

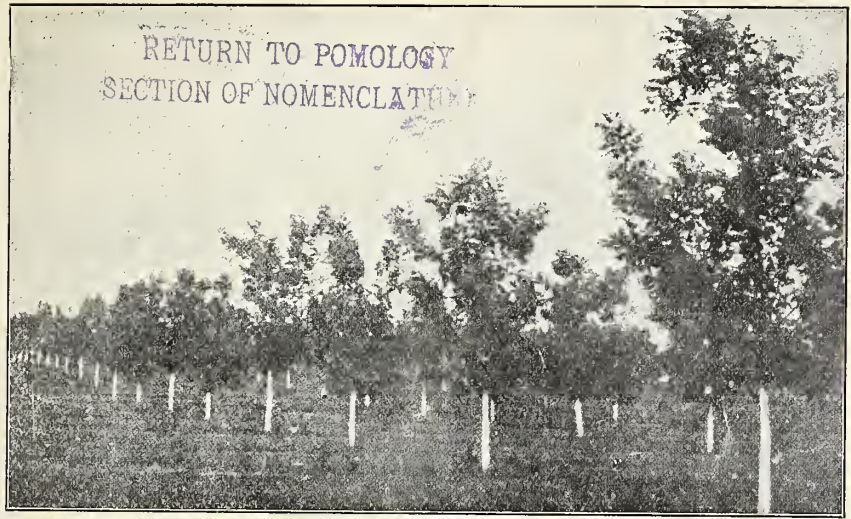
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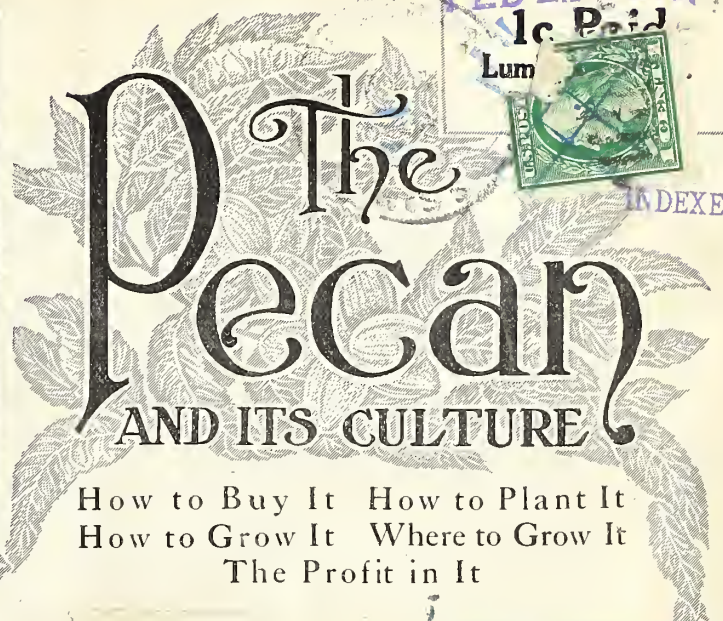
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RETURN TO POMOLOGY
SECTION OF NOMENCLATURE



The Pecan

AND ITS CULTURE

How to Buy It How to Plant It
How to Grow It Where to Grow It
The Profit in It



\$80,000 was recently refused for an 80-acre Pecan Orchard. You can grow an orchard at small cost worth \$1,000 per acre by getting highest grade bred-up trees direct from

