

Rochester Public Library
115 South Avenue

**"To the Art of Preserving
Enhancing or Creating
Out of Doors Beauty
whether Natural or Formal
the Landscape Gardener
Gives His Days"** CHARLES ELIOT

THIS motto is our aspiration
in Landscape Development.
To preserve all natural beauty
so far as is possible; to add to it
wherever conditions require; and to
create natural or formal effects by
suitable and consistent plantings.

**BROWN BROTHERS
NURSERIES
ROCHESTER NEW YORK**



ADMIRABLE PICTURESQUE TREAT-
MENT OF RESIDENCE PARK



HOME, to be ideal, must be set amid beautiful and harmonious surroundings. The costliest mansion is without attraction, if the grounds about it are ugly or barren; while the house of modest pretensions in the midst of skillfully planned masses of green and flowering shrubs or flanked by tasteful gardens is possessed of immeasurable charm.

Every home, old or new, large or small, where there is any room for planting, can be beautified by intelligent landscape treatment. And nearly every home, which is now considered beautiful, can be greatly improved by the same treatment.

Give your home an environment of beauty, an approach that is fitting, and a back ground of contrast; eliminate the barren or incongruous, and develop the inviting; and you will not only increase its actual value, but greatly add to its permanent satisfaction and your real love for it.



EXCELLENT TYPE OF A SIMPLE
OLD-FASHIONED GARDEN



Intelligent
Direction
Necessary

*Enhanced
lawn area*

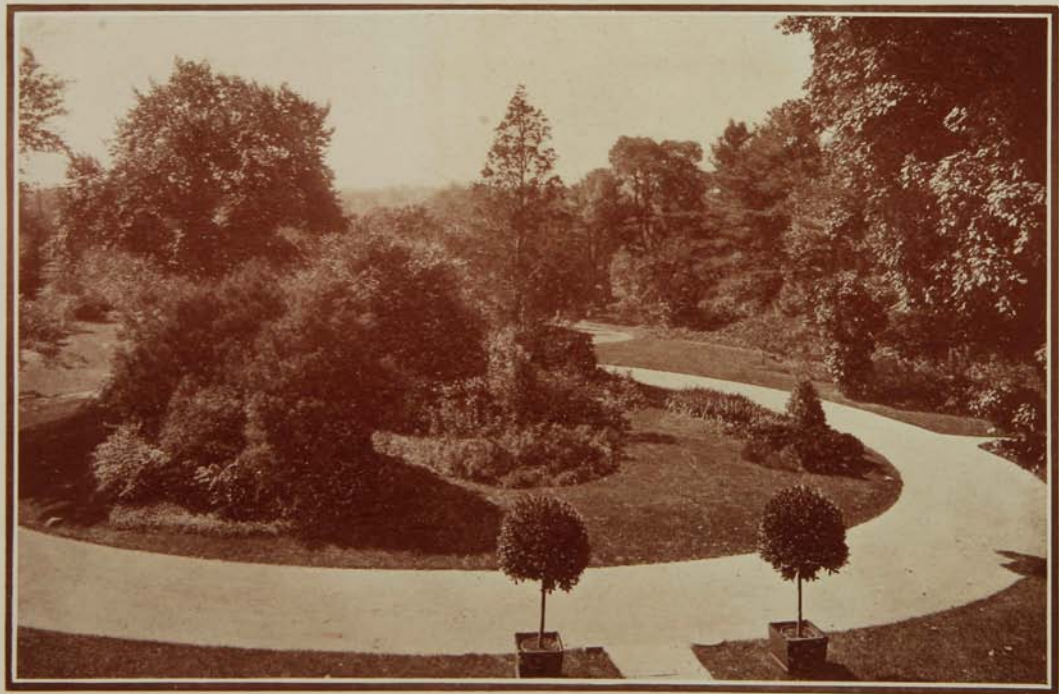
GOOD landscape development is an art, fostered by the desire to enjoy the utmost luxury of nature's beauties. It must, therefore, be designed by skilled minds and executed by trained hands.

To overcome the indiscriminate planting done by amateurs, to avoid present mistakes and future dissatisfaction, a plan of development should be prepared as carefully as an architect's plan of a house, if you intend to do any planting whatever. In this way you know just what is proposed—where each tree, shrub, vine or plant will be placed.

