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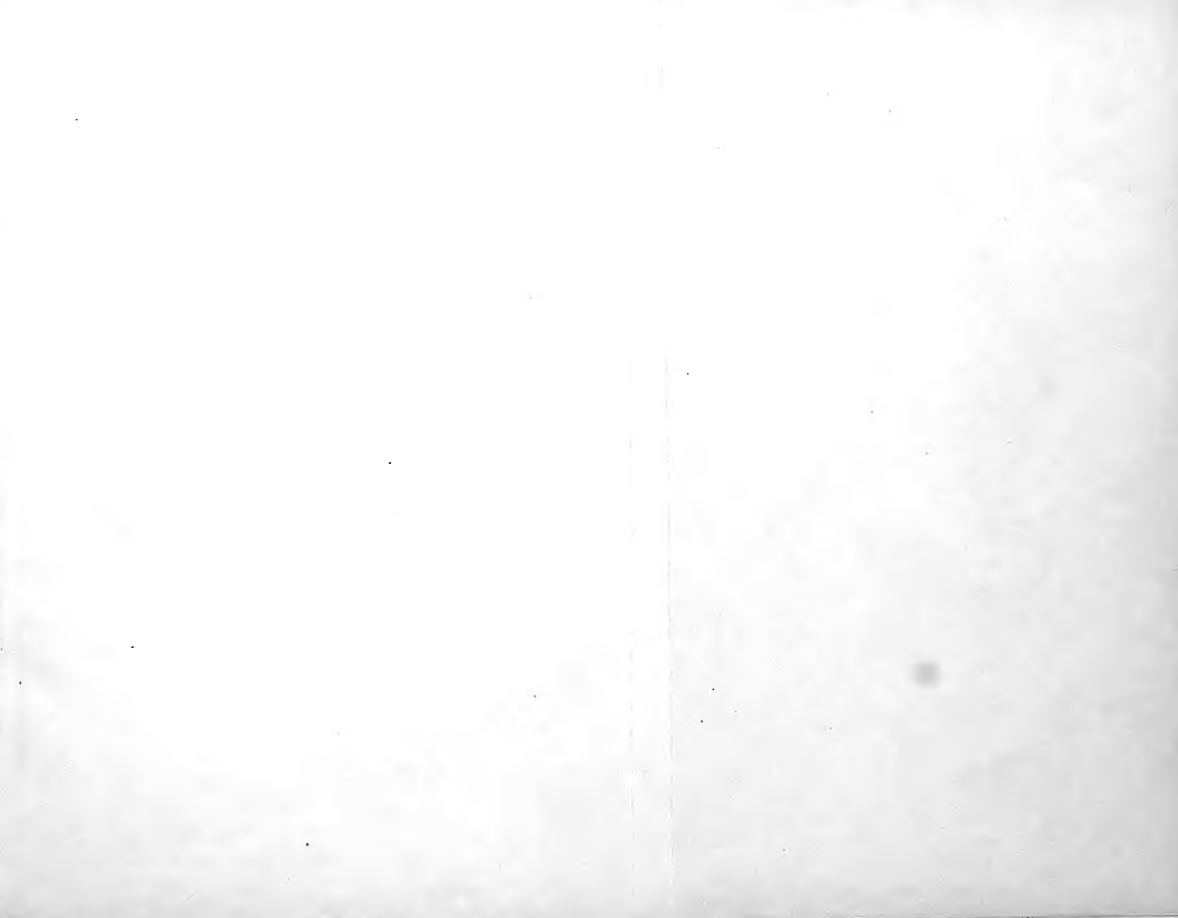


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The General
The General





Old Elm Tree at South Lancaster, Massachusetts

Our Wounded Friends, the Trees

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—“*A living thing
Produced too slowly ever to decay;
Of form and aspect too magnificent
To be destroyed.*”

—WORKSWORTH

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THE DAVEY TREE EXPERT CO.

(Operating Davey's School of Practical Forestry)

Main Office:

KENT, OHIO

“The Home of Tree Surgery”

Eastern Office:

TARRYTOWN, N. Y.

Address nearest office

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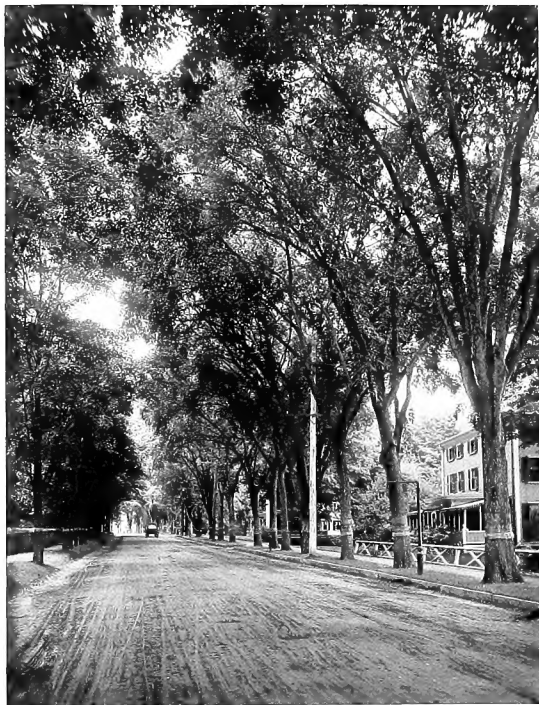
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"A sylvan scene, . . . a woody theatre of stateliest view"—*Milton*

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"And the great ems o' ernead dark shadows wove"—*Londellon*

"Our Wounded Friends, the Trees"



DEDICATED in all sincerity to that vast army of friends who greet us with no touch of reproach every day and every year of our lives; who stand guard by the old home where we first saw the light, and under whose protecting arms we played day after day while the years brought us to manhood and womanhood; who shade the place we now call home and make it beautiful; who, like trusty sentinels, line those streets and thoroughfares in which we daily pass; who, though wounded and neglected, forget us not, nor fail to keep the constant vigil for which they were designed by the Creator; who are the crowning majesty of the hills and the eternal glory of the vales;—to our friends, the Trees so long neglected and so much abused, but now so wonderfully coming into their own, this little book is earnestly dedicated.

