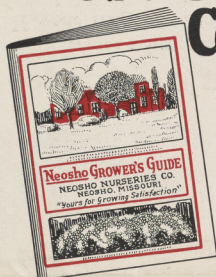


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Do not assume content reflects current scientific knowledge, policies, or practices

Get Our New 1928 Catalog!

Use This Coupon!



This 50-page book is packed full of valuable information. "A big help to success with fruits and ornamental trees and plants."

To Neosho Nurseries Company, Neosho, Missouri. _____ 1928
You May Send Your New Catalog Postpaid—Free.

I am interested in.....

Remarks—

Name.....

Street or R.F.D. No.....

Town..... State.....



NEOSHO NURSERIES—View of Office and Packing Houses From the South, Neosho, Missouri

62.47

1928



SPECIAL SPRING BARGAIN BULLETIN

Answers to Questions We Are Constantly Asked—

HOW FRUIT TREES ARE GROWN

Some people think if they plant a seed of a Delicious apple or the pit of an Elberta peach they will have trees which will produce the same sort of fruit, whereas the only way to secure a tree of the desired variety is by grafting or budding.

We graft apple and some varieties of pear using a piece of seedling root (called the stock) about 4 inches long and a twig (called a scion) of the desired variety. We also propagate apple, some varieties of pear and all cherry, peach and plum by budding. Sometime from May to September the bud is inserted a few inches above the ground in the trunk of a seedling. The following summer the top of the seedling is cut off above the bud and the tree is ready to send out in the fall or following spring as a one-year-old, but the root is two season's growth.

WHOLE-ROOT GRAFTS

"This is a trade name for grafts that have been made by using branching roots 4 to 6 inches long, the scion being grafted on at the crown or that part of the root that grew just at the top of the ground."

Many experiments have been conducted with this result.

"There is no constant difference between the trees grafted above and those grafted below the crown."

"The production of roots from the scion as occurred when short pieces of roots were used, is in many cases a direct advantage, since seedling stocks are very variable in hardiness and vigor."

A Kansas Orchardist planted 400 apple trees, some grafted on whole root stocks, some grafted on two-inch piece-root stocks. During 19 years no difference in growth, vigor or fruitfulness was observed between them.

Time to Plant!

For Best Results—Plant Nursery Stock As Early As Weather Permits

SPRING will soon be here. Anyway the doves are back again in Neosho and many orchardists have set out their fruit trees, in fact, two of the best 7-year-old orchards in this county were planted in February with a loss of only 3 trees out of 2,753.

The average spring planting season within 300 miles of Kansas City extends from March 20th to May 1st, varying, of course, from year to year and with a difference of about two weeks between Northern Missouri and Northern Arkansas. Fruit trees, Evergreens, Shade trees and Shrubs are planted earliest; small fruits after danger of severe frost is over,

to avoid heaving the roots out of place. Perennials and grass seed need a little more warmth in the soil.

We can ship any time up to about May 15th and on short notice, but, of course, we are selling every day and our assortment of sizes and varieties is growing smaller. It is mighty good advice to **ORDER EARLY AND PLANT EARLY.**

See the Extra Value Spring Offers Inside!

Some wise man said: "Price is the big factor in getting the first order, but quality and service are the most important in getting repeat orders."

That is true particularly with nursery stock, because the buyer usually knows little about it and because first class stock

cannot be adequately described, and so about the only way to prove quality in nursery trees and plants is to plant them.

We can make these "Get Acquainted Offers" real bargains because we had good luck with the items offered and because the majority who patronize us once send us more orders.

The Neosho Nurseries Company

NEOSHO, MISSOURI

With Our Old Friends

Over half of our mail orders received this season are from our old customers. We wish you could be here to look over these orders; for instance, you would find this evidence of satisfaction among our old customers who have ordered again this year.

Location of Nursery Customer	Number of Orders	Total Amounts	Date of First Order
Arkansas	5	\$3,000.00	1918
Illinois	11	702.00	1914
Indiana	6	113.00	1920
Michigan	8	783.00	1922
Mississippi	7	217.00	1918
Missouri	18	475.00	1914
New Mexico	15	405.00	1921
Oklahoma	4	541.00	1920
Oklahoma	16	100.00	1914
Oregon	2	188.00	1919
Tennessee	13	2,916.00	1918
Virginia	3	568.00	1919

One customer sent us \$50.00 with his order, leaving sizes and varieties of some items to our judgment. After filling the order we sent him a refund of \$5.11.

