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U. S. Department of Agriculture
FOR THE

PRETTY @ LAKE

NURSERIES,

PLYMOUTH, IND.

—
W.M. HOLLAND

PROPRIETOR.

—
ALL TREES THAT DIE WILL BE REPLACED AT
HALF PRICE.

From Plymouth Republican of Sept. 13th, 1883.

HOLLAND'S PRETTY LAKE NURSERIES,

One of Marshall County's Biggest Booms.

The farmer or traveler who passes the Pretty Lake Nursery, two and a half miles west of Plymouth, sees an acre or two of evergreens, some small fruits, etc., and probably thinks Holland's nursery isn't much. This is what we thought several years ago when we first saw it. But when we went out north of the house and office and found that the nursery grounds extended back almost half a mile and that every foot of that ground was perfectly free from weeds and filled with trees, vines and plants, many of them the rarest and best in America, we changed our opinion. But if the Pretty Lake Nurseries were among the best in the State five years ago, they are certainly the very best in Hoosierdom now, a fact of which we were fully convinced by a visit last week.

A dozen years ago Wm. Holland had but forty dollars in cash and not a foot of land. But he was a practical nurseryman and had more vim, energy, perseverance and hope than a dozen ordinary men; having these he possessed capital of a kind which always brings success. He bought the strip of land of which we have spoken—twenty rods wide and half a mile long—and there began the Pretty Lake Nurseries. On that land we now find two residences, an office, a large storehouse, sheds containing hundreds of thousands of evergreens, sixty thousand apple trees; thousands of peach, plum, cherries, Russian Mulberries, Lombardy poplars, ornamental trees and shrubs and fruit trees from every part of the world, small fruits of every kind. All the best varieties of grapes, strawberries, raspberries, blackberries, currants, etc., roses and other flowering shrubs of every description; evergreens of all sizes in lots from one up to a hundred thousand. But this twenty acre lot was not one third large enough for the immense business which the proprietor has worked up, for he is now receiving orders daily from almost every State in the Union. Consequently he purchased seventy-five acres of land which he is fast filling with nursery stock from every part of the world. On this new nursery he has a very fine residence, and here we found 31,000 cherries, mostly

from France, 11,000 Russian mulberries; 24,000 grape vines, 40,000 apple trees, 15,000 peach trees, 30,000 evergreens, 150,000 hedge plants and small fruits, ornamental trees and plants innumerable. The reader will see at a glance that this nursery stock at lowest wholesale prices amounts to tens of thousands of dollars. But Mr. Holland has made these nurseries what they are by putting into them every dollar he earned, and he has, by persistent advertising, created a demand for his goods which he is often unable to fill. Notwithstanding this fact, Mr. Holland says not more than one farmer in fifty, in this county, has ever visited his nurseries. To us it seems strange, that this should be the case. Every citizen of the county, who raises any trees, would be more than paid for the trouble of visiting the nursery, even if he did not want to buy anything. Any person wanting trees, vines or cuttings of any kind, can certainly make it pay to get them from the nursery rows where they can make their own selections. Mr. Holland's retail trade ought to be ten times as large as it is, and it will be, when the people of this county consult their own interests. While the proprietor uses more printer's ink than any other man in the county, to advertise his nurseries abroad, many persons in this county have no idea what they are. There is not a leading nurseryman in the United States, but knows where Pretty Lake Nurseries are, while many nurseries in Europe purchase or exchange stock with the proprietor, and it should not be long before every citizen of the county knows for himself that Marshall county has the finest nursery in the State, and that trees grown here are far better adapted to Indiana soil than any trees brought here from Eastern nurseries.



From the Plymouth Democrat's Review of the Business Men of the County, Dec. 27th, 1883.

PRETTY LAKE NURSERIES,

William Holland, Proprietor. Located Two and a Half Miles West of Plymouth.

Business established in 1856, by Jacob Brumbaugh.