"Stranger, if thou hast learned a truth which needs
No school of long experience, that the world
Is full of guilt and misery, and hast seen
Enough of all its sorrows, crimes and cares,
To tire thee of it, enter this wild wood
And view the haunts of Nature. The calm shade
Shall bring a kindred calm, and the sweet breeze
That makes the green leaves dance shall waft a balm
To thy sick heart."

—BRYANT

"What is a forest but a city of nature's own, full of hardy and innocuous living things, where there is nothing dead and nothing made with the hands, but the citizens themselves are the houses and public monuments? There is nothing so much alive and yet so quiet as a woodland; and a pair of people, swinging past in canoes, feel very small and bustling by comparison.

"I wish our way had always lain among woods. Trees are the most civil society. An old oak that has been growing where he stands since before the Reformation, taller than many spires, more stately than the greater part of mountains, and yet a living thing, liable to sickness and death, like you and me;—is not that in itself a speaking lesson in history? But acres on acres full of such patriarchs contiguously rooted, their green tops billowing in the wind, their stalwart younglings pushing up about their knees; a whole forest, healthy and beautiful, giving colour to the light, giving perfume to the air: what is this but the most imposing piece in nature's repertory?

"But, indeed, it is not so much for its beauty that the forest makes a claim upon men's hearts, as for that subtle something, that quality of the air, that emanation from the old tree, that so wonderfully changes and renews a weary spirit."—ROBERT LOUIS STEVENSON.

"Like two cathedral towers, these stately pines
 Uplift their fretted summits tipped with cones;
 The arch beneath them is not built with stones,
 Not Art, but Nature, traced these lovely lines,
 And carved this graceful arabesque of vines;
 No organ but the wind here sighs and moans,
 No sepulchre conceals a martyr's bones,
 No marble bishop on his tomb reclines.
 Enter! the pavement, carpeted with leaves,
 Gives back a softened echo to thy tread!
 Listen! the choir is singing; all the birds,
 In leafy galleries beneath the eaves,
 Are singing! listen, ere the sound be fled,
 And learn there may be worship without words."

—LONGFELLOW

"The groves were God's first temples. Ere man learned
 To hew the shaft, and lay the architrave,
 And spread the roof above them,—ere he framed
 The lofty vault, to gather and roll back
 The sound of anthems, in the darkling wood,
 Amidst the cool and silence, he knelt down
 And offered to the Mightiest solemn thanks
 And supplication."

—BRYANT.



The trees and home inseparable



The barrenness of a house without trees



"So beautiful through frost and cold"—Margaret E. Sangster



"A brotherhood of venerable Trees"—Wordsworth

Our Loving, Living Friends, the Trees



REES are almost human, staunch and loyal, but do you appreciate them as you should? Are you as loyal to them as they are to you?

When you were a child, doubtless every tree about the old home was as much a thing of personality as the horses and dogs you loved—the boys and girls you trudged to school with.

Perhaps to each tree you gave a name—the sturdy old oak close by the road; the trusty and faithful elm that towered high above the roof-peak of the house; and the weeping willow in the fence-corner close by the driveway.

Possibly you were told the legend of how mother's mother, when but a girl in her teens, returned one day from a ride and threw her riding whip in the corner—a mere slip of willow that she had found that afternoon; how days passed and the slip took root; how years passed and it became the weeping willow that you knew.

Still other years have passed, and the struggles of life have caused you to forget, maybe, the tree-friends of your childhood. The old oak was wounded, had not proper care and died. A mighty storm lacerated the mammoth elm; it was neglected, and to-day it is a mere wreck of its former self. Only a dying trunk stands to remind you of the legend of the weeping willow.

The lives of these trees might have been preserved, had you not forgotten to love and care for them as you did of old. All the trees are your friends—entities indeed; worthy of every token of tenderness and care you can bestow upon them. They cannot complain to you, and may appear healthy, while dying within. Let your watchfulness supply their lack of voice!



Work of the tree butcher in a city street, and there isn't a telegraph wire to excuse it



The owner of the farm on the left saved his trees by compelling the telegraph company to place its poles outside of his line



This was a fine specimen of a pin oak before the linemen made room for their wires;

Tree Surgery: Its Application and the Reasons Why



REE Surgery, the art of healing a diseased tree, of removing and overcoming decay, and of repairing damage to it, has become an exact science, developed by years of patient study of the conditions affecting trees. The wonderful achievements of Tree Surgery are a splendid example of the success which crowns the efforts of a man of one idea, to which he unceasingly devotes himself until he arrives at the fruition of his persistence. In correct Tree Surgery all treatment is based upon the fact that a tree is a living thing and, like all other living things, it has a right to enjoy life to its greatest extent, and to live out the full number of years Nature intended that it should live.

John Davey, who is the father of Tree Surgery, did not stumble upon the science by mere accident. His love for trees was a heritage from a father who loved them equally well; who cared for them; who made friends of them. To that

love, care and friendship, the son has added painstaking research and study. When he published "The Tree Doctor," some nine years ago, it was immediately recognized as the exposition of an entirely new idea of tree life and its preservation. No one knows trees as does this man who has made them a life-study; who has learned their needs, their diseases and their sufferings, from years of observation; and who has found, by actual experience, the remedies for the ills which afflict them. In this self-evident truth is found the secret of John Davey's uniform success as tree surgeon, when so many alleged tree doctors fail in their efforts.

In pursuing his investigations, Mr. Davey found that many trees were suffering from causes never before suspected. Some were the result of the natural decay from old age or conditions over which no one had control; others were injuries inflicted by wind storms, sleet and other weather conditions, which,



The owner of the second tree in the picture needed firewood



This is how he obtained it, although the tree is on a city street



This is how the tree has struggled to live, but it is a deformity

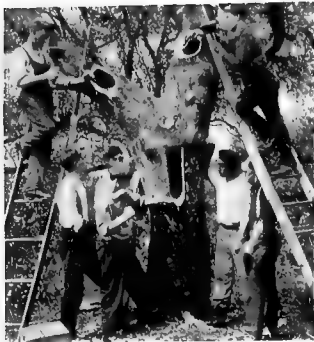
while not controllable, could be remedied and overcome. Still others were found in the brutality of "tree murderers with barbed-wire hearts," who ruthlessly cut and slashed trees when they seemingly interfered with wires overhead or with the lines of streets at their feet—a cause wholly controllable, and the injuries inflicted by which were possible of remedy if taken in time. Many others were met with in the misdirected efforts of novices or pseudo-treemen, who, caught by the great wave of popular demand for better and saner care of trees and looking merely to its commercial possibilities, have wrought untold damage to countless trees.