"I have seen nearly all stock used in planting orchards in this valley, beginning with 'Whole Root' stuff, then 2,000 acres planted under Parker Earles' supervision, and the others down to date; and I want to say to you that on the whole the nursery stock supplied by the Neosho Nursery Company has averaged much the best, largest, cleanest and best rooted of any I have seen."—S. I. Redfield, New Mexico, December 13, 1927.

Our customers know we give them good stock, fair prices and a square deal. They find it a good habit to trade with us.

The Truth About Trees

The following statements can be verified by disinterested authorities.

PEDIGREED STOCK

A pedigreed tree is supposed to be one that was propagated from a tree which bears more heavily than others of the same variety. Experiments have been made with apple trees that demonstrate no advantage in this procedure. At Geneva, New York, 60 Rome Beauty trees were propagated from one branch of a single tree. These 60 trees showed quite as much variation as could be found in any Rome Beauty orchard propagated indiscriminately and growing under similar conditions. Soil, climate and care are the factors which influence yields, size, color and flavor (see pages 143-150, The Encyclopedia of Practical Horticulture).

ACCLIMATED NURSERY STOCK

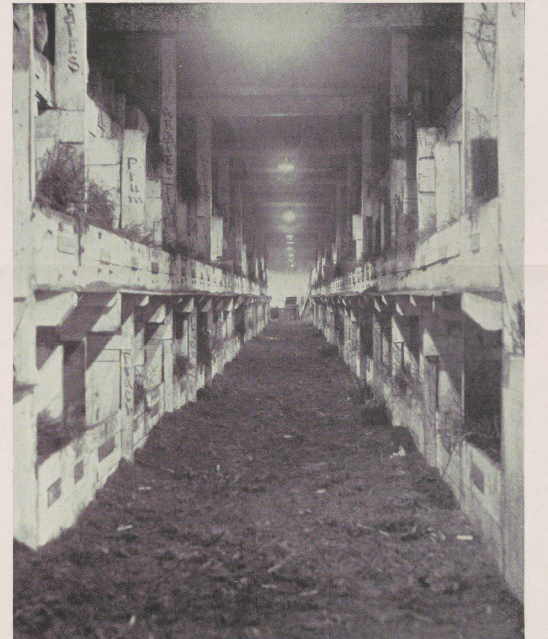
People in other states, particularly north of this latitude, frequently ask if our trees and plants will do as well as stock grown in their locality. In other words, "Do trees from the north, south, east or west do best in this climate?"

It makes no difference where your trees and plants were grown, provided they are good specimens for their age and variety, free from injurious insects and disease, are in good condition and are varieties adapted to your district. If a variety is hardy it will be hardy whether it was propagated in Michigan or Arkansas.

Our stock is giving satisfactory results in every state and we sell also to other nurseries in many different states.

It may interest you to know that our land is about 1,200 feet above sea level, that we have zero weather and below every winter, ten below this season.

This picture shows one aisle in our Packing House, where we have exceptional facilities for keeping the stock in good condition.



This picture shows nursery stock packed ready to go out by express and by parcel post. Our stock is giving satisfaction in every state, in Mexico, England, Ireland and other distant points. Freight shipments are made in boxes or in carloads.



Neosho Get Acquainted Offers!

Order Now If You Want These Extra Value Savings



50 Everbearing Strawberries

\$1.25

POSTPAID

The Progressive is the old reliable Everbearer, tried and tested for many years. Bears the first season, the next year it bears in the spring then in late summer till frost. Particularly fine for the home garden.

ALL orders are guaranteed to be satisfactory to you upon arrival. These offers are subject to stock being unsold upon receipt of order.

The varieties offered are standard, reliable sorts adapted to a wide range of climate. Many of our customers ask us to select the varieties for them. One order from the City of Mexico with a draft for \$225.00 left the choice of varieties to our judgment, and experience has justified their confidence in us.

Order Blank and Complete Neosho Price List Enclosed!