Mr. Wm. Holland was born in England, in 1840, removing to this country in 1856. He at first located in Elkhart, this State. In 1861 he enlisted as first drummer boy in the Fifteenth Indiana Regiment. He enlisted in the three month's service, afterward re-enlisted for three years. At the close of the war he was mustered out with a Second Lieutenant's commission. He is among those men who have won their success by perseverance, energy and pluck, and by close attention to business. He has unexcelled business ability and is wide awake, not alone to his own interests, but also to the interests of Plymouth. By his honorable dealing he has won the respect and esteem of all who know him.

Pretty Lake Nurseries, of which Mr. H. is proprietor, are located two miles and a half west of the city. We find at this nursery the largest stock and the finest variety that we have seen in the State, and we have seen several nurseries in Indiana for which large claims were made. Any one having the time to call, can convince themselves of the truthfulness of our assertions. We find here over three million trees and vines, all seemingly in a healthy and growing condition.

We wish to call the attention of those living in and near Plymouth, more particularly to these facts. We have always favored home industries, and home patronage as the surest way of sustaining them. We have, in the above institution one of the best nurseries in the west, and the way to maintain and retain that reputation is to give it our patronage. By giving this establishment your patronage instead of foreign firms, you know just what you are getting and are sure of satisfaction; for here you can get your choice of trees fresh from the nursery rows.

A descriptive catalogue of stock is furnished free. Get one and examine its contents.

THE DEMOCRAT has no hesitancy in recommending Mr. Holland to the public. He is among our most enterprising and industrious business men.

From Plymouth Democrat of April 16th, 1885.

PRETTY LAKE NURSERIES.

In every community there is something which attracts especial attention, and which becomes a center of continually widening interest. People take pride in an institution proportionally as its fame abroad begins to return and they become cognizant of its power and influence. So, a business which in its infancy or in the experimental stage, is scarcely noticed by those who might be of invaluable aid in its establishment, if pushed into notice by the pluck and energy of its proprietor, suddenly finds new friends in its immediate neighbors, and then it has honor in its own country.

Pretty Lake Nurseries, two and a half miles west of Plymouth, is no exception to the above. About twelve years ago a man with \$40 and a surprising stock of energy, began to lay the foundation for a business which has since grown to great proportions. Today Wm. Holland's stock at low wholesale rates, will invoice thirty thousand dollars, besides real estate and improvements worth \$5,000 more.

Mr. Holland now ships stock to nearly every State in the Union and to Canada; and though the spring delivery is retarded by the backward season, he has already shipped little short of \$1,500 worth.

An examination of his grounds and cellars reveals the fact that he has 140,000 apple trees, 30,000 cherry; 15,000 pear, 3,000 plum, 3,000 peach, two and a half million evergreens, and grapes, currants, gooseberries, strawberries, raspberries, blackberries, quinces and other small fruits enough to make a grand total of five million plants, trees and vines.

Honesty and integrity have marked the course of Mr. Holland in the conduct of his growing business, and while citizens of this county who have sent their money out and away from home are quietly kicking themselves for being dupes, and publicly cursing the sleek and swindling foreign nursery agent, our reliable Pretty Lake Nurseryman brings money in here and spends it right at home in hiring labor and making improvements. And when he sells a Ben Davis apple tree, the purchaser may rely upon it that is the fruit it will bear. This is one secret of his success. Another is that no substitution is practiced where orders can not be filled,

and the proprietor points with pride to the fact that no customer of his can say "I have been bitten." Mr. Holland says that in his earlier experience, when he received \$3, he used two dollars to increase his stock and one to advertise it. (Business men might stick a pin here with profit.)

A visit to these pleasant grounds will astonish, please and repay anyone who makes it. Besides, it will give them an adequate idea of an important and flourishing industry right here in Marshall county; and we venture that the citizen who once looks into this matter will quickly make up his mind to patronize home institutions and be forever proof against the wiles of the traveling agent.

From Plymouth Republican of Sept. 23rd, 1887.