To owners of trees suffering from any of these conditions, real Tree Surgery has come as a boon; by it have been saved to future generations some of the Creator's noblest handiwork. One who loves trees said not so long ago of the pines, that they "have furnished the bulk of the material of which our civilization is built," and surely this reason alone should be sufficient to retard the unnecessary slaughter, and overcome the careless indifference to their needs, to which these "foundations of civilization" have been subjected. As men whose love for trees causes them to pay enormous prices to have some particular specimen, which

their hearts hold in tender reverence, transplanted, by the methods now in vogue, to a place where its owner may enjoy its association, or where it may repay in grateful shade the loving care bestowed upon it, or where its beauty may be made a feature of the landscape or of the home grounds,—so they now employ a tree surgeon whenever the tree suffers by stress of weather or injury from any other cause, just as the physician is called to minister to a loved one who falls ill or meets with an accident.

You have seen some old "towering white oak that has defied the storms of centuries," and cannot have failed to be impressed with its dignity and grandeur and beauty. Unfortunately, such objects in our landscape are rare, just on account of lack of knowledge of what to do for a tree when wounded or sick. It is an inspiring sight to witness the struggle of a great, sturdy, noble old tree battling with a gale of wind. How it bends its head to the blasts, which seem to be trying to tear the tree limb from limb, and ruthlessly to hurl its trunk to the ground. And what a great lesson the tree teaches as it rights itself and seems to shake its head like some old giant and cast defiance into the very teeth of the gale!

But with all its strength (and often the strongest looking suffer most),



The Davey students learning how

sometimes the wind conquers it and limbs are torn off or the trunk is split; before many days decay sets in with its insidious advance, and the tree is doomed to early death. But now Tree Surgery steps in, and binds up the wounds, removes the chances of decay, and so cares for the tree that its life is prolonged, and it is stronger than ever to meet more storms.

In still another way the Tree Surgeon is necessary to the saving of our trees. It sometimes happens that there is legitimate necessity for reducing the size of a tree which may interfere with essential electric wires or with the plans of the home builder. Too often it happens that such a tree is left to the mercy of incompetent men who consider an axe and saw all the "surgical instruments" necessary in a case like this, and, without even knowing how the limb of a tree can be cut with the least damage to it, they soon mutilate the beautiful thing into a horrible monstrosity. In such cases the experience of the Davey tree experts is invaluable. They make the care of trees their life-work, know just how such work should be done in order that the damage to the tree shall be reduced to the minimum, and how to prevent the possibility of later harm by decay.

The day will soon come when the care of trees will assume the importance of a national issue. Already some of the states have taken the matter in hand, and are exercising a fostering care upon the forests which mean so much to the future welfare of the country. Education comes slowly; but great missionary work is being done, and more and more will this state supervision of trees be adopted until in every direction there will be evolved a new creed beginning, "I believe trees are living creatures and deserve all the loving care possible to bestow upon them." And unceasingly Tree Surgery, now fully developed and just emerging into its prime, will be recognized in its true worth. The study of trees, their diseases and cures will be in the curriculum of every college, and the name of John Davey will be handed down to future generations as "The Father of Tree Surgery" and, as such, one of the greatest benefactors of the human race.



One Davey method of reinforcing cement



Even with a cavity this size the tree lived



A cavity cleaned out preparatory to filling



The tree on opposite page after being filled



The bark is rapidly covering the cement

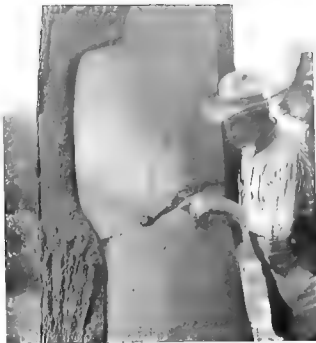
Results of Tree Surgery

THE beneficial results of Tree Surgery, as practised by the Davey Tree Expert Company, are shown more completely and fully by the accompanying pictures than could be done by any combination of words. There are many agencies which cause a tree to decay, and many trees now standing, which, while fair without, are nothing but shells. Improper pruning or trimming has allowed the entrance of the fungus mycelium, and limbs have become hollowed out by it until they are so weak that the slightest wind may tear them off, with the result of causing still more harm to the tree or inflicting damage to objects below it.

Sometimes this fungus will eat away the heart of the trunk until it is nothing but a shell; and while to all outward appearance the tree is thriving, even though new foliage may appear each spring and the tree seem to be fulfilling all its functions, it is doomed to an early death unless measures be taken to remove the decay, overcome the cause, and remedy the evil already done.

A little explanation of the structure of a tree will show why it is possible for one in the condition described to live. The trunk and limbs of a tree are composed of layers of cells or channels through which its food and water are carried. The food substances are drawn from the earth by the roots and are carried up to the outermost twigs and leaves through the woody layers immediately behind the bark, each succeeding layer toward the center of the trunk becoming less and less active.

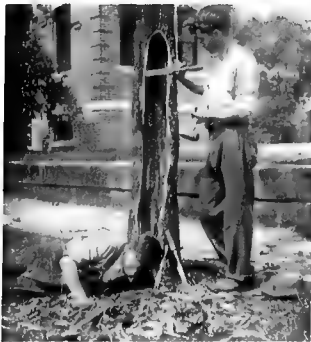
These food substances, after being carried to the leaves, undergo a mysterious change by drawing from the air the other components necessary to the growth of the tree. In fact, the tree is really built in the leaves, which have the same function as our own digestive organs. If the leaves were not allowed to grow on a tree, it would soon die. The "sap," as the upward moving substance is called, becomes transformed by the chemical action which takes place in the leaves into what might be called the "blood" of the tree: for, as it descends to



An example of poor cement work done by novices



Filling such as this is far worse than none



The cavity ran clear down to the roots

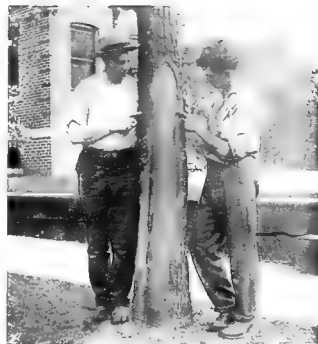
the roots again by means of the outer or "cambium" layer of cells between the woody layer and the bark, it builds up new cells, increasing the growth of the tree each year. This explains why it is possible, in examining a cross-section of the trunk of a tree, to determine the age by the "annular" rings of growth.

