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What Makes Quality In Nursery Stock

Knowledge and experience are necessary to recognize quality in nursery products. The first requisite is condition, i.e., is the product unimpaired in vitality. The preservation of this essential quality calls for expert care on the part of the nurseryman until the product is packed for shipment or delivered to the customer. The next requisite is sufficient roots and tops for the age and variety.

Of about 2,000 nurserymen in this country, some 600 are members of the American Association of Nurserymen, who adopted several years ago certain standards of grading. For instance, fruit trees (except 1 year apple and 1 year pear) must be graded by diameter two inches above the collar or bud and the age and minimum height should also be stated.

Shrubs are graded by height and also by number of canes according to various classes as follows:

**Class No. 1**
- Beautyberry, Coralberry, Dogwood Red-Twigged, Deutzia Pride of Rochester, Loemoines Mock Orange, White Kerria (Jet-bead), Snowberry, Spiraea (tall growing), Stephanandra.
- 3-4 ft. Not less than 5 canes, 3 ft. and up.
- 2-3 ft. Not less than 4 canes, 2 ft. and up.
- 18-24 in. Not less than 3 canes, 18 in. and up.

**Class No. 2**
- Sweet Shrub, Hydrangea, Japan Quince, Pearl Bush, Golden Bell, Althea, Winterberry, Globe Flower (Kerria Japonica), Honeysuckle, Moc Orange, Prunus triloba, Fragrant Sumac, Golden Elder, False Spirea, Persian Lilac, Arrowwood, Weigela.
- 3-4 ft. Not less than 4 canes, 3 ft. and up.
- 2-3 ft. Not less than 3 canes, 2 ft. and up.
- 18-24 in. Not less than 2 canes, 18 in. and up.

**Class No. 3**
- White Fringe, Exunonyms Alatus, Halesia Tetraperta, Common Lilac, Tamarisk, High Bush Cranberry, Snowball, Summer Sweet.
- 3-4 ft. Not less than 3 canes, 3 ft. and up.
- 2-3 ft. Not less than 2 canes, 2 ft. and up.
- 18-24 in. Not less than 2 canes, 18 in. and up.

**Class No. 4**
- Sunaccs (Smooth, Cutleaf and Staghorn).
- 4-5 ft. One or more canes, 4 ft. tall, ½ in. diameter.
- 3-4 ft. One or more canes, 3 ft. tall, ½ in. diameter.
- 2-3 ft. One or more canes, 2 ft. tall, ½ in. diameter.
- 18-24 in. One or more canes 18 in. tall, ¼ in. diameter.

**ROSES**

- Hybrid Teas—3 or more strong canes, 2 of which must be 18 inches and up.
- Light growing sorts, 3 or more strong canes 15 inch and up.

The Association members follow these standards to some degree, at least in dealing with other nurserymen, but are under no obligation to specify these measurements in selling at retail. Each is guided by his appreciation of the desirability of giving the retail buyer good value for the price.

Every summer the Missouri State Plant Board sends inspectors to examine our stock in the field. They are quite competent, but each is guided by his appreciation of the desirability of giving the retail buyer good value for the price.

All Inspection Certificates of this and other states read, "Apparent free of injurious insect pests and plant diseases." It is the able vigilance of the nurseryman that enables him to send out clean stock.

Since ½ to ⅓ of the tops are cut off after planting, the diameter is the best standard of grading for the retail buyer also. Note: We grade one-year apple by diameter and specify the minimum height. Out of 100 Jonathan apple trees ¼ to ⅓ in. diameter, 44 measured 3 to 3⅜ ft. and 32 were 3⅜ to 4 ft. (See page 30 in our catalog.)

**PRIVET PLANTS**

- Japanese Barberry, Deutzia (Gracilis, Rosea and Lemoines), Hypericum, Cinyquefoil, Spi¬rea Anthony Waterer and Callosa Alba.
- 2½-3 ft. Not less than 7 canes, 2½ ft. and up.
- 2-2½ ft. Not less than 6 canes, 2 ft. and up.
- 18-24 in. Not less than 5 canes, 18 in. and up.
- 15-16 in. Not less than 4 canes, 15 in. and up.
- 12-15 in. Not less than 3 canes, 12 in. and up.