THE I. E. BASS & SONS PECAN COMPANY

LUMBERTON, MISSISSIPPI



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The Pecan Industry

About fifty years ago a pecan tree was noticed which bore larger and finer pecans than was ever seen to that time. Nuts from this tree were planted in various sections of the South with the hope and expectation that they would make trees which would bear just like the parent tree. But not one single tree was like the parent in all respects. Some did not bear as large pecans, some did not bear as early, some did not bear as many nuts, some did not bear nuts that filled as well, and many did not grow off as rapidly and vigorously. In some of these desirable characteristics every offspring was lacking. So the desirable characteristics of the fine tree in its offspring. Budding and grafting would have done this if nurserymen had not foolishly decided that any sort of scrub seed pecan could be planted, and by budding or grafting onto the tree it made you get the true type of the fine parent. But you see this little scrub seed pecan planted in various places all the time the root system of the budded or grafted tree. You cannot get rid of it except by destroying the entire root system, and when you do this you have lost your whole tree. This scrub root system transmits many undesirable and scrubby characteristics to the budded or grafted tree. This is just plain common sense, but we have proved it by experiments and many years of experience. To get the best and truest type of the fine tree of only must buds and grafts be used from it, but the seed nuts to be budded or grafted onto must come from it. We doubt sincerely whether there is another single pecan nursery concern in the country selecting their seed pecans as carefully or scientifically as we are, and then using anything like as fine parent trees to bud or graft from. Ask those trying to sell you pecan trees just what kind of seed pecans they use to plant to grow little trees on which to bud or graft the known paper-shell varieties. If they tell you the truth they will tell you small nuts—scrubs—and if you buy such trees after having your plain common sense arguments tell you they are not worth nearly as much you will richly deserve what you will get—slang. Not for just one year, but for all time.



Look What a Fine Cluster of Bred-up Pecans. You Can Grow Them Just as Fine on Your Land.

Read These Remarkable Sales of Pecan Orchards

The owner of the Parker Grove of Mitchell County, Georgia, refused \$10,000 for a ten-acre pecan orchard. It paid a higher rate of interest on this amount than he could get elsewhere. The Jackson Pecan Company sold a 75-acre orchard of paper-shell pecan trees for \$600 per acre. Just set out four and five years, had not cost them more than \$100 per acre. Five hundred dollars per acre on an investment of \$100 in four or five years is making money mighty fast. An attorney of Albany, Ga., was authorized to pay \$5,000 for a five-acre pecan orchard. Dr. R. F. Jackson sold 100 acres in pecan trees (20 trees to acre) for \$50,000, just set out three and four years. Forty thousand dollars profit on 100 acres of land in three or four years is certainly coming money. Twenty thousand dollars was refused for twelve acres of pecan trees by Mrs. Gunnella. One thousand, six hundred and sixty-six dollars and sixty-six cents per acre looks like a high price, but the revenue from the pecan crop nets her over 20 per cent interest. She could not get this rate of interest elsewhere. She was wise in refusing to sell. Two hundred and eighty thousand dollars was paid for the Hornebeck Grove, of Charleston, S. C., consisting of 600 acres. The owner of the Dolman Grove, of Scranton, Miss., refused \$1,800 per acre. The nut crop annually pays a high rate of interest on this amount.

Budded and Grafted vs. Seedling Trees

No planted pecan nut will reproduce the parent tree in all respects. Nine times out of ten the nut will not be as large, the tree as healthy and vigorous, nor the quality as good. By taking our scions from heavy annual bearing paper-shell trees, the trees we sell you are bound to reproduce the parent in all respects. Budded and grafted trees bear earlier. The nuts are larger, thin-shelled and alike, and sell for several times as much as usually mixed and small, thick-shelled seedlings. It does not cost you as much to raise the true varieties, for you don't have to wait so long for them to bear.

Over-Production—Impossible

A good question to ask—no easy one to answer. No. We have the world for a market and twelve months in the year to sell. The South alone can grow fine paper-shell pecans profitably. Nuts and nut products are everywhere becoming more popular. The paper-shell pecan is conceded to be the best nut that grows. There is a big profit in selling pecans at one-fifth what they now bring. Some day pecans will take their place as a regular diet, just as potatoes, flour and meats. Not one person in 5,000 has ever yet tried the paper-shell pecan and all who try them like them and boast them.