In time the inner layers of cambium cells become woody fiber and water-ducts, while those of the outer layers form the food-conducting channels or "phloem" just under the bark.

This shows why a tree with a great cavity where its heart ought to be can grow on and live for years in a seemingly healthy condition, putting forth its leaves every spring, increasing in size, and evidently enjoying its life. The cavity does not interfere with the movement of the sap, the building up of new cambium cells and the increasing growth; but, like a human being with an organic disease, the tree is liable to succumb to the slightest strain, and is cut off when it should be in the very prime of life. One branch of the Davey service deals with these cases in such a way that, no matter how badly the tree is decayed (and very few are so far gone that they cannot be saved) it can be restored to a condition of health, and Nature assisted to complete a perfect cure of the affliction.

The pictures in this book show graphically the methods used in treating decayed trees by the Davey experts and the results attained. Every vestige of the fungous growth is removed, and the cavity is filled with specially prepared cement in such a way that further decay is arrested. In a relatively short time new bark grows over the cement, and the tree is as sound as ever.

This branch of Tree Surgery has received special study, for Mr. Davey soon learned in his practice that, unless the cement were placed in the tree in such a way that water was prevented from getting behind it and creating new decay, the object of the treatment was defeated, and the tree was really in a worse condition than before. To overcome this he devised and patented the "water-shed" which, being an exclusive feature of the Davey methods, helps to make this service unique.



The tree opposite after the Davey treatment



An immense cavity in a giant oak



The tree opposite as the Davey experts left it



A forked tree split and disfigured by wind



Too long neglected; wind storm split it

Storms of wind and ice and sleet are prolific sources of damage to trees. Limbs which have become decayed are torn off; or trunks of crooked trees, which may seem to be perfectly sound, are split from top to bottom. These disasters not only result in immediate injury, but subject the tree to the inroads of decay. Accidents of this kind are really more serious than decay from ordinary causes, as not only are the beauty and symmetry of the tree destroyed, but it is left in such weakened condition that it may succumb to any fierce wind.

The wrong method of treatment is always worse than none, and the tree, while temporarily patched up, can never recover fully from the injury. For the proper treatment of cases of this kind Mr. Davey has had patented a lag-bolt and chain, which not only draws together the split portions of the tree, but is an absolute preventive of repeated splitting.

The surgeons of The Davey Tree Expert Company are the only ones using this system—in fact others dare not. It is, like all their other surgical appliances, the result of long-continued study on the part of John Davey, and, in connection with their other methods of treating trees, is the most successful ever devised.

The Davey service has long passed the experimental stage. Its experts know whereof they speak when they talk about tree diseases and their cures. Its School of Practical Forestry is composed of men who work with trees because they love them—it won't have any other kind in it. It wastes no time on the man who merely takes up the study of trees from the commercial standpoint—there is no room in its school for the mercenary, and the mercenary "tree-doctor" has no more place in this world than the mercenary physician or the mercenary minister.

Therefore, the responsible men in this service are experts—specialists developed in its own training school, the only one of its kind in the world. Testimonials will be found in later pages speaking of this point in the make-up of the corps of men in the service, and it is another important factor which differentiates the Davey service from all others. There *is* a difference.



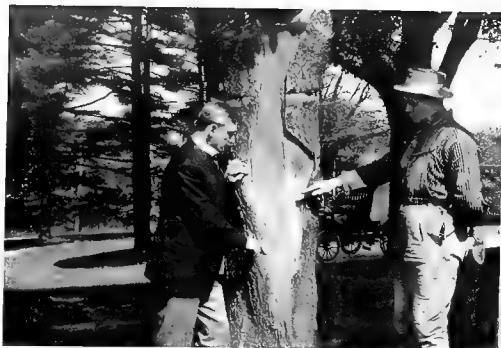
The tree opposite braced by the Davey method



Only a real expert could have foretold this disaster



Overcoming improper treatment by others. Note how badly the tree had split and rotted, and how the iron hand had sunk into the bark



After the Davey treatment. The tree was braced properly, the decayed part removed and the "food" of the tree allowed to reach the roots

Conservation of Forests



THE conservation of our forest resources is a subject which is attracting the attention of all who have any knowledge of how trees affect meteorological conditions. The government has taken stringent measures to overcome damage already done by the injudicious cutting of timber, and to prevent its recurrence, and much more care is being exercised by owners of forest tracts in the cutting of trees for timber.

Wood is one of the necessities of civilization, and already it is growing so scarce and high-priced as to be almost prohibitive for purposes for which it was freely used until a few years ago. Scientists, engineers and inventors have been trying for years to devise a substitute, but without success; and the time is ripe for methods whereby the present demand for wood may be supplied, our timber-producing sections protected, and the forests conserved for the use of coming generations.

It has too often been the case that lumbermen have gone through a forest leaving a wake of inexcusable waste and desolation behind them. They have cut down trees without any regard for the future growth of the forest—merely taking

the best part of each tree, leaving high stumps, merchantable tops and damaged timber to cumber the ground and, by decaying, endanger the lives of the remaining trees.

One of the missions of the Davey tree experts is to prevent such destruction, waste and desecration by giving the proper care to timber tracts, in that plenty of wood may be cut, the demands of the market satisfied, and the forests left in such shape that they will not only continue to be a source of revenue to their owners but will produce larger trees and finer timber. The trees left standing are able to develop more fully, disease will not have a chance to creep in, and the conservation of our wood-producing resources will become an accomplished fact.

They do this by sending their trained experts into the forest to mark the trees to be cut and specifying the manner by drawing up rigid rules and specifications for lumbering, and, if desired, by placing a trained forester in charge. If logging methods are in operation, they adjust them to conditions in such a way that many thousands of feet of timber now going to waste every day by improper methods may be saved.



