Trees should be planted, for instance, to protect a shaded area when the sun is 20° high or from 3 to 5 in the afternoon, and to protect the tender plants. All these things should be thought out carefully. The more time, effort, and forethought you give to planning and the layout, the better result you will have in the end.

When you finally decide that you have worked an interesting and attractive garden that will do the things that you want to do, then stick by it.

Now we come to composition, a difficult and peculiar element of design. Composition in landscape is no different from composition in painting, dress designing, etc. Composition is made up of several things that are hard to confine to set rules. We learn about certain rules, and then see old paintings and masterpieces that defy the usual rules of composition. Line, form, and color are absolutely essential to any composition inside or outside the house. Line and form must be interesting and attractive. A lot of people feel that variety of plants make a landscape effective, but it usually ruins it. You wouldn't paint a house 10 different colors in 10 feet, but many landscapes have 20 different plants in different colors in 20 feet. This is suitable for a botanical garden, but that is quite another pursuit from landscaping. There is no law or rule against simplicity. It is a quality of good design. There is no reason why you can't have a group of crotons used as a mass in a simple design. Such a grouping will give a much better effect than spotting crotons in 10 different places like salt and pepper. While one or two different kinds of plant material will often give an effective display, the client feels cheated because he did not get a wide variety of plants. Repetition of similar kinds gives character to the landscape. Motif, design, and arrangement are absolutely necessary in an effective landscape design.

To summarize — a plan is absolutely necessary and not hard to do. All outdoor areas are just rooms in the yard, divided up to enable people to get the maximum from their gardens with a minimum of maintenance. The maintenance requirement of materials selected should be checked. You can't look at several pretty girls at once, each detract from the other, and the same thing is true of plants. Other plants should be subordinated to it in interest. One feature plant should be in relation to about 40 utility plants. To have character, you must have simplicity. Simplicity is the beginning and ending of good landscaping, and simplicity without monotony is good design.

ORNAMENTAL PANEL — "SELLING THE LANDSCAPE JOB"

Jack O. Holmes
Holmes Nurseries
Tampa

Imagine the vast opportunity before us in "Selling the Landscape Job." Let us pause to remember that less than 200 years ago George Washington, as a boy, chopped down a favorite cherry tree, later as a man he created and built one of America's greatest gardens at Mt. Vernon and into that garden he built utility, beauty, and inspiration. It is a garden that through all these years has been cherished and enjoyed by millions of visitors and students. It has been copied and to all of us it has been an inspiration. We think some more gardens were built in China over 2000 years ago. In (646-794 A.D) Chinese gardens influenced Japanese garden design. The art of garden making was imported from Korea and China and the Japanese people made remarkable headway in gardening, because gardening became an essential part of the lives of the Japanese people. Their style of gardening prevailed down through hundreds of years, changes being made in different periods and these changes affected the lives of the people. Sometimes the changes were affected by their religion, others by the changes of fashion and architecture. Through all these years the people fully understood the importance of gardening and so it continues through all the years.

A very interesting new book printed in Tokyo 1953 entitled A THOUSAND YEARS
OF JAPANESE GARDENS is now available to garden lovers. It was some five years ago that I became keenly interested in oriental gardening. It was while I was planning an exploration trip to the jungles of Mexico mainly to learn first hand how orchids grow naturally in the wilds of this great country that almost by accident I learned of a Japanese landscape nurseryman who was traveling all over the world to collect plants for the building of a botanical garden in Mexico. After becoming personally acquainted with this dynamic little fellow, whom later I nick named “97 pounds of dynamite” largely because he is the most alert horticulturist I had ever met. He perhaps knows the names, the likes, the dislikes of more types of plants and gardens than anyone I was ever associated with. He has been a great inspiration, he is actually one of the enthusiastic garden lovers and he tops my list in selling gardens. It is easy for him to create a garden desire in his people and his only trouble is in keeping sufficient help to create the gardens he dreams up and sells. One such garden he is building, he has succeeded in making his client so happy that three years is needed to perfect his garden so he builds it in stages; so much each year.

So it is when I begin to think of selling landscape jobs, I think of my Japanese friend in Mexico then I think of my friends in California, particularly the Evans’s who build such fabulous things as Disney Land and the gardens of famous movie people and people that must out-do the Joneses. The things that they dream up are stupendous, then to come back home I always think of Florida’s greatest, Mr. and Mrs. Richard Downing Pope. More people see and enjoy the famous Cypress Gardens than all other spots in Florida combined.

Now, to us here in Florida. It is essential that we all rededicate ourselves to creating new ambitions in our home owners for gardening, for landscaping. It is a great new opportunity both for home owners and for landscape nurserymen to produce the new ultimate in present landscaping, new types of architecture, new concepts of Florida living, patio living, increased inspiration, new enthusiasm is the most desirable way to get the good that is available in present landscaping. May I close by copying from one of my newest books, words that were written a 1000 years ago.

“No effort to create the impossible in a Japanese garden. Its artistic purpose is to copy faithfully the attractions of a landscape to convey the real impression that a landscape a picture and a poem; perhaps even more a poem than a picture. For as nature’s scenery, in all its aspects affects us with sensations of joy or grimness or of sweetness, of force or of peace so must the true reflections of it in the communicates.” It is then, therefore, at once labor of the landscape gardener create not merely an impression of beauty but a mood in the soul.