Pecans for Professional and Salaried People

A pecan orchard is the ideal investment for salaried people. Physicians, lawyers, dentists, professors and school teachers, and all those earning a steady, moderate income, have their best opportunity for making and saving their money in a pecan grove. For pecans are the easiest crop to grow, cultivate and market. Unlike grain, truck and the small fruit, replanting is not necessary. Once planted, a pecan tree lives and grows and bears for hundreds of years. Very little attention is required from the start, and this grows less and less as the trees get older. The crop is constant, easy and cheaply gathered. It does not rot or spoil. The demand for this greatest of all food nuts is strong and rapidly increasing. The world's biggest markets are only a few hours from your door. A five or ten-acre orchard will send your children to school and give them a college education and a start in life when they get out of school.

Pecan Culture Now on a Sound Business Basis

Despite the fact that unscrupulous orchard promoters and exploiters as well as many nurserymen and their agents have worked off thousands of scrub pecan trees on men and women who were anxious to get a start in the choicest of all nuts, the pecan business is so safe, so sure, so profitable and permanent that the demand has grown annually despite such handicaps. Thousands of men and women in the South—for this is the only true home of the pecan—are today the happy owners of pecan orchards that \$1,000.00 per acre would not begin to buy. Just read the next few paragraphs which will give you some idea of the great profits being made in pecan orchards. This industry is now entirely out of the formative period and on a sound business basis, and thousands of dollars are being invested in it annually by some of the shrewdest business men and financiers in the country.

South's Most Important Horticultural Pursuit

Pecan culture has developed so rapidly in the last eight years that it now outstrips all other horticultural pursuits of the South. Especially are Northern capitalists busy buying all the good pecan orchards they can get in the South for as much as, and often more than, \$1,000 per acre, because these orchards are paying greater revenues on this amount than the legal rates of interest, and they are paying a higher and higher rate annually. Trees set out a few years ago are making remarkable records and often clearing as much as \$50.00 each, annually.

Pecan Trees Worth \$2,000 Per Acre

The Texas Department of Agriculture, Bulletin No. 2, says: "By planting pecan trees among orchard trees of shorter lived fruits, it is entirely practical to carry on extremely profitable operations on land between trees, and at the same time be growing a pecan grove that will be worth at the time that it will need all of the space, fully two thousand dollars per acre."



A Ten-Year-Old Orchard. Worth \$1,000.00 Per Acre in Gold.

The Ramsey Pecan Orchard

Mrs. F. D. Ramsey, living a few miles north of Albany, Ga., definitely and finally refused an offer of \$80,000 for an eighty-acre tract of twelve-year-old pecan trees. Think of it—\$1,000 per acre for land that would be worth only fifteen or twenty dollars per acre without the pecan trees.

Many Worthless Pecan Trees Sold

Fully 90 per cent of the pecan trees being sold every year are not the high-grade trees the purchasers are led to expect. We do not want to put ourselves in the light of misdoers of other concerns, but we feel it is our duty to warn men and women who cannot be expected to know that there is so much danger of getting stunted and worthless sculls as well as trees that are not true to variety. Thousands of trees have been sold for high-grade stock by others which did not bear for several years and then turned out to be worthless seedlings. You may be sure these cuts that are actually worked off at a low price are stunted and a stunted tree in the nursery will make a dwarf in your orchard. Vigorous and healthy field grown trees are the kind that pays you well, and this is the only kind we sell. We cannot compete with others with our broken-up trees in price, but it is an easy matter to excel in quality and quality will be remembered and appreciated long after price has been forgotten.

Do Not Buy Your Pecan Trees From Agents

Buy your trees direct from our nursery. Get higher grade trees for your money and support no middle man. Most all agents are unreliable. They will out-talk you if given a chance and work off inferior trees right before your eyes. They often sell many pecan trees that have never been budded or grafted to even poor varieties for high-grade stock. Lots of the trees agents sell have just been scoured so as to make you believe they were budded or grafted. When they bear, if they ever do, the agent has gone and the nursery represented has changed hands or gone out of business. It footed by them you will always regret it. In buying pecan trees you have in deposit absolutely upon the honor and reputation of the party selling you the trees. If you buy from unreliable men you find out after enring for your trees until they come into bearing that you have been swindled and that you have paid good money for inferior trees that will stay that way. Our trees are guaranteed to be absolutely the best bred-up trees and in please you in every respect. We invite you to investigate our reputation for honesty, reliability, sincerity and truthfulness most thoroughly, and to come and see for yourself that our nursery trees are the highest grade bred-up stock on the market.