FARMERS, READ!

PLYMOUTH, IND., Sept. 20, 1887.

Having recently visited the extensive Pretty Lake Nurseries and Vineyards, located two and a half miles west of this place, owned and controlled by Mr. William Holland, I take great pleasure in stating that it is, in my opinion, one of the finest institutions of the kind to be found anywhere. The soil is peculiarly adapted to the growth of all kinds of fruits that are desirable to cultivate in this climate. Having eaten of the fruit fresh from the vines, the undersigned knows whereof he affirms. Mr. Holland is not only a genial gentleman, but he is thoroughly posted in his business, and sees to it that everything about the premises is done in season and in the best manner possible; and it is gratifying to know that his industry, honesty and enterprise is receiving a liberal patronage. His display of grapes on his vines, at this time, cannot be excelled for beauty and richness of flavor by any vineyard in the Northwest. His large stock of Fruit Trees, Vines and Plants should be seen to be appreciated.

CHARLES H. LEHR,
Auditor Marshall County.

From Plymouth Republican of July 22nd, 1887.

A VISIT TO PRETTY LAKE NURSERIES.

We accepted an invitation from Wm. Holland last Tuesday afternoon, to ride out with him and Hon. Amasa Johnson to the Pretty Lake Nurseries west of town. It had been about two years since we last visited the Nurseries, and we did not expect to see any improvement, for we thought that Mr. Holland had long ago brought the Nurseries to perfection. But we were surprised to find the immense addition to the large stock of two years ago and to find the Nurseries, if possible, looking prettier than ever before. To us it seems almost impossible to think of a man disposing of the immense stock of Plants, Trees and Vines found at Pretty Lake Nurseries. Think of handling five million trees and plants! One can scarcely comprehend the number, and yet that is what Mr. Holland does.

He has at least two million Evergreens. If we had that many it would be an elephant on our hands, but Mr. Holland sells them in almost every State of the Union, and next spring we suppose he will plant half a million more, as he does every spring, selling that many each year. The long rows of apple trees, cherries, peaches, plums, Russian mulberries, numbering hundreds of thousands, and tens of thousands of forest trees, consisting of maples, alders and elms, besides thousands of ornamental trees of every kind that will grow in this climate, is really astonishing. Then there are grapes and small fruits of every variety, almost beyond the power of man to count. Nothing is lacking. Everybody that visits these immense Nurseries is astonished. There is no other such nursery in Indiana, and a very few larger in the United States. And there is no nurseryman in the world who does more work or gives his personal attention to his Nursery to such an extent as Wm. Holland, consequently whoever buys trees of Holland can always be sure of getting just what he buys, and getting the best and thriftiest stock that can be found in the United States.

A GENTLEMAN WHOSE WORD CAN BE RELIED ON.

This is to certify that the Plymouth Improvement Company contracted with Wm. Holland, proprietor of the Pretty Lake Nurseries, for 485 shade trees, to be set out on the streets and avenues of the new addition laid out to the city of Plymouth by said Company, and that the order was filled to the complete satisfaction of the Company. Wm. Holland's men set out the trees in the month of April last, and all of them without a single exception grew and are doing nicely. They were all sound, shapely trees. In our relation with Mr. Holland, we not only found him an energetic nurseryman, but also a gentleman whose word can be relied on.

L. TANNER,

Sec'y. Plymouth Improvement Co.

Plymouth, Ind., July 3rd., 1888.

I sold Mr. Henry Humrichouser, of Plymouth, Ind., 640 trees, out of which he lost only nineteen, the balance of which are all bearing, true to name. Also, other parties to whom I sold fifty or one hundred trees each, did not lose one, and I have many letters of commendation from stock shipped to other States.

Each party purchasing a bill of trees will be given a book of instructions for planting, and the care and cultivation of all kinds of trees, vines and plants.

Beware of parties representing my nursery without authority; ask to see their certificate of agency. This fraud is being practiced.

