentle prickles are merely a warning to stay away.

The All-Purpose Shrub

Barberry *Thunbergi* is suitable for many other purposes than hedging. As a foundation planting there is nothing better. It is splendid for covering hillsides, for the shrubbery border, for corner clumps, for bordering driveways, and for many other purposes. Many people who have not had success in growing evergreens for foundation planting or for terraces have used Barberry with great success. When it attains a good growth it can be trimmed to any desired shape.

Adds to Real Estate Values

"How a twenty-five dollar Barberry Hedge added several hundred dollars to the value of a house," is a title any number of our salesmen might write on a number of true stories from their own experience. Time and again our field representatives have told us of similar instances where our nursery stock has added to the commercial side of real estate transactions. Realtors know this full well and are placing orders for whole sub-divisions to be hedged with Barberry. Thousands of plants have been sold for this purpose. It is profitable not only for the nursery salesman, but for the real estate salesman. Both benefit and the ultimate owner is always completely satisfied to have this beautiful and practical, ornamental and protective hedge frame in his property.

Michigan Agricultural College Recommends the Berberis Thunbergi

"There is a charm about the *Berberis Thunbergi* that is hard to describe. There is no more practical hedge than this one. It makes a dense hedge which will stand any amount of shearing. It is very hardy and will grow in any well drained position. Its small, bright green foliage coming in the Spring, continuing throughout the Summer and turning to a beautiful coppery red in the Autumn, makes it valuable as an ornamental hedge.

Personally we regard the *Berberis Thunbergi* as the most cosmopolitan shrub of any we could name. It combines as many desirable qualities as any shrub that is grown. It is one of the few shrubs that is attractive at all seasons of the year. It enlivens the landscape all through the winter months. It is found thriving on all types of soil.

Plant lice and San Jose scale or other pests seem to painstakingly avoid it. The graceful form it takes and its low habit of growth makes it suitable for filling in small spaces such as between walks and buildings and for placing in front of taller shrubs such as *Spireas*, etc. There is nothing better to use where a low ornamental hedge is desired than this Barberry *Thunbergi*."

For sale by
Perry Nursery Company
Rochester, N. Y.



Japanese Barberry in Spring

Thunberg's Japanese Barberry

Berberis Thunbergii

WHEN we began to grow Barberry Thunbergii in immense quantities and with more than usual success we knew we had a leader worth while. Most of our sales force have recognized its value, but we want all to become still more enthusiastic.

You are offering customers very unusual values in our **TWO YEAR BARBERRY THUNBERGII** in 6 to 12 inch, 12 to 18 inch and 18 to 24 inch grades.

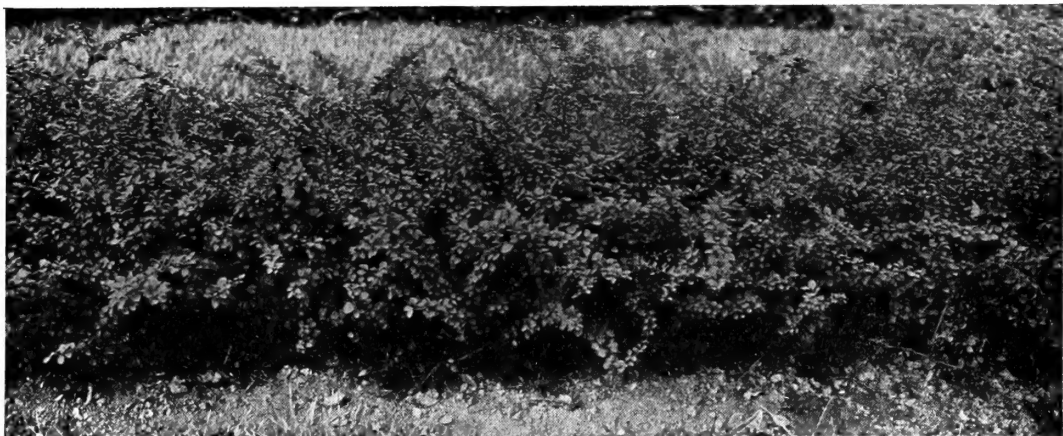
Talk Barberry in big numbers. So confident are we of your ability to sell this beautiful hedging that we have increased our plantings each season and have millions of **TWO YEAR** plants for distribution this season.