And no small factor in the ultimate effect is the nurseryman—the practical grower of plants, the producer of the materials with which the landscape architect builds and creates. Only the nurseryman has the opportunity to observe all the habits of different plants, what will thrive best in different sections of the country and



*Attractive setting
of the house*



SUCCESSFUL BLENDING OF
ART AND NATURE

under different conditions, because he is in constant attendance from propagation to maturity. Is it not logical to say that the nurseryman is most competent to advise what you should plant and where you should plant it?

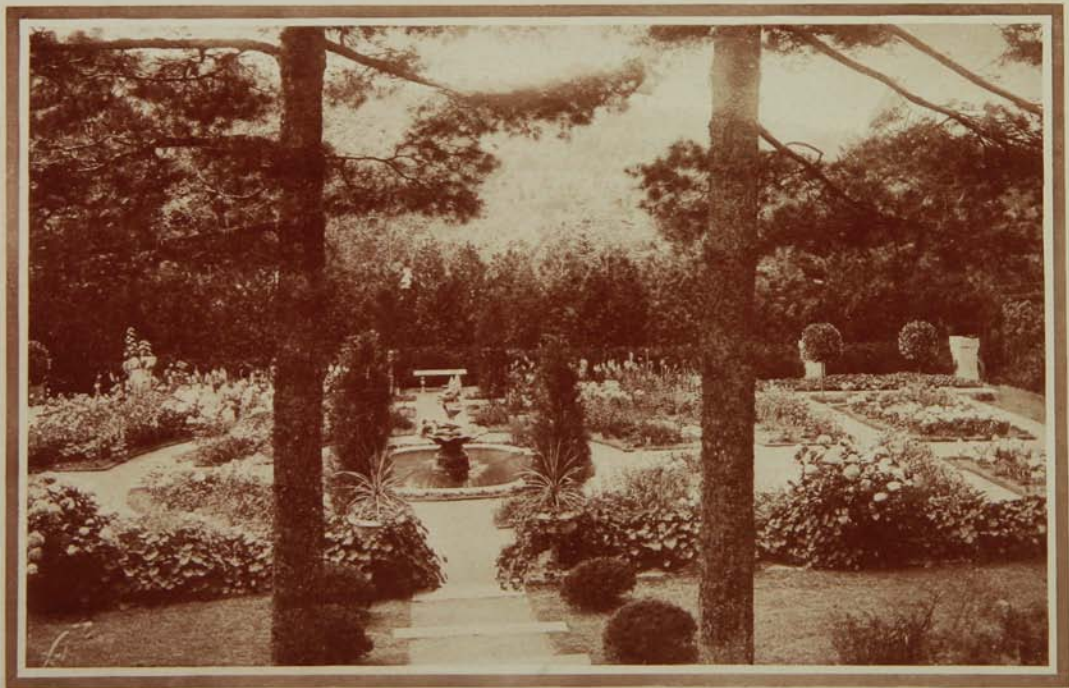
Constant requests for this service for many years have answered that question, and resulted in our Landscape Department. This has grown and expanded until now we have assembled the most efficient landscape engineers, designers and draftsmen avail-



able, and equipped them with all the appliances required in scientific landscape architecture. You are, therefore, offered the services of the large staff of professional gardeners to provide you the best ideas obtainable, combined with the advice of practical growers and expert planters to assure you that these ideas are practical, and a guarantee of reliability backed by an old established firm known everywhere.

Method and Scope

GOOD taste and beauty are our sole objects in all our landscape designs and plantings. The most approved modern methods are employed by us to obtain these results. All consideration and care is given to retain or produce fine perspective views, spacious lawn expanses and pleasing vistas.



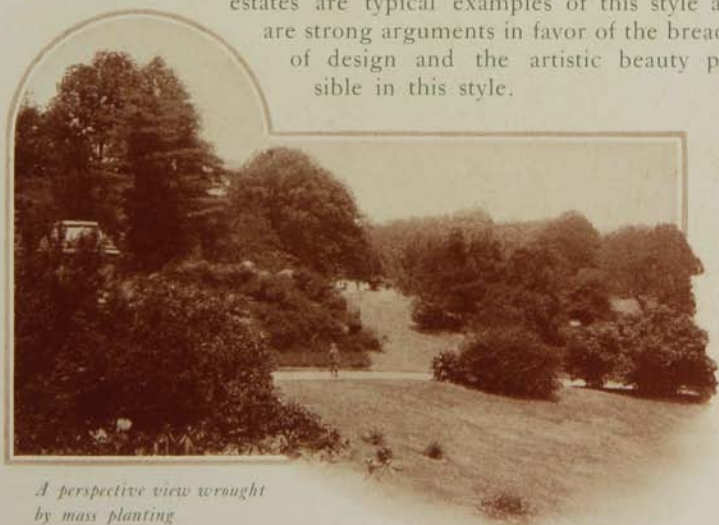
FORMAL GARDEN 'MIDST
NATURAL SURROUNDINGS