A few states inspect stock after arrival at destination and condemn and destroy any unclean stock.

In every community there is a "Mrs. Cook" whose cake is the best and no one is able to explain just how she makes it. There is no secret about how our customers are enabled to enjoy growing satisfaction. It is simply the result of first class facilities and equipment, experience and knowledge, plus a keen desire to render a superior service. It means that every one of our organization is anxious to live up to our motto, "Yours for Growing Satisfaction."
Let Us Plan Your Outdoor Living Room

The back yard transformed into an outdoor living room by the proper use of plant materials pays large dividends in beauty of flowers and foliage, as a playground for the children, for the entertainment of guests, and for the enjoyment and comfort of the entire family.

How to Enjoy Neosho Landscape Service

Our Landscape Service is available to you even though your home is in a distant state. Send us a sketch and full information as specified below. We will then prepare a detailed plan, incorporating original ideas which will enable you to secure practical artistic effects which will increase the attractiveness, enjoyment and value of your property. With the information required send us your check for $5.00 which will be applied on the purchase price of the trees, plants, etc., when your order is received.

The plan we submit for your approval will show the exact location of each tree, shrub, etc., and will furnish an accurate guide for planting. At the same time we will give you an estimate of the cost of the plant materials required.

We Need This Information to Prepare Sketch for Your Grounds

Please Answer All Questions Fully

Give all dimensions of building and lot.
Show location of buildings on lot.
Give points of compass.
Show location of all trees and shrubbery on place.
Show location of all walks, drives, etc.
Give all grades, show terraces, etc.
Show any objectionable views to be screened.
Attach kodak views, taken from north, south, east and west sides of lot, if possible.
Show where windows in first floor are placed.

Is the house one, two or three stories?
Color of house—brick, frame or stone.
Height of foundation and windows.
Do you like a lot of shrubbery?
Do you want any hedges?
Where preferred?
Do you want us to locate trees, drives and walks?
Do you prefer any particular kind of trees?
Do you want a rose bed?
Do you want a formal flower garden?
Do you want any fruit trees?
Do you want evergreens?
Do you want a vegetable garden? Where preferred?
Do you want a rock garden?
What is the character of the soil?
State how much you are willing to spend, also if you wish to plant part this spring and the balance next season.

NOTE—Your sketch need not be drawn to scale, just so you give us correct dimensions.

“BEFORE AND AFTER”  “You will find enclosed a set of photographs which might be entitled, ‘Before and After Taking Neosho Nurseries Treatment.’ They include the set of six which we sent for Mr. Woodward’s use last spring when he was planning our grounds and the other six are taken from the same positions and show what happened between April and the middle of September. In fact, it was late in May before we planted. Another year’s growth ought to make a still greater improvement.”—O. E. Krenz, First Methodist Episcopal Church, 308 Powell Ave., Cresson, Pa.
Shrub and Perennial Planting

This design shows a fine arrangement of Shrubs and Perennials for the rear end of a 50 ft. lot. It will secure privacy and provide beautiful flowers from early spring to late fall in yellow, white, red and pink blossoms. Each square represents 1 ft.

Collection A-31

26 SHRUBS (2-3 ft.) $8.68
Delivered East of Denver

A-6 Chrysanthemum
B-3 Delphinium
C-3 Cumbine
D-9 Phlox, Beacon
E-10 Phlox, Richard Wallace

Collection B-31 $13.98

39 SHRUBS—Delivered East of Denver
A=6 Jetbead (White Kerria) ... 2 to 3 ft.
B=13 Beauty Berry ............ 18-24 in.
C=1 Mock Orange, Lemoines ... 2-21/2 ft.
D-3 Desmodium .............. 2 ft.
E=4 Spirea Van Houttei ... 2-3 ft.
F=12 Japanese Barberry ... 18-24 in.