A Safe Investment For You

Capitalists are paying as much as \$1,000 per acre for pecan orchards—orchards set out just five or ten years ago. Careful records, data, etc., have convinced them that there is big money in buying orchards at this big price. There is more money in it for you who own your own land—in ten years the nut crop will more than have paid you all expenses. You can have an orchard worth \$1,000 per acre at no expense in ten years.

The Remarkable Profits in Pecans

One of our customers got 98 big fine pecans from one of his trees the second year set out; 638 the third and more than 2,000 the fourth year. Trees ten years old have borne 155 pounds of nuts in a single crop. A tree fifteen years old produced 683 pounds in one year; and one twenty years old, 900 pounds. The record crop of 23 1/4 bushels was thought to have been produced by the oldest tree growing—more than 200 years old at least. Notice how rapidly the trees increase in bearing as the age and size increase. The fine paper-shell pecans are now selling for 35 cents to \$1.00 per pound, but at one-tenth of this there is more clear profit in growing our fine pecans than anything else you can grow on your land. One acre of pecans will soon be clearing you as much as ten acres in cotton with much less worry and trouble.

Pecans are the Highest Priced Nuts in the World

No doubt you had never thought about it, but pecans—the fine paper-shell pecans—are the highest priced nuts in the world and the richest in food value. No other nut touches it either in price or quality. The demand for the nuts for eating, for culinary purposes, for candies, etc., is increasing at a remarkable rate, and the price is still going up every year, despite the increase in yield. The yield is not increasing as fast as the demand. This is the safety valve on all business.

The Food Value of Pecans

Dr. J. H. Kellogg, of the famous Battle Creek Sanatorium, Michigan, says: "I regard the pecan as one of the very finest of nature's choice products. A pound of pecans contains more nourishment than any other known food. In the next century nuts will largely, if not entirely, take the place of meats on the bill of fare—and the pecan will assume its rightful place of the head of the bill of fare—and the pecan will assume its rightful place of the head of the bill of fare—and the pecan will assume its rightful place of the head of the bill of fare." Be sure to plant you an orchard or at least a few trees this year and reap some of the great profits in store for growers of the finest pecan nuts.

The South Has a Monopoly on Pecans

Paper-shell pecan nuts cannot be grown successfully anywhere else in the world. The world must necessarily look to the Sunny South for her supply of the King of all Nuts. Our opportunity here is unusually great. Why neglect it?

Why Scrub Seed Are Planted

One pound of small seedling pecans will cost from 6 cents to 12 cents; one pound of the finest nuts from 40 cents to 75 cents. Not only does every pound of extra fine paper-shell pecans cost five or six times as much, but because the nuts are about three times as large, there is only about one-third as many nuts to each pound. So each large pecan costs from fifteen to sixteen times as much as each small one. As one nut can make only one tree, it follows that you can get fifteen or sixteen trees from small seed as cheaply as just one little tree from the fine nuts. Just because the best costs fifteen or sixteen times as much, others will not plant them, for they cannot sell the trees for fifteen or sixteen times as much as the inferior trees, and of course, make as much profit. This is the one and only reason for planting small seed nuts. Common sense teaches that these trees are necessarily inferior and always will be; but as they are the most profitable for the nurseryman they will be put off on you if you will stand for it.

Our Seed Pecans Are The Best Planted

No other concern in the world sets its seed from trees that outbear, outgrow, all better and bear bigger, better and finer nuts than any other trees they can find anywhere. The seed pecan furnishes the root systems of the budded or grafted tree for all time. The habits of the tree must forever be a part of the budded or grafted tree. So your budded or grafted tree cannot be superior unless the parent of the nut furnishing the root system is unexcelled. You cannot breed the finest Hereford bull in the world to a scrub cow and get as fine calf as if you breed him to the finest Hereford cow; nor can you plant scrub seed pecans and by budding and grafting from a fine tree get as fine nuts as if you used fine stock on both sides.