We do not, however, confine ourselves, as some landscape designers do, strictly to the purely naturalistic effects in all cases. We like to take a broader view and acknowledge and use the three styles of landscape design: the natural, the formal and the picturesque.

The natural school permits only of such plantings and arrangements as will obtain purely natural effects. Grove plantings, woodland drives, shrubbery masses, lakes and creeks can be used or constructed in this connection.

The formal type is best found in old Italian gardens and is utilized in the treatment of terraces, courts and designs of gardens. It affords opportunity for the introduction of architectural features, balustrades, colonnades, ornate steps, pergolas, fountains, pools, tablets and statuary. There are also many plants and trees of very formal habit, or which are trimmed in symmetrical shapes, that may be used to advantage in formal decoration.

The picturesque style has been evolved by our American designers from the two former and embraces a much wider field than either, combining as it does, all the elements that obtain for beauty in both. Many of our notable American estates are typical examples of this style and are strong arguments in favor of the breadth of design and the artistic beauty possible in this style.



*A perspective view wrought
by mass planting*



THE HELPFUL ADJUNCT OF
A MINIATURE LAKE.

We develop properties of any extent, large or small, and give just as careful consideration to the small city lot as to larger grounds. Many pleased patrons have commended our plans for the improvement of their front door-yards and the transformation of ugly back yards.

By the same method we undertake the development of Cemeteries, Parks, Institutional and Manufacturing Properties and Private Estates.



A house in the vista

The Revival of the Old Formal Gardens

ONE special feature is the designing and construction of formal and old-fashioned gardens. These afford the opportunity to use herbaceous perennial plants, of which too much cannot be said in their favor. They require little care after planting, are strictly hardy and produce stronger plants each year. With care and proper knowledge they can be arranged to make beautiful harmonies of color and a succession of bloom through-

out the season from earliest spring to late fall. There are few places that fail to have some sunny exposure, however small, that could not be devoted to the use of a little old-fashioned flower garden.