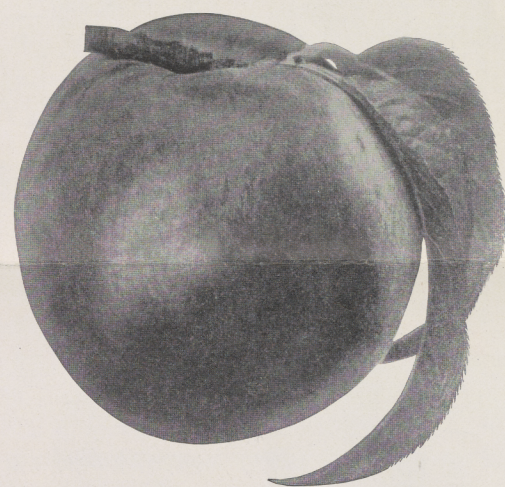
10 GRAPES

6 Concord
4 Moore Early

\$1.11

POSTPAID

Every yard should have some grape vines, both for delicious fruit and ornamental beauty. They require little space and thrive on arbors, fences, walls or buildings.



Neosho Demonstration Apple Orchard—

250 FINE TREES— \$75

AS ILLUSTRATED
250 Trees—Cash f. o. b. Neosho for \$75.00.

Your choice of these varieties, Yellow Transparent, Wealthy, Delicious, Ben Davis, Black Ben, Stayman, Winesap.

2 yr. 11/16 in. up, 5 to 7 ft. Grimes Golden, doubleworked 9/16 to 11/16, 4 to 6 ft.

These are fine trees, well-rooted, sturdy, clean, healthy and in good condition. Plant four of these dependable varieties, four rows of one alternately with four rows of another variety, on a good site and in good soil, give them proper care and you will be well repaid for your time, labor and money.

Order TODAY—Before the Supply is Exhausted!
Neosho Trees Graded by Diameter

This is a bundle of 10 two-year Apple trees 11/16 in. up in diameter, 5 to 7 ft. tall. Note how uniform the trunks are, graded by the diameter about two inches above the ground. They are headed 28 to 30 inches high and have plenty of tops to cut off and throw away after you plant them. They are well-rooted, clean, healthy and in prime condition. Ten of them weigh about 20 pounds and have to go by freight or express. There are none better at any price.

ENJOY FRUIT AND FLOWERS IN YOUR OWN YARD!

HOME APPLE COLLECTION

10 ASSORTED TREES FOR— \$2.24

10 Apple Trees 1 yr. 5/16 to 7/16, 3 to 5 ft. Your choice of Yellow Transparent, Duchess, Wilson Red, Wealthy, Grimes Golden, Jonathan, Winesap. These cover the season from June to winter.

Cash price f. o. b. Neosho \$2.24
If wanted by prepaid mail add. 36



HOME PLUM COLLECTION \$1.12

5 ASSORTED, EARLY MIDSEASON AND LATE Postage 18c Extra

5 Plum Trees, 1 yr. 5/16 to 7/16, 2 1/2 to 4 ft. up. Your choice of Waneta, Endicott, Green Gage, Italian Prune, Shropshire, Damson, Early, mid-season, and late varieties.
Cash price f. o. b. Neosho \$1.12
If wanted by prepaid mail add. 18

Neosho Demonstration Peach Orchard—

250 FINE TREES— \$25

AS ILLUSTRATED
250 Trees 1 yr. 5/16 to 7/16, 2 1/2 to 4 ft. for \$25.00

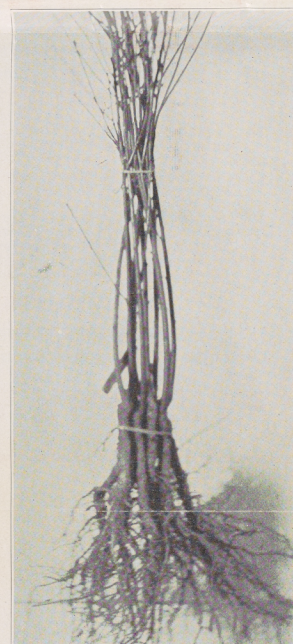
Your choice of these varieties, Belle of Georgia, Elberta, J. H. Hale.

NOTE: The J. H. Hale needs some other variety planted with it for cross pollination.

These are the same high quality trees which we have supplied in carlots and smaller quantities to many planters and nurserymen in many different states. You will be agreeably surprised when you see them.