Demand The Finest Trees Grown

Your paper-shell pecan trees will grow bigger, bear more and become more profitable every year as they grow older. They will really be a monument to your business judgment and foresight. If you get the best you will always be glad if yourself, you will make more money out of them and will be honored by your family, your relatives and all who know of your orchard. You will be remembered as one man who demanded the best. The finest trees will not only live better, grow faster, and look finer, but also bear earlier, bear more nuts, and bear larger and finer nuts.



Scientifically Weighing and Selecting Our Seed Pecans.

Our Budded and Grafted Trees Bear Early

Graftwood used by us is from the very best trees known. They are taken only from the best annual bearers of large, well shaped and filled nuts. Our buds and grafts are not only selected and cut under careful, scientific and expert management but are budded or grafted on strong, stocky, thrifty, vigorous and well-rooted stocks. They are carefully bred-up instead of bred-out. Hundreds of our trees are full of bloom in the nursery rows. Dozens of little trees mature big fine nuts in the rows. All the trees are three to five years old from seed before we sell them—in two to five more years they will have a root system from five to ten years old. At this age they will begin paying well where cared for.



The Big Sturdy Nut Planted, But the Tree From It Bore the Seedling.

Your Guarantee of Under-Production

The demand for pecans is increasing faster than the population. This is the safety valve on all industries. Thousands of trees being set out are inferior varieties. Thousands more are improperly planted and cared for. Not one tree in every 1,000 already set is as fine as our high-grade bred-up trees. About \$15,000,000 worth of nuts are imported into the United States yearly. No pecans are exported. We firmly believe that \$100,000,000 worth of pecans could be sold every year at mighty profitable prices, in the United States and European countries. Did you ever see one single person who did not like the finest paper-shell pecans? We can answer for you, No; and you are not likely to, for we have tried for years to find one and this species of man is extinct. What is a surer argument that over-production is impossible?

Plant Only Budded and Grafted Paper-shell Trees

The results from budded and grafted trees are the same. You graft in the winter when there is no sap in the trees and bud in the spring and summer when the trees are full of sap and the bark will peel off readily. Just as you can breed pure-bred bulls to scrub cows, you can bud or graft the fine paper-shell trees to scrub trees, but it is absolutely impossible to get as fine tree as if you had budded or grafted to root stocks grown from these paper-shell pecans. Common sense teaches that you cannot breed a pure-bred to a scrub and get a pure-bred offspring—it is only a half-breed.



Bred-up Paper-shell Pecans. You Can Grow This Kind as Cheaply as Scrubs.

The biggest mistake possible for you to make in setting out your pecan orchard is getting half-bred or scrub pecan trees. Of course, you can buy them for a few cents less to start with, but you cannot properly set out the scurried pecan trees for one cent less than the finest one. You cannot properly care for and cultivate it, so the only difference is the price you pay the nurseryman. It is certainly foolish and unbusiness-like to have the poor grade trees at any price when you can get the highest grade bred-up stock that will for all time make you more pecans, larger and finer nuts that sell for more money, for a few cents more. Our bred-up trees may cost you a few cents more to start with, but in the end they are by long odds the cheapest trees you can buy—for remember the trees you set out will last your lifetime and longer.