If house faces North use Deutzia Gracilis at B, Hydrangea A.G., 12-18 in. at D.

Collection C-31 SHRUBS $7.88

Delivered East of Denver

Key

Color Season
1=4 Spirea Van Houttei White Early May 2-3 ft.
2=2 Japanese Barberry Red Berries Fall 18-24 in.
3=6 Spirea Froebel White-Rose Pink All Summer 18-24 in.
5=6 Hydrangea A. G. White June-Sept. 18-24 in.
6=3 Japanese Kerria Yellow May-June 2-3 ft.
7=3 Golden Bell—upright Yellow March 2-3 ft.

Collection D-31

21 SHRUBS (18-24 in.) $5.88
21 SHRUBS (2-3 ft.) $8.98
Delivered East of Denver

A=3 Japanese Barberry
B=3 Persian Lilac, purple
C=3 Golden Bell—upright

D=6 Hydrangea, A.G.
F=9 Clove Pinks
G=5 Galliardia
H=6 Golden Daisy
I=6 Shasta Daisy
J=9 Sweet William

K=3 Spirea Astilbe
L=3 Plantain Lily
M=3 Painted Daisy
N=10 Phlox, Thor

Collection D-31

SHRUB BORDER PLANTING (40 Ft. Long by 8 Ft. Wide)

This design illustrates suitable varieties and arrangement of shrubs for planting along the sides of home grounds. The varieties named are valuable for their foliage as well as for their flowers of various colors over a long season.

A=3 Japanese Barberry
B=3 Persian Lilac, purple
C=3 Golden Bell—upright

D=6 Hydrangea, A.G.
F=9 Clove Pinks
G=5 Galliardia
H=6 Golden Daisy
I=6 Shasta Daisy
J=9 Sweet William

K=3 Spirea Astilbe
L=3 Plantain Lily
M=3 Painted Daisy
N=10 Phlox, Thor

"All of the plants made a good growth this summer. Of over a hundred shrubs every one lived."—A. W. Clausen, Iowa.

"I wish to acknowledge receipt of your recent freight shipment of trees and shrubs and also to advise that I was very much pleased with everything I ordered.

"Kindly extend my thanks also to your Mr. Woodard for the plans he submitted and which have greatly aided me in properly placing them."—C. T. Withington, Oklahoma.

"Just a line to let you know the shrubs bought of you two years ago are doing fine, and to tell you we are well pleased is a rather weak way of expressing our appreciation of your splendid service, especially the work of your landscape architect, Mr. M. Vaughn Woodard, in drawing up our plans for the planting. Thanking you very kindly and assuring you of our readiness to boost your organization, we are"—Mr. and Mrs. B. F. Doke, Arkansas.

"Much larger than I expected. Certainly had plenty of roots."—Mrs. M. Mcabee, South Carolina.

"Received in good shape and think they are the finest shrubs we ever received. We have used your trees and shrubs several times and always found them very good."—C. W. Parks, Oklahoma.
Attractive Perennial Planting

These two designs are excellent for planting along the sunny side of the house and other buildings or along a driveway or the property line or on either side of a garden walk. Each bed is 4 ft. wide and 20 ft. long.

