Preface

Much of my time and attention during the year has been devoted to the establishment of a weekly publication intended to extend and popularize the knowledge of trees and their cultivation, and of gardening and garden-botany. There existed no journal or periodical bulletin, published in this country, in which the results of the experiments carried on in the Arboretum, and the mass of facts about plants could be printed promptly and regularly, so that they could reach the large number of students now interested in this subject. The first issue of Garden and Forest appeared on the 29th of February, and there is already reason to believe that this journal will aid materially in increasing the educational value of the Arboretum and in extending its influence.

—Charles S. Sargent, 1888 Report to the President of the University

This issue of Arnoldia and the next are devoted to that publication, Garden and Forest, A Journal of Horticulture, Landscape Art and Forestry (1888–1897). Founded and “conducted” by the Arnold Arboretum’s first director, C. S. Sargent, funded by him and by the same Boston Brahmins who had underwritten the Arboretum, and published and edited in New York, it was not officially an Arboretum publication. Nonetheless, true to Sargent’s intent, its 512 issues comprise a trove of information on the Arboretum’s plant collections. But Sargent’s ambitions for the journal extended much farther than the Arboretum, encompassing the entire plant world and stretching even to the welfare of the nation. An 1891 flyer called it “indispensable not only to the practical Horticulturist, Botanist, Landscape-Gardener and Forester, but to every owner of a Country or Suburban Home who desires sound instruction in all branches of ornamental and economic planting.” It continued:

Garden and Forest contains from week to week articles showing how grounds can be laid out to the best advantage; how lawns should be made and kept; what trees and shrubs are effective for decoration and suited to the diverse climates of the American Continent, and how these should be planted and cared for. It endeavors, by instruction or suggestion, and by constant reference to pertinent principles of good taste, to aid those who desire to beautify their homes. It aims also at arousing intelligent interest in the care and management of public places, such as Parks, School-grounds, Cemetaries, etc., and at furthering the efforts made for the improvement of highways and the beautifying of roadsides. The department devoted to
Forestry treats of preservation and management of our forests, 
subjects of vital and urgent importance to the nation’s welfare. 
GARDEN AND FOREST is alone in this field.

With all that, the recital does not mention that 
its weekly seven-to-eleven pages also broached 
agronomy, entomology, and pathology, reviewed 
books and recent periodicals, listed exhibitions and 
expositions, and even covered the retail flower mar-
ket. What was once said about Sargent himself can be 
said about his magazine: nothing connected with 
plants was alien to it.

We are devoting this issue and the next to Garden 
and Forest because the Library of Congress, working 
with horticultural archivist Sheila Connor, has put 
the entire contents of Garden and Forest online 
[http://lcweb.loc.gov/preserv/prd/gardfor/ 
digitizegf.html] —the first effort in its “digital 
reformatting program,” a new method of making 
fragile publications available to a wide readership. To 
enhance the online text, our director, Robert E. Cook, 
has solicited essays on its coverage of botany, forestry 
and forest conservation, landscape art, and horticul-
ture, and archivist Joseph Melanson is approaching 
the halfway mark in his compilation of a detailed and 
cumulative subject index that will greatly improve 
access to its contents.

The primary subjects of this issue of Arnoldia are 
botany and forestry as covered in Garden and Forest. 
Essays discussing the significance and influence of 
that coverage are accompanied by excerpts from the 
magazine. These are followed by an essay on the role 
of its editor, the little known, often forgotten William 
Stiles. Landscape art and horticulture will be the sub-
jects of the next issue’s essays, by Ethan Carr and Mac 
Griswold, also accompanied by several excerpts. The 
story of the Library of Congress’ digitization project— 
the magazine’s “journey into cyberspace”—will be 
related by project manager LeeEllen Friedland. A word 
of explanation may be helpful: excerpts from Garden 
and Forest are printed on a tinted background, and 
brackets indicate editorial interpolations.

Garden and Forest is a journal of tremendous his-
torical interest, but also of surprising relevance to 
contemporary issues. We hope this brief immersion in 
a century-old magazine proves as absorbing to read as 
it was to edit.

What Advertisers Say.

As indicative of the value of Garden 
and Forest as a medium of business an-
nouncement, attention is invited to the fol-
lowing extracts from recent letters of some 
regular advertisers :

Evergreen, Wis.
My advertising in Garden and Forest 
last year cost me seventy-five cents for 
each customer mentioning Garden and Forest; the average of most of the lead-
ing agricultural papers was ninety cents.

GEORGE PINNEY.

Germantown, Phila.
We have always found Garden and Forest one of the best advertising medi-
ums for our business. We consider that, 
in the interest of gardening, Garden and Forest should have every encour-
gement.

THOS. MEEHAN & SONS.

Cambridge, Mass.
We have invariably found in Garden and Forest a medium most valuable to 
our trade, reaching a circle of high class 
purchasers, and in consequence assuring the most satisfactory results.

EDMUND D. STURTEVANT.

Reading, Mass.
We would state that Garden and Forest has proved the most advantageous medium to us in direct paying results 
of any that we have used. Our repetition of our yearly contract, we believe, would 
indicate our opinion of the paper.

JACOB W. MANNING.

Specimen copy free on application.

GARDEN AND FOREST PUBLISHING CO,
Tribune Building, New York.