How Long Before Pecan Trees Set Out Now Will Pay You

This is a question that is often asked and an important one. We can truthfully say that the trees begin paying you from the day you set them out if you get fine trees and set them out properly. They do this because if you have put out \$1,000 in all in buying a piece of land, buying the trees, setting them, etc., it will take a whole lot more than the total cost has been to you for anybody to get this orchard. Every year as the orchard gets older and more promising the more it will take to get the trees from you. Soon your \$1,000 investment has set to be worth \$10,000, and often more, and if the trees have the real well cared for they have made enough nuts to more than pay for the land you have put them out on, the trees you bought and every expense to you, and you have in a few short years a clear profit of several thousand dollars. Many trees bear the second year set out where they are our large bred-up stock. Most all sizes will begin bearing in three to five years after they are set out. Some varieties bear earlier than the others just as some breeds of cattle will breed earlier than others. The Bass Paper-shell is the earliest bearing pecan tree we have ever known, and in our best orchards it simply shows up the other varieties as an earlier bearer. But you need not expect profitable crops on all of the trees under five to seven years from the time they are set out if well cared for. But after this time the trees make you money rapidly and make rapid growth and begin to require less and less attention.

Adaptability and Soil

Wherever the oak and hickory trees will grow, plant pecans. They are very closely related. In the absence of oak and hickory, plant after any large trees where the land drains well. Hills and ridges make fine pecans. The trees do not grow as large as in the rich valleys and swamps, but put on more nuts. On real rich and swampy soils the growth goes too much to leaves and limbs. On well drained soils you get the most fruit and this is all that pays you. So many people are under the impression swamp land makes the best pecan land—it does grow the biggest trees, but the fewest nuts. You do not find the fullest hickory trees in the swamps, but on the hills or ridges, or in the well-drained valleys. The same is true of pecans. If your land would grow cotton without "boll weevils," it will grow fine paper-shell pecans.



Look at These Beautiful Bass Paper-shell Pecans. The Earliest Bearing Kind of All.



Beautiful Branches of a Bred-up Pecan Tree Loaded with High-Priced Fruit.

Why Pecan Trees Cast More Than Other Trees

Skilled experts only can successfully bud or graft pecan trees. Almost anyone can bud or graft peaches, apples, etc. It takes from three to five years to get a pecan tree large enough to sell. Other trees require only one to two years. Pecans to plant cost many times as much as other seeds where the best are used. Trials, etc., destroy the planted pecan seed badly. The pecan tree is slow to come up and start off. Every properly grown paper-shell pecan tree will require the attention of an expert from 15 to 25 times before it is sold. Buds and grafts from the finest trees are very expensive. Stunted trees by the hundred need to be destroyed. A smaller per cent of pecan buds and grafts live and grow off than of other trees. It costs five times as much to dig and pack pecan trees on account of such a deep tap-root.

Pecan Growing Better Than Fruit Growing

You know that many fortunes have been made in fruit growing. But where one pecan tree dies thousands and even millions of fruit trees die. Fruit trees blight and take San Jose scale, but not so with the pecan. While early fall frosts and the late spring frosts kill millions of dollars worth of fruit, the pecan flourishes. The fruit dealer is at the mercy of the wholesale buyer because his product will soon rot. He must sell quickly and gather the fruit in all sorts of bad weather. The pecan grower can take his time. Pecans keep for many months. They do not deteriorate while in transit to market. The cost of maintaining a fruit farm is considerable; the cost of maintaining a pecan farm insignificant. The life of a fruit orchard is of short duration; the life of a pecan orchard is such that it will bring you a life income and continue to do the same for your children and your grandchildren.

One Planting Lasts a Lifetime

What else can you put out that will make you big profits every year, get better as it gets older, and last not only all of your lifetime, but the lifetime of your youngest child? One thousand dollars has been offered for proof that one single pecan tree ever quit bearing or died on account of old age. You can't say this for any other fruit tree that grows.