A striking example of neglect where the tree had a weak crotch. It split, of course; the remaining half can still be saved



A glaring case of improper treatment. Note how the bark has grown, and how the tree has broken the band, that would girdle it

In the case of an owner desiring to place his timber product on the market, they make estimates of the amount standing on the tract, its kind and quality, and report upon the exact amount it is possible to cut without inflicting damage to the tract. They also make forest maps showing the character, quality and location of the timber trees upon a tract, so that the owner, at all times, has a perfect knowledge of just how many trees he has, their size and condition, and the possibilities in case the need of cutting arises.

There are times when the judicious removal of certain trees in wooded tracts is absolutely necessary to the proper development of those remaining. This "thinning," if done in the proper manner, is productive of good results in many ways, among which may be mentioned the following:

(1) The remaining trees are given the opportunity of better and quicker development.

(2) The forest all through takes on a healthier, more vigorous growth.

(3) The natural beauty of the forest is increased by allowing individual trees to show their characteristics.

(4) The "thinings" themselves become a source of income. They not only pay for the work expended upon the tract but in many cases yield a handsome profit, besides increasing the production of wood in the forest to a great

extent. Cases are on record where the thinning of a forest, as done by the Davey experts, has raised the production of wood in the forest 40 per cent.

It takes years of study and practical experience to do this work correctly—in fact, it took their specialist twenty years to master it after he had become a graduated forester. Such work should never be entrusted to incompetents, as the damage one man can do in a day takes years to overcome.

They either personally supervise the thinning of wooded tracts, marking every tree to be cut, and bringing their own men to do the work, or, if the distance is too great, prepare plans of the tract and indicate on it each tree to be removed. If desired, they place the "thinings" on the market and dispose of them to the best advantage.

Another branch of their service includes the planting of forests, preserves, estates and nurseries. Their experts know just what trees to plant and how such plantings should be made. They send competent men to superintend the work, and exercise a personal supervision over the tract until all the trees are firmly established.

They will be pleased to enter into communication with those contemplating large plantings of every kind. Their expert advice will save years of waiting and much money that is often injudiciously expended.



The Wonderful Response of Nature to the Davey Methods



HE most significant reason for great public confidence enjoyed by The Davey Tree Expert Company is the splendid results which their work has produced. Herewith are presented a number of photographs showing the healing process that has followed the work of the Davey experts. If the tree is treated properly, nature responds magnificently, the bark begins to heal over the filling or the protected surface of the wood, covering it completely in a short time.

Results like these are eloquent. They are the result of successful operation—not of chance happening. The owner of fine trees owes it to himself to give them any necessary attention, so that they may be preserved in full vigor and lend pleasure and comfort to his life. But he also owes it to himself to place those trees in responsible hands. Thousands of trees have been ruined by incompetents. The incomparable value of fine trees demands for them treatment of unquestioned quality. The Davey service stands absolutely alone, unapproached in any detail. It is unique in originality, in length of practice, in stability, in results attained, in present quality, and in knowledge of the intricate problems of tree life.

Nos. 1, 2 and 3, the same tree at various stages of the growth of the bark over cement filling. Nos. 4, 5 and 9 show how the callus growth covers places where limbs have been cut off and the cuts properly treated. Nos. 6, 7 and 8 show how nature asserts in restoring wounded trees after they have been treated by the Davey method. Nos. 10 and 11 show how the bark is rapidly growing over the cement filling.



10

Davey's School of Practical Forestry



HERE is an old German proverb which says, "The GOOD is the greatest enemy of the BEST." This eternal truth is made all too plainly manifest by the immense throng of successful failures which we see on every side. One part of these strive just hard enough to escape being failures; and, being moderately good, they are content with this attainment, thereby robbing themselves of real success. The other part fail through lack of necessary preparation. They are the impatient sort. They want money, but are not willing to earn it by real skill, which is the result of painstaking study and preparation. They are a sad, dark blot on any profession or business.

In everything there is a BEST. There is a class of persons in every walk of life who feel a pride in the permanent results of their endeavor, aside from the monetary consideration. Particularly is this true of the professions. This class of people feel that there is a certain compensation in doing perfectly whatever may be entrusted to them, and in raising the standard of the business in which they are engaged. Opposed to these is the larger class whose only ambition is the making of money, and who are willing to sacrifice quality to make it.

Tree Surgery is a great profession—great because its purpose is the saving of life. It ranks in nobility with those other sciences which have for their province the saving of life in any form. Trees are an absolute necessity to man's health, happiness and comfort. And they are living creatures, whose life is just as divine as that of man. Therefore, it is just as possible to build up a science which is capable of saving the lives of trees as it is to create another science for the preservation of some other form of life.

Years ago John Davey was working with his own hands, caring for trees. The idea dawned upon him that trees, alone among living things, had been too much neglected or too much abused. Following this idea came conviction, and with it endless experiment, until at last he produced the groundwork of a great science. His first book, "The Tree Doctor," gave to the world its first glimpse of the new profession, the spread of which has been marvelous. The world believed John Davey, and its faith has been justified by the great results he has produced.

Here came the great expansion. He could not attend personally to the multitude of demands for his services. So he began to train assistants; but in order to maintain the high standard which he had set for himself, he found it necessary to establish a School, in which the responsible men in the service might be given

WARNING.—Owners of trees are cautioned against the employment of men representing themselves to be "graduates of Davey's School of Practical Forestry," or as having "learned their business with Mr. Davey." It is a significant fact that those men who have been in the service long enough to become expert are still in the employ of The Davey Tree Expert Company. It is much better to be on the safe side. Trees are too valuable to place in the care of irresponsible persons. The public is best assured of perfect service by consulting The Davey Tree Expert Company, direct or through one of its legally authorized representatives.

both the theory and practice of Tree Surgery and allied subjects. This is a real training school, where the men are educated properly to handle the intricate problems of tree-life. Everything that has to do with trees is taught—nothing else. The theory of Tree Surgery and the methods of application, the insect enemies and fungous diseases of trees, the structure of trees and their identification, the fundamental principles of Forestry,—all these things are instilled into the minds and hearts of the students to make them thoroughly capable.