You have made us increase our plantings for we cannot afford to be caught short, and while the increase in sales of all classes of stock for last season was approximately 15%, the increase in the sales of Barberry was in excess of **TWO HUNDRED PER CENT**.

The most successful salesmen on our force have made Barberry their one great Leader and talk it all the time, constantly devising new methods of increasing its sale. One good way is the community plan. That is to interest one home owner in a nice neighborhood in hedging in his entire lot with Barberry, and then get all the neighbors on both sides by showing them the beautiful effect of an entire block hedged with Barberry and by giving each individual purchaser the advantage of quantity prices.

Take a nice block of, say, ten homes, on lots 60 x 150 ft. To hedge in the entire block with Barberry, dividing each lot, will require 2850 plants set one foot apart. If each individual owner purchased his own plants they would cost him the retail price per 100, but if you can interest the entire ten home owners each one can buy at the 1000 rate, a big saving, and a planting of this kind will give distinctive privacy and class obtainable in no other way. Don't you see how you can get every one of such home owners to act as your assistant in selling their neighbors? And don't you think such an order is worth working for?

Barberry Thunbergii is so popular because it is entirely hardy; it will grow, live and thrive in any climate under almost any conditions; it does equally well in sun or shade; it is entirely free from disease and insect enemies; it forms a protective as well as an ornamental hedge, for its sharp hard thorns or spikes keep out cats and dogs, prevent children from running through it and serves as a nesting place for many birds, protecting them from their natural enemies. A hedge of



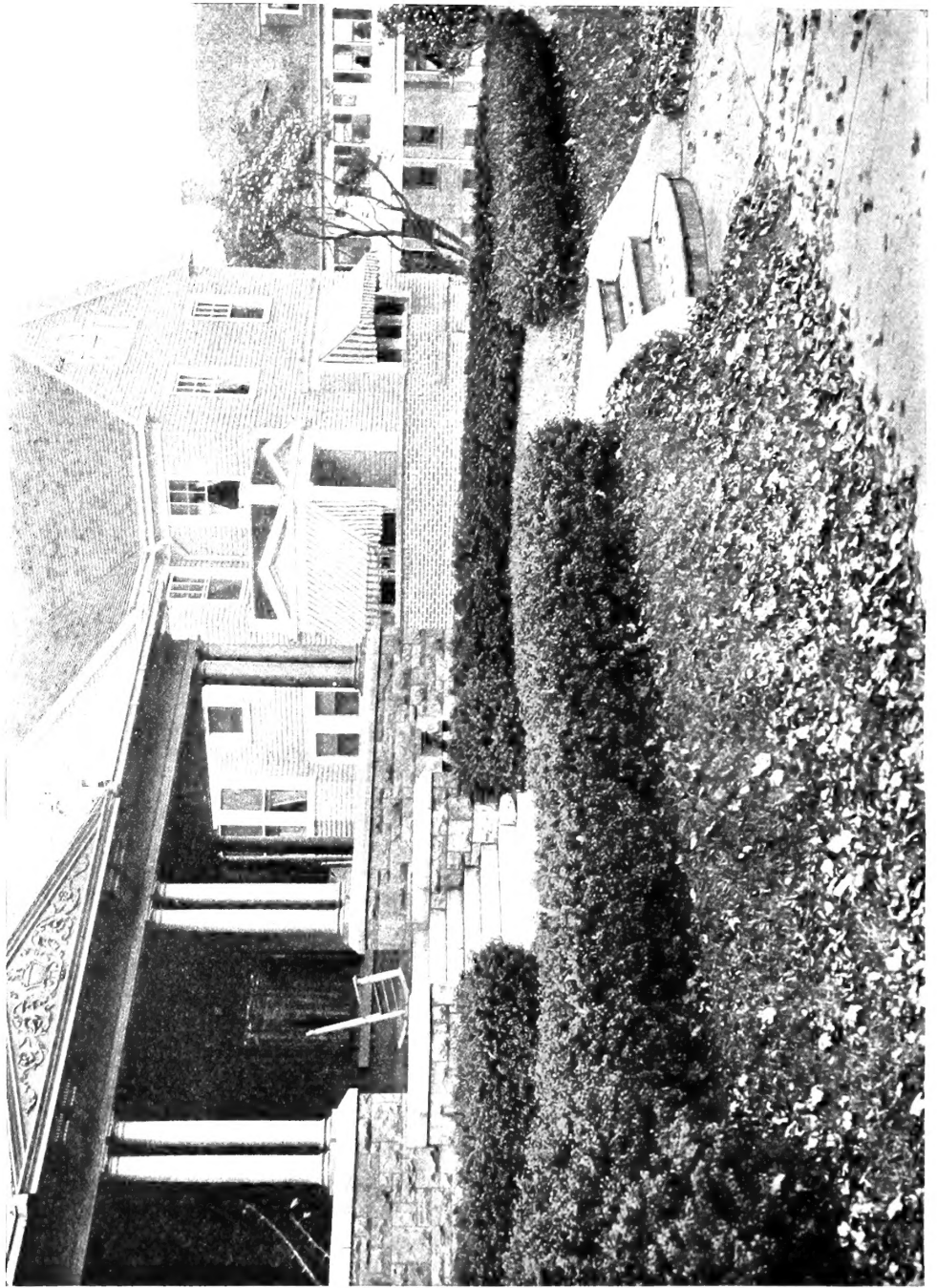
Thunberg's Japanese Barberry—the best hardy hedge.