Early Planted Trees by Far the Best

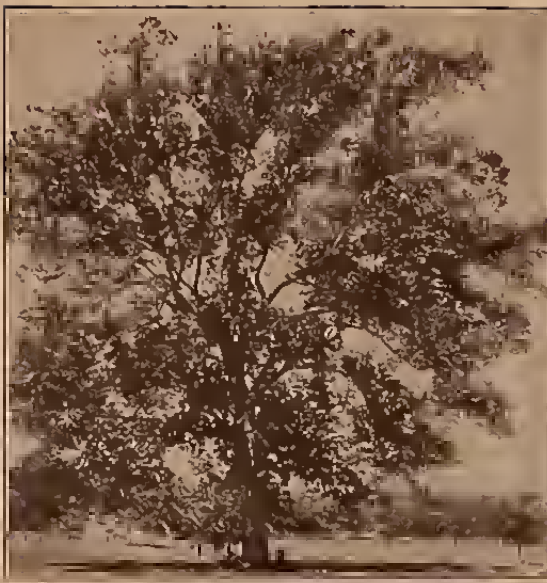
Set your trees out as early as possible after November 15th. You can set out trees as late as March, but it is much better earlier, for the trees are firmly settled in the ground and the roots send out little feeders during the warm spells and make much more rapid growth in the spring. Late-set trees are loosened by the wind in the spring and often killed.

Pecan Orchards Much Better Than Life Insurance

As a safe and sure investment for your children and your widow, a pecan orchard is much better than any kind of life insurance policy ever written. With a life insurance policy you must die for your loved ones to get the money, or else have a paid-up policy which costs more than it is worth. With pecan trees as your investment you not only have the pleasure of seeing the trees grow off rapidly and come into profitable bearing, but you get the benefit for years and years of unusually great profits to spend and enjoy with your family. After the land is paid for, a non-forfeitable property and a home, increasing in value annually, is held by you and your heirs forever upon payment of the taxes. The value of the land quadruples within a very short time. The total cost is insignificant when contrasted with the yearly enhancement in value. Pecan orchards are safe and sure income-getters. Nothing else will equal them. The owners are not selling their orchards, but putting out more trees every year.

Prepare Now for Your Old Age

Fifty 95 people out of every 100 do not live to old age or old age and helplessness. Whether you live to a great age or not you are sure to have someone that you would like to leave a permanent inheritance, and there is no better way of doing this than in setting out an orchard of our bred-up pecan trees this year. Every tree you set out will be living and bearing during all of your lifetime—no matter if you live fifty years longer—and will be left a permanent inheritance to your heirs. Just a few dollars invested now in fine pecan trees will make you an independent income in your old age. Unlike any other investment, a pecan orchard gets more and more profitable as it gets older and requires less and less attention. With everything else you plant you either have to plant once a year or see your fruit trees of any other sort fall you on account of old age in a few years.



Big Pecan Trees Like This Have Made as Much as \$300.00 Worth of Nuts Each in One Year.

What One Frotzcher's Eggshell Tree has Done

The following is a careful record of what one Frotzcher's Eggshell pecan tree has done. It was planted in 1892 on average pine land when about three feet high, and cost the owner \$2. This tree has had good cultivation, but no better than the average orchard tree ought. Below we give you the number of pounds this tree yielded, the number per acre of fourteen trees, and the number per five acres of seventy trees, and the income on five acres of seventy trees, at the very lowest rate—any of the varieties of pecans we are offering you will sell for the next fifty years. These nuts are now bringing \$4 per pound, but, to be absolutely sure that our figures will hold, we will base our estimate on a price of 25 cents.

Year	One Tree	Fourteen Trees	Seventy Trees	Total
1892	1 lb.	14 lbs.	70 lbs.	\$0.10
1893	1 lb.	14 lbs.	70 lbs.	\$0.10
1894	1 lb.	14 lbs.	70 lbs.	\$0.10
1895	1 lb.	14 lbs.	70 lbs.	\$0.10
1896	1 lb.	14 lbs.	70 lbs.	\$0.10
1897	1 lb.	14 lbs.	70 lbs.	\$0.10
1898	1 lb.	14 lbs.	70 lbs.	\$0.10
1899	1 lb.	14 lbs.	70 lbs.	\$0.10
1900	1 lb.	14 lbs.	70 lbs.	\$0.10
1901	1 lb.	14 lbs.	70 lbs.	\$0.10
1902	1 lb.	14 lbs.	70 lbs.	\$0.10
1903	1 lb.	14 lbs.	70 lbs.	\$0.10
1904	1 lb.	14 lbs.	70 lbs.	\$0.10
1905	1 lb.	14 lbs.	70 lbs.	\$0.10
1906	1 lb.	14 lbs.	70 lbs.	\$0.10
1907	1 lb.	14 lbs.	70 lbs.	\$0.10
1908	1 lb.	14 lbs.	70 lbs.	\$0.10
1909	1 lb.	14 lbs.	70 lbs.	\$0.10
1910	1 lb.	14 lbs.	70 lbs.	\$0.10
1911	1 lb.	14 lbs.	70 lbs.	\$0.10
1912	1 lb.	14 lbs.	70 lbs.	\$0.10
1913	1 lb.	14 lbs.	70 lbs.	\$0.10
21 years	21 lbs.	294 lbs.	1470 lbs.	\$367.50