Rush Your Order to Us For This Unusual Neosho Value
Buy Peach Trees Graded by Diameter

Since you cut off and throw away 1-3 to 1-2 of the top after planting fruit trees, you are concerned as to the diameter of the trunks rather than their heights. What is left after pruning is the part for which you really pay.



HOME PEACH COLLECTION

10 ASSORTED TREES FOR— \$1.64

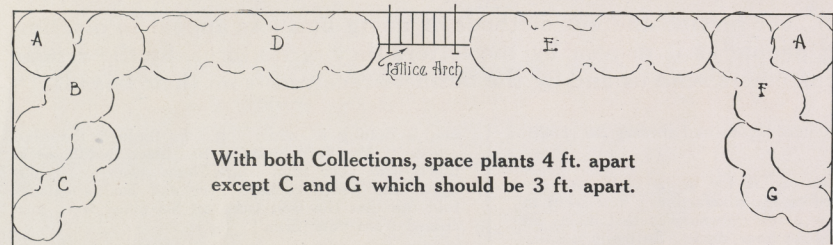
10 Peach Trees 1 yr. 5/16 to 7/16, 2 1/2 to 4 ft. Your choice of Arp Beauty, (yellow semi-cling), Carman (white semi-free), Belle of Georgia (white-free), J. H. Hale (yellow-free), Elberta (yellow-free), Late Elberta (yellow-free), Heath Cling (white-cling). These ripen over 2 1/2 months.
Cash price f. o. b. Neosho \$1.64
If wanted by prepaid mail add. 36

Home Cherry Collection

5 Montmorency Trees For— \$1.42

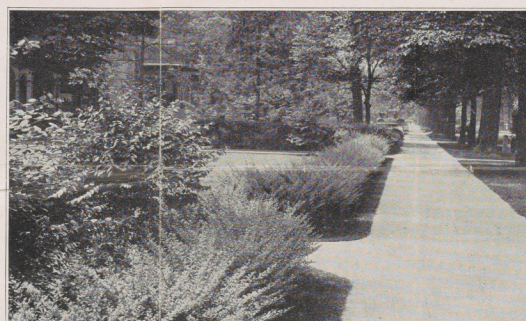
3 Cherry Trees, 7/16 to 9/16 2 1/2 ft. up. Montmorency (the best sour cherry).
Cash price f. o. b. Neosho . . . \$1.42
If wanted by prepaid mail add. 18

Beautify Your Home Grounds the Neosho Way



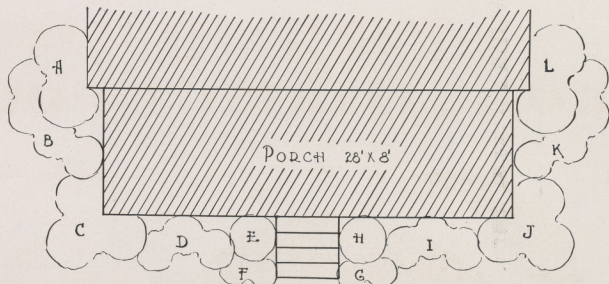
Add Value to Your Property

PEOPLE have always been concerned primarily with the comfort and attractiveness provided within walls. But nowadays the home is not considered complete unless the grounds are well kept and tastefully planted. To the comfort, enjoyment and satisfaction which the proper use of plant materials secures, there will be added an increase in property value much greater than the cost.



Compare Property Values

On a street like this with values where there are no trees, shrubs or hedges. If your neighbor beautifies his place it increases the value of your property.



This Beautiful Foundation Collection of 28 Shrubs for \$7

28 Shrubs for \$7.00, cash f. o. b. Neosho. Value \$9.15. Express charges payable upon arrival.

This assortment with this arrangement, will provide an artistic, harmonious effect. Even if not exactly applicable to your house it may serve as a guide in making your own selection. The plants offered are good specimens of the sizes stated below.

Key	Quantity	Variety	Planting Space	Size
A	2	Golden Bell (upright)	4 ft.	2-3 ft.
B	3	Hydrangea P. G.	3 ft.	12-18 in.
C	3	Spirea Van Houttei	3 ft.	2-3 ft.
D	3	Japanese Barberry	1 1/2 ft.	18-24 in.
E	1	Spirea Thunbergi	2 1/2 ft.	18-24 in.
F	2	Dwarf Pink Spirea	1 1/2 ft.	12-18 in.
G	2	Dwarf Pink Spirea	1 1/2 ft.	12-18 in.
H	1	Spirea Thunbergi	2 1/2 ft.	18-24 in.
I	3	Japanese Barberry	1 1/2 ft.	18-24 in.
J	3	Spirea V. H.	3 ft.	3-4 ft.
K	3	Hydrangea A. G.	2 ft.	12-18 in.
L	2	Japan Bush Honeysuckle	4 ft.	3-4 ft.