Ideal foundation planting





NATURE EMBELLISHED 'ROUND
A COUNTRY HOME

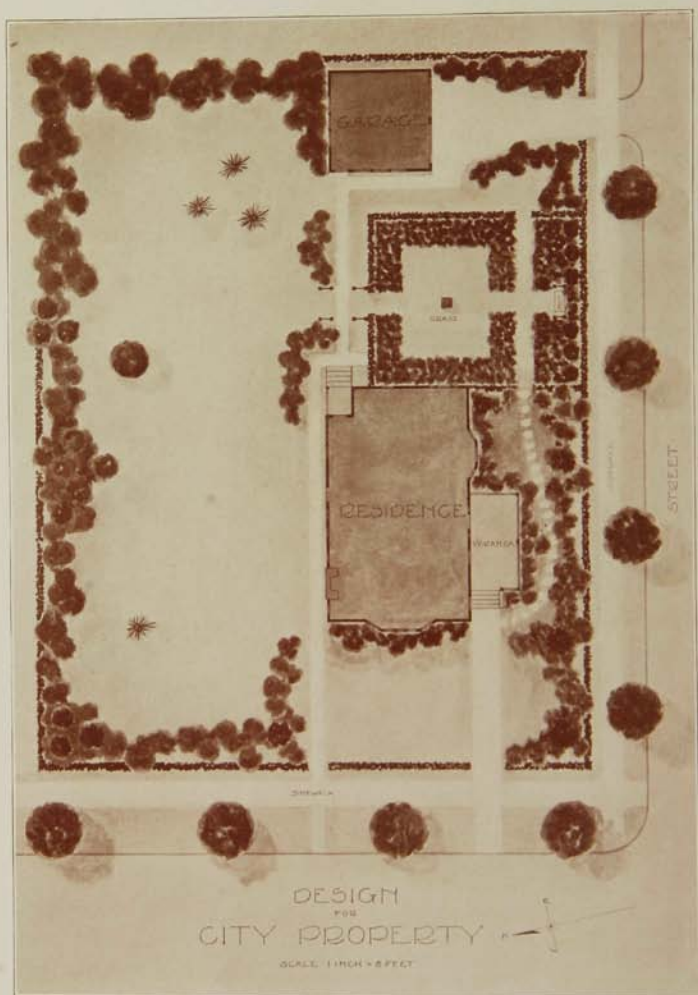


*Nestling in soft harmonies
of trees and
shrubs*

Our plans solve every landscape problem: concealing porch and house foundations; screening vegetable gardens or other domestic portions of the grounds; hiding objectionable features on adjacent properties; masking fences, walls and other undesirable borders; enhancing the vistas; providing drives and walks, straight or curved; providing shade trees and profusion of bloom, and making the grounds harmonious and appropriate—the correct setting for your home.

Our Business Method

OUR offer is purely a business proposition that cannot fail to appeal to you, if interested in the improvement of the grounds about your home. We propose to make all necessary plans, specifications and planting lists without any charge whatever. You, therefore, save the high fee and expenses of a professional architect. We submit these plans to you with our estimate of cost of construction, stock and planting at such figures as we would contract to carry out the work. Your responsibility ceases at this figure. If this





*An inviting nook
in our private
park*

estimate is exceeded by actual cost, we will stand the loss.

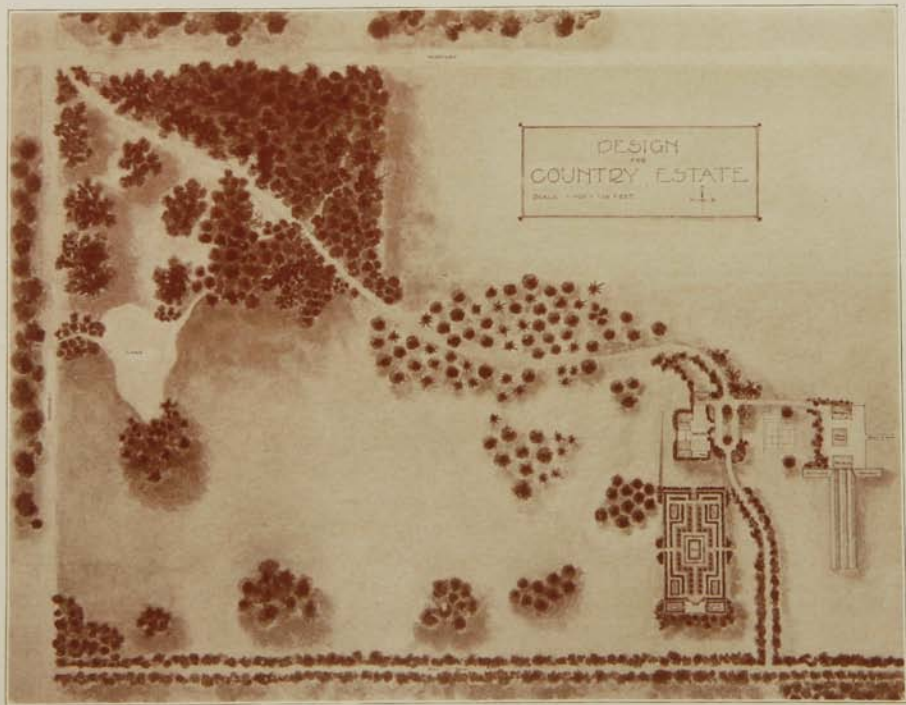
All this we undertake without charge, expense or obligation to you whatever. We rely solely upon the artistic merits of our plans and designs and the attractiveness of our figures to insure us the order.

Note the advantage to you as owner to have all the responsibility of this work concentrated under one head; one responsible firm to relieve you of all the details and turn

over to you the complete and finished product.

This offer is given for just one purpose: to sell the nursery stock consistent with tasteful development. The price of this stock and its planting is the amount of our estimate—and at nothing more than the same rate you would pay elsewhere for equal quality.

All this stock is grown on our own extensive grounds of 1200 acres near Rochester, N. Y., The Flower City. Every plant is positively guaranteed. The business repute of our firm is sufficient guarantee that contracts will be carried out as specified.





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