The selection of the students is very careful. No man is admitted until he has first demonstrated his special worth in the field force. Only a few of the brightest and best are selected, and these have the personal attention of Mr. Davey and the corps of special instructors. These men, when they finish this course, are under contract with the Davey Tree Expert Company, and they compose the most capable and successful force of tree men in the world. The school is unique; it stands absolutely alone in the field. The men who represent it are real experts who are producing lasting results.

There are imitators, of course—there are for every good thing. And the damage which is being wrought by this unskilled labor is immeasurable. The public has put its stamp of approval on the work of John Davey. Prompted by the success of Mr. Davey, scores of "Tree Doctors" have sprung into being. Some are mere "tree butchers" and call themselves experts. Others have attempted to copy the Davey methods and have failed and are continuing to fail, because they do not understand the requirements of tree-life nor the fundamental principles of "Tree Surgery."

Imitation is flattery if it has quality, but imperfect imitation is a decided detriment to any science and gives a false impression to those persons who are so unfortunate as to meet that which is not up to the highest standard.

The name "Davey" stands for perfect Tree Surgery, and permanent results. No pains or expense has been spared to make the Davey service unique in quality and achievement. It embodies more than the commercial motive. It aims to preserve intact the integrity of the profession and, by the highest quality of workmanship, to demonstrate to the public what is right and proper with trees, to the end that the trees of America may be fully protected from tree vandals and tree butchers, and receive that careful and sympathetic care which, by reason of their great service to humanity, is their just due.

THE NATIONAL MANUFACTURING CO.

COCAINE & SALT
STANDARD BRAND



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No. 1 Quality

It is a common knowledge that the only way to get the best quality of cocaine is to buy it from a manufacturer who has the facilities and equipment to produce it in a clean and sanitary manner. The National Manufacturing Co. has the only factory of its kind in the United States, where the cocaine is produced in a clean and sanitary manner, and is then packed in airtight containers for shipment to you.

THE NATIONAL MANUFACTURING CO.

Continental Bank of Chicago

Chicago, Ill.

THE NATIONAL REGISTER

The National Register of Manufacturers



Miller-Rhodick's Day Cream
The only cream that does not dry the skin.

THE NATIONAL MANUFACTURING CO.

Having the only factory of its kind in the United States, where the cocaine is produced in a clean and sanitary manner, and is then packed in airtight containers for shipment to you.

Miller-Rhodick's Day Cream is the only cream that does not dry the skin. It is the only cream that does not dry the skin. It is the only cream that does not dry the skin.

A Partial List of Prominent Patrons of the Davey Tree Expert Company

NEW YORK

John D. Archbold Tarrytown.
 Geo. D. B. Bonbright Rochester.
 Dr. C. C. Brace Tarrytown.
 S. R. Bradley Nyack.
 F. V. Burton Newburgh.
 Mrs. Wm. Allen Butler Yonkers.
 Frank R. Chambers Bronville.
 George Clemson Middletown.
 Wm. P. Clyde New Hamburg.
 Mrs. Wm. F. Cochran Yonkers.
 Chalmers Dale Cold Spring.
 W. B. Dickerman Mamaroneck.
 John A. Dix Thompson.
 George Eastman Rochester.
 W. B. Osgood Field Lake Mohegan.
 Henry M. Flagler Mamaroneck.
 Thos. P. Fowler Warwick.
 H. H. Franklin Syracuse.
 Howard Gould Port Washington, L. I.
 F. R. Hazard Syracuse.
 H. S. Holden Syracuse.
 Elbert Hubbard East Aurora.
 Adnan Iselin New Rochelle.
 E. M. Johnson Spuyten Duyvil.
 A. M. Lindsay Rochester.
 Mackenzie School Dobbs Ferry.
 V. Everit Macv Scarborough.
 Miss C. E. Mason (Castle School)
 Tarrytown.
 Robert McKinnon Utica.
 Hon. B. B. Odell, Jr. Newburgh.
 W. K. Pierce Syracuse.
 Frederick Potter Ossining.
 Daniel G. Read Irvington.
 John D. Rockefeller Pocantico Hills.
 William Rockefeller Tarrytown.
 Gustav Schwab Scarborough.
 Isaac N. Seligman Irvington.
 Hon. James S. Sherman Utica.
 Shredded Wheat Company Niagara Falls.

NEW YORK, continued

Frank C. Soule Syracuse.
 James Speyer Scarborough.
 James Stillman Pocantico Hills.
 Samuel Thorne Millbrook.
 Samuel Untermyer Yonkers.
 Felix M. Warburg White Plains.

CONNECTICUT

Knight Cheney South Manchester.
 Walter L. Goodwin Hartford.
 Dr. James C. Greenway Greenwich.
 George Lander, Jr. Greenwich.
 Dr. I. DeVere Warner Bridgeport.
 S. H. Wheeler Fairfield.

NEW JERSEY

Fritz Achelis Scabright.
 Ira Barrows Scabright.
 Peter Doelger Red Bank.
 Samuel V. Hoffman Morristown.
 J. S. Lyle Tenafly.
 Dr. Henry E. Owen Oceanic.
 Frederick B. Schenck Englewood.
 Jacob Schiff Scabright.
 Gen. H. A. Terrell Red Bank.
 Geo. Victor Scabright.

MARYLAND

Gen. Felix Agnus Baltimore.
 John R. Blund Catonsville.
 N. W. James Catonsville.
 William Manley Ellicott City.
 Scott E. Welker Washington, D. C.
 Miss Susan Williams Centreville.

VIRGINIA

J. St. George Bryan Richmond.
 Commonwealth of Virginia Richmond.
 Charles Hall Davis Petersburg.

VIRGINIA, continued

Mrs. David Dunlap Petersburg.
 Alexander Hamilton Petersburg.
 W. E. Harris Sabot Hill.
 W. S. Rhoads Richmond.
 William L. Zimmer Petersburg.

NORTH CAROLINA

Julian S. Carr Durham.
 Bernard Cone Greensboro.
 Caesar Cone Greensboro.
 G. W. Hmshaw Winston-Salem.
 R. J. Reynolds Winston-Salem.
 W. R. Reynolds Winston-Salem.
 R. G. Vaughn Greensboro.
 G. W. Watts Durham.