For East Exposure use: Hydrangea A. G. at "K" and Hydrangea P. G. at "B."
For North Exposure, we will send for use at "E" and "H," Spirea Van Houttei, at "F" and "G," Deutzia Gracilis.

Screen Shrub Collections

This collection is suitable for the back end of a 50-foot lot. It secures privacy and in flower or in foliage presents an attractive view.

Collection No. 1 \$9.00 22 Shrubs for
Cash With Order, F. O. B. Neosho

Collection No. 2 \$7.00 22 Shrubs for
Cash With Order, F. O. B. Neosho

Express charges payable upon arrival.

Key	Quan.	Variety	Size	Key	Quan.	Variety	Size
A	2	Althea	3-4 ft.	A	2	Deutzia, P. of R.	3-4 ft.
B	3	J. Bush Honeysuckle	3-4 ft.	B	3	Weigela Pink	3-4 ft.
C	3	Hydrangea A. G.	2-3 ft.	C	3	Spirea, V. H.	2-3 ft.
D	4	Mock Orange	3-4 ft.	D	4	Purple Lilac	2-3 ft.
E	4	Mock Orange	3-4 ft.	E	4	Purple Lilac	2-3 ft.
F	3	Pink Weigela	3-4 ft.	F	3	Weigela Pink	3-4 ft.
G	3	Golden Bell (upright)	2-3 ft.	G	3	Japan Quince	2-3 ft.

3 SHRUBS (your selection) FOR \$1.00 POSTPAID

Golden Bell I.—Japan Bush Honeysuckle — Purple Lilac — Pink Billardi Spirea — Mock Orange—all 2 to 3 ft. size. Hydrangea, A. G. and P. G.—Spireas, dwarf white and dwarf pink, 12 to 18 in. size.

4 SHRUBS (your selection) FOR \$1.00 POSTPAID

Deutzia, Pride of Rochester, 2-3 ft. size—Japan Quince, 12 to 18 in.—Purple Lilac, 18-24 in.—Spirea Van Houttei, 2-3 ft.—Japanese Barberry, 18-24 in.

Neosho Nurseries Company — Neosho, Mo.



Neosho Products and Service Produce Growing Satisfaction!

OUR stock, our service and our methods of doing business appeal to discriminating people as is proven by the letters they write to us, by the repeat orders our customers send us and by the business received from their friends.

An Illinois customer wrote us February 20, 1928, as follows:

"You filled two orders for us in 1925 and the order was handled to my satisfaction. You seem to be one of the few nursery companies that insists on telling the truth about your stock. So many nursery companies make extravagant claims as to the bearing of some varieties of fruits that it brings into the game of commercial fruit growing, people who are unfamiliar with the business and the ultimate results are dissatisfaction and disappointment."

Mr. John W. Jackson of Maryland wrote us February, 1927:

"Your drawing and suggestions for the planting of my place have been duly received and to say that I am pleased with the attention that you have given

BEAUTIFY YOUR HOME GROUNDS LIKE THIS

Let Your Shrub Plantings Be Curved in Outline. Don't Cut Up Your Lawn With Flower Beds and Specimen Plants.



me, is putting it mildly. It was through the kind offices of Mr. Fred Sloan of this place that I got in touch with your firm. Mr. Sloan owns a 13,000-acre apple and peach orchard here and has repeatedly told me that the best trees on his place were purchased from your firm."

Note—Mr. Jackson reported last fall that the shrubs and trees proved very satisfactory and has given us another order for this spring.

And here is what a big nurseryman says, February 20th, 1928:

"The 3,400 peach trees arrived promptly and are satisfactory in every way. It is indeed a pleasure to receive a shipment of this kind."

A few days later they sent us an order for 1,500 trees, and now they want 4,000 more.

WHAT WOULD YOU GIVE FOR THIS YOUNG ORCHARD?

Orchard of Peach Trees from Neosho Nurseries at Osceola, Ark.