Barberry is "A thing of beauty and joy forever." It requires no trimming and a minimum of care which is amply repaid by its all year beauty. In the summer the intense vivid green of its beautiful foliage is striking indeed; in the autumn this foliage takes on the most beautiful tints of crimson and gold, and the winter is brightened by the profusion of bright scarlet berries, which also serve as food for the song-birds when food is hard to find.

Barberry *Thunbergii* is suitable for many other purposes than hedging. As a foundation planting there is nothing better, it is splendid for covering hillsides; for the shrubbery border; for corner clumps; for bordering driveways and for many other purposes. Many people who have not had success in growing evergreens for foundation planting or on terraces have used Barberry which when it attains a good growth can be trimmed to any desired shape. We have seen plantings of Barberry trimmed to simulate *Arbor Vitae Globosa*, *Arbor Vitae Pyramidal*, *Retinispora Squarrosa* and in fact in all symmetrical shapes.

Learn all you can about Barberry *Thunbergii* and remember it is clean and free from all pests, disease or fungus. It must not be confused with Barberry *vulgaris* or purple leaved Barberry which we do not grow or sell because these varieties carry the fungus which causes wheat rust. Barberry *Thunbergii* or Japanese Barberry is not subject to either national or state quarantine but is freely allowed and encouraged in all parts of the country.

We are not peculiar in our liking for this plant. Prof. L. H. Bailey in his *Cyclopedia of American Horticulture* says: "One of the most valuable species, especially remarkable for its low, dense, horizontal growth, its large brilliant red fruits, remaining fresh until the following spring, and for its bright scarlet fall-coloring; hardy; very valuable for borders of walks or drives. Endures shade. Cattle and sheep do not browse it much." John Kirkegaard in his *Hand Book of trees, shrubs and vines* writes, "Valuable as a hedge plant or massing for fall and winter effect. It is densely covered with bright, solitary fruits in winter and its foliage in autumn and winter is superb. Very hardy. Thrives in any good soil."



Japanese Barberry Thunbergii in the Fall—Beautiful at all seasons of the year.