GEORGIA

Mrs. J. F. Bransford Summerville.
 J. B. Cumming Augusta.
 James S. Kuhn Summerville.
 Langdon Thomas Augusta.
 Dr. I. DeVere Warner Summerville.

PENNSYLVANIA

S. W. Black Shields.
 Board of Public Buildings and
 Grounds Harrisburg.
 W. D. Brandon Butler.
 Geo. Burnham, Jr. Berwyn.
 C. H. Clarke, Jr. Wayne.
 E. W. Eisler Butler.
 E. O. Emerson, Jr. Titusville.
 John L. Emerson Titusville.
 Miss Mary K. Gibson Wynnewood.
 William M. Grafton Shields.
 Harrisburg Park Commission
 The Hill School Pottstown.
 Charles Irwin Shields.
 E. H. Jennings Pittsburgh.

PENNSYLVANIA, continued

Edward King New Castle.
 Alexander Laughlin Sewickley.
 H. B. McCormick Harrisburg.
 J. Horace McFarland Harrisburg.
 John L. McKinney Titusville.
 Mrs. Wistar Morris Overbrook.
 James Oliver Shields.
 Robert Pitarum Pittsburgh.
 Bert Rockwell Warren.
 School Board Sewickley.
 W. Hinkle Smith Bryn Mawr.
 Edward Whetmore Warren.
 Wildermere Park Erie.

OHIO

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 Charles Babcock Cleveland.
 S. Prentiss Baldwin Cleveland.
 O. C. Barber Akron.
 L. B. Boyd Hillsboro.
 E. A. Braun Lorain.
 W. J. Byrne Columbus.
 Cedar Point Resort Company Sandusky.
 John R. Cheeseman Wyoming.
 A. J. Conroy Avondale, Cincinnati.
 G. W. Dittman Avondale, Cincinnati.
 Mrs. Charles Fleischman Avondale, Cincinnati.
 J. W. Freiberg Avondale, Cincinnati.
 Julius E. French Wyckhffe.
 A. G. Frisbie Gates Mills.
 Mozart Gallup Sandusky.
 Charles C. Goodrich Akron.
 R. A. Harmon Cleveland.
 E. L. Heinsheimer Avondale, Cincinnati.
 A. H. Hersey Newark.
 J. Otis Hower Akron.
 J. W. Iredell Avondale, Cincinnati.
 C. E. Kennedy Cleveland.
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 Maple Leaf Land Company Cleveland.
 R. P. Marvin Akron.

OHIO, continued

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 William H. Morgan Alliance.
 W. J. Morgan Cleveland.
 Ohio Soldiers and Sailors Home Sandusky.
 Joseph Outwaite Wyckhffe.
 F. L. Perin Clifton, Cincinnati.
 E. R. Perkins Cleveland.
 Col. Geo. T. Perkins Akron.
 Wm. Couper Proctor Glendale.
 Norman C. Raff Canton.
 Lewis Seasongood Avondale, Cincinnati.
 Mrs. Catharine Seiberling Akron.
 Butler Sheldon Columbus.
 J. C. Sherlock Clifton, Cincinnati.
 W. H. Silverthorne Willoughby.
 J. E. Stacey Wyoming.
 F. R. Stearns Wyoming.
 W. S. Stearns Wyoming.
 W. C. Talmadge Wyckhffe.
 J. F. T. Walker Canton.
 Randolph S. Warner Columbus.
 E. H. Weatherhead Cleveland.
 Dr. Walter B. Weaver Avondale, Cincinnati.
 W. S. Weiant Newark.
 Charles Wellman Cleveland.
 S. T. Wellman Cleveland.
 Gen. Chas. C. Weybrecht Alliance.
 Thomas H. White Cleveland.
 A. H. VanGorder Willoughby.

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M. C. Armour Evanston.
 C. H. Duoley Rock Island.
 John W. Good Moline.
 Elmore W. Hurst Rock Island.
 Richard C. Lake Evanston.
 James A. Patten Evanston.
 F. H. Starkweather Evanston.
 Frederick M. Steele Highland Park.
 Geo. A. Stephens Moline.
 T. Edward Wilder Elmhurst.

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Russell A. Alger Grosse Pointe, Detroit.
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 Charles P. Lambert Grand Rapids.
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 Charles Struchfield Blooming Hills.
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 Stewart White Grand Rapids.
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 W. C. Ely Terre Haute.
 Harry Engman South Bend.
 George Maier Terre Haute.
 Northern State Asylum Logansport.
 J. D. Oliver South Bend.
 C. J. Root Terre Haute.
 St. Mary's Academy South Bend.
 City of South Bend
 C. B. Stephenson South Bend.
 Estate of Clem Studebaker South Bend.
 J. M. Studebaker South Bend.

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 J. M. Scott Cedar Rapids.
 Robert Sinclair Cedar Rapids.
 Eugene H. Taylor Cedar Rapids.

CANADA

Henry B. King Port Hope, Ontario.
 Wallace H. Rowe Cobourg, Ontario.
 J. L. Schwartz Port Hope, Ontario.

JOHN DAVEY



"The Father of Tree Surgery"

HIS BOOKS

The Tree Doctor (OLD) The Tree Doctor (NEW)
Davey's Primer on Trees A New Era in Tree Growing

HIS LECTURE

The Salvation of our Trees

HARRISBURG, PA., January 9, 1907
Mr. John Davey: I consider your work with trees and your lecture about the abuses to which they are subject as of the utmost value in arousing any community to a sense of its responsibilities, opportunities and dangers. The way in which you present the matter and the pictures with which you relate, as a scientist, are both unique. I wish that ten thousand communities in the United States might hear this lecture for it would mean the salvation of a million trees. Yours truly,
J. HOWARD McFARLAND, President American Civic Association.

"The Tree Doctor" is a book written by an enthusiastic tree lover, and one who, moreover, has made it his business to study trees, their injuries, diseases, and methods of preservation. The large number of photographs (113) with which the book is embellished, comprise an object lesson in themselves of the value and benefits of tree culture. —New York Times Supplement, Saturday, March 20, 1908

"**T**HE Father of Tree Surgery" is John Davey, not theoretically, but actually. He bears this title because he has earned it by great thought and effort of near half a century. Mr. Davey's work shows the marks of genius—of constructive genius.