Key

<table>
<thead>
<tr>
<th>Variety</th>
<th>Color</th>
<th>Season</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>A=3 Delphinium</td>
<td>Blue</td>
<td>June-Oct.</td>
<td>48 in.</td>
</tr>
<tr>
<td>B=2 Golden Daisy</td>
<td>Yellow</td>
<td>Summer</td>
<td>24 in.</td>
</tr>
<tr>
<td>C=6 Shasta Daisy</td>
<td>White</td>
<td>July-Aug.</td>
<td>24 in.</td>
</tr>
<tr>
<td>D=12 Phlox</td>
<td>Mixed</td>
<td>Summer</td>
<td>24 in.</td>
</tr>
<tr>
<td>E=12 Sweet William</td>
<td>Mixed</td>
<td>May-June</td>
<td>18 in.</td>
</tr>
<tr>
<td>F=6 Clove Pinks</td>
<td>Mixed</td>
<td>Summer</td>
<td>10 in.</td>
</tr>
<tr>
<td>G=10 Iris</td>
<td>Blue</td>
<td>April</td>
<td>24 in.</td>
</tr>
<tr>
<td>H=12 Achillea</td>
<td>Pink-white</td>
<td>June-Aug.</td>
<td>18 in.</td>
</tr>
<tr>
<td>I=6 Gaillardia</td>
<td>Pink &amp; Yel.</td>
<td>Summer</td>
<td>24 in.</td>
</tr>
<tr>
<td>J=3 Foxglove</td>
<td>Mixed</td>
<td>Summer</td>
<td>24 in.</td>
</tr>
<tr>
<td>K=2 Columbine</td>
<td>Mixed</td>
<td>May-June</td>
<td>24 in.</td>
</tr>
<tr>
<td>L=6 Painted Daisy</td>
<td>Mixed</td>
<td>June-Oct.</td>
<td>18 in.</td>
</tr>
<tr>
<td>M=12 Phlox</td>
<td>Mixed</td>
<td>Summer</td>
<td>24 in.</td>
</tr>
<tr>
<td>N=12 Sweet William</td>
<td>Mixed</td>
<td>May-June</td>
<td>18 in.</td>
</tr>
<tr>
<td>O=6 Sedum</td>
<td>Pink</td>
<td>Aug.-Sept.</td>
<td>12 in.</td>
</tr>
<tr>
<td>P=10 Yellow Day Lily</td>
<td>Yellow</td>
<td>June</td>
<td>30 in.</td>
</tr>
<tr>
<td>Q=12 Catchfly</td>
<td>Rosy-red</td>
<td>June-</td>
<td>24-36 in.</td>
</tr>
<tr>
<td>R=6 Balloon Flower</td>
<td>Blue</td>
<td>June-Oct.</td>
<td>15 in.</td>
</tr>
</tbody>
</table>

All varieties except O-Q and R are good for cut flowers.

69 PERENNIALS—Bed No. 1
$9.98
POSTPAID

69 PERENNIALS—Bed No. 2
$11.75
POSTPAID

138 PERENNIALS—Beds 1 and 2
$18.66
POSTPAID

NOTE: Add 5% for extra postage West of Denver, Colorado.

"I have sent three orders to the Neosho Nurseries Co. and have never had such prompt and courteous attention from any one else. I have found their stock to be the most reasonable in prices in accordance with the fine quality of stock received and am impressed with the way every piece has grown."—W. P. Harrell, Florida.

"I am glad to report that every plant ordered from you (198 Shrubs and Perennials, 7 Evergreens) has lived through the summer. It has been a continual job of giving them water daily and the fall has been so dry that even then the hot winds together with the sandy soil have hurt them severely."—Walter Rinehart, Kansas.
Plant this Spring

TREES, SHRUBS, FLOWERS

Neosho Grower's Guide
12 PAGES IN FOUR COLORS

Our New Catalog—"Neosho Grower's Guide"—is full of valuable information on the selection, arrangement, planting and care of ornamentals and fruits. It contains 52 pages (8¾" x 11"), 12 pages in 4 colors of 63 subjects. It is a great improvement over our former catalogs about which these two letters were written.

"I have ordered over one hundred different catalogs and had given up hope of securing the information I wanted when I received your book. It is a gem."
"One cannot escape the conviction that a firm that puts out such a conservative and helpful catalog will back up its statements with reliable goods and genuine service."

This book is too expensive to send out broadcast but it will be sent postpaid to all our this season's customers and also to those who request it.

"Yours for Growing Satisfaction"

NEOSHO NURSERIES CO.
Neosho, Mo.
NEOSHIO GET ACQUAINTED OFFERS
Surprising Values for Early Buyers...Satisfaction Guaranteed!