He entered a field where ignorance and neglect had held full sway. At times, when some old tree died and passed forever from the haunts of men, the owner or some passer-by would express a feeling of regret. Men planted trees, and many failed. Men trimmed trees, but they were mostly "tree-butchers." Telephone linemen and others carried on a ruthless slaughter. Other men did nothing—allowed the trees to care for themselves. And neglect hath its reward!

Into this wilderness of destruction and abuse came John Davey, preaching the gospel of the *living tree*. He told men for the first time that it is possible to do as wonderful things for the tree as surgeons do for the human body; that the tree has a life as real as our own and just as liable to sickness and death; that its life functions are almost the same as our own; that the American people are suffering a loss of untold millions through their disregard of the welfare of their trees; and that "tree-surgery" is a real science which can restore the sick and wounded and undo, to a large degree, the great damage wrought by the untrained hand.

His books gained instant recognition, and he was hailed as the "Apostle of the Trees." He gave his illustrated lecture in a multitude of cities, and everywhere men marveled at the teachings of this man. His ideas were new and convincing; his urgent appeal to the hearts of men sparkled with sincerity and truth; and he gave to the world a new science of unlimited possibilities, recognized by all authorities as an unqualified success.

Mr. Davey created a new title, that of "Tree Doctor." The expression "Tree Surgery" is his, and his work has made it famous. He conceived the very idea of "Tree Surgery," and by his own efforts made it a science. The methods upon which that science is built are the direct result of his genius. Very naturally, then, the Davey methods and the Davey service are unique, and their standard is so high that there is no basis for comparison with anything in the same line.

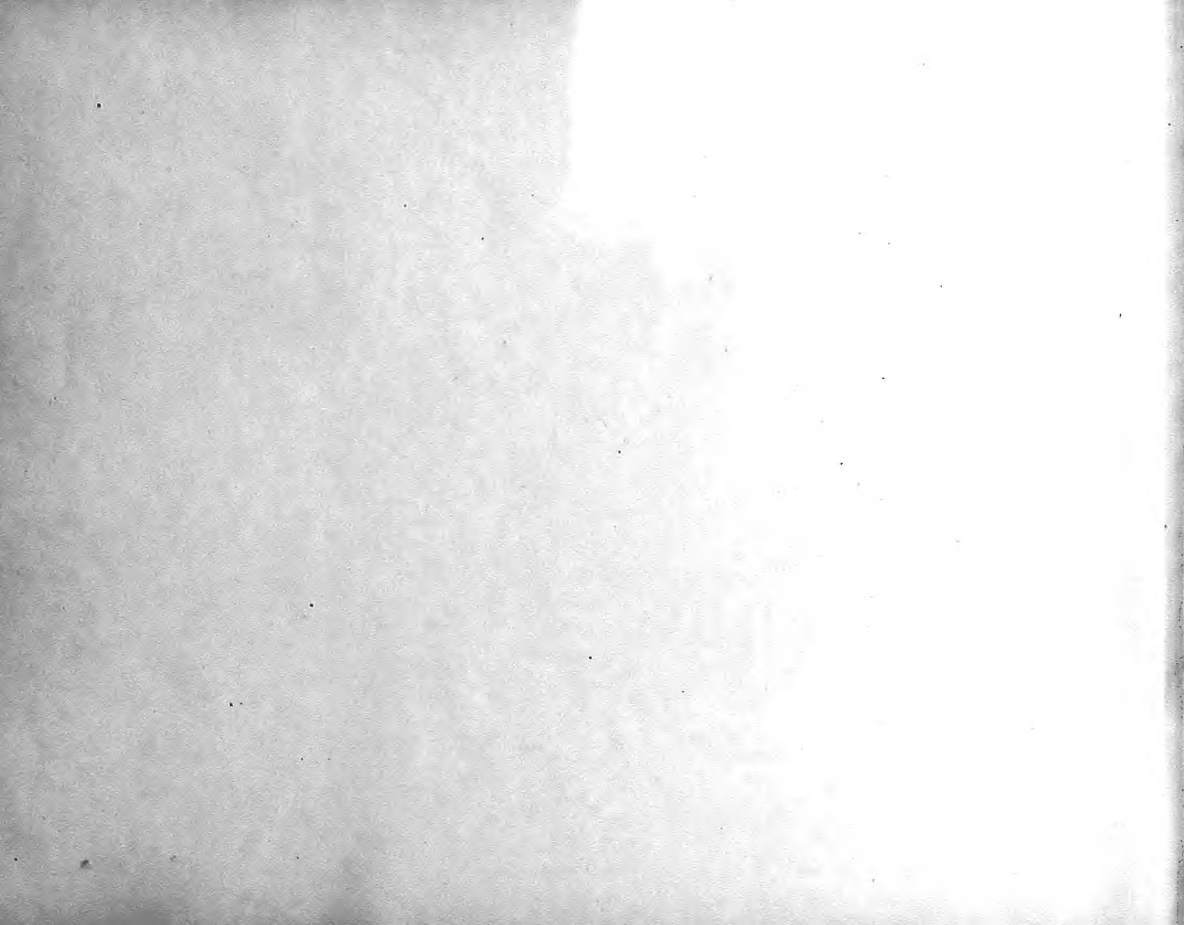
John Davey is the most successful tree man that the world has ever known. With his own hands he has treated more trees than any living man, and he knows by personal experience the needs of trees and methods that will produce permanent results. He is, therefore, not a mere theorist, but a successful specialist of international repute.

People are tired of experimenters and adventurers,—they want results. There is growing in this country a deeper appreciation of trees and a greater regard for their welfare. John Davey, more than any man, is responsible for this wonderful revolution. He is its fountain-head, from whom has flowed the refreshing stream of truth and nature-love that has awakened men and women to a full realization of the value of the tree. When he voiced the sentiment that the tree is a living creature, and as deserving of intelligent and sympathetic care as the human body, he let loose a volume of hidden truth of infinite value to humanity. When he proceeded with this truth in his heart to develop the methods and the principles by which the tree might be saved for the pleasure and profit of man, he performed a service of undying merit and earned a nation's gratitude.

OUR WOUNDED FRIENDS
THE TREES









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