Selecting Our Seed Pecans Carefully and Scientifically in the Orchard. You See the Crop of One of Our Trees Set Five Years.

Stop a Moment and Consider This Table

The yield the twenty-first year would be 4,816 pounds of fine nuts per single acre of fourteen trees. One thousand two hundred and forty dollars per acre is what high-grade trees, given good care, should make for you twenty-one years from the time they are set. More than \$4,100 per acre clear profit. All acres will not do this well, of course, but remember we are basing our figures on less than one-half the present price of nuts and taking for example a tree that has had thousands of limbs cut off for firewood and also has been injured by the wind destroying large limbs. Is there any wonder the richest and most far-fetched men in the United States pay \$1,000 per acre and upwards for fine pecan orchards. Fifteen thousand five hundred dollars per acre is what such an orchard is worth, for it will pay 8 per cent on this amount, and gets better annually.

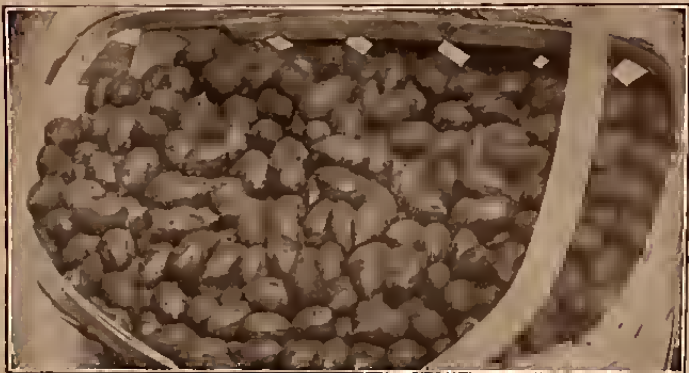
Old age makes the pecan tree larger, and the larger it gets the more nuts it will bear and the more money it will make for you. The trees send down their roots so deep into the soil that they feed in soil untouched by any other profit-bearing tree or plant. Ask any old man now if he had his life to live over if he would plant pecan trees. He will tell you that is one thing he certainly would do and that if he had set them out a few years ago, today he would be rich. You are now in his shoes of a few years ago—will you profit by his experience? The writer never lets a year go by that he does not set out a number of pecan trees, and today he has trees set out four years ago that \$50 each would not buy.

Proper Distance to Set Pecan Trees

On average land to poor land, 50 feet apart is far enough to set your trees. On a good grade of land they should be 60 feet apart, and on the real rich lands of the Delta and bottoms 70 to 75 feet is not too far. You know the pollen of the male bloom must be carried to the female or pistillate bloom by the winds. Insects do not carry the fertilizing properties of the male bloom to the female in the pecan as they do in the other fruits, because the blooms of the pecan are bitter and not to their taste. So it is very important that your trees be far enough apart that the winds can circulate well among the branches and pollination be perfected. Lack of winds or wet and damp weather just when the pollen of the male (staminate) bloom needs to be carried to the female (pistillate) is the cause, as a rule, of trees failing to produce pecans every year. When you hear people say pecan trees will not bear every year usually the cause is lack of proper seasons just as with everything else. Nine-tenths of the people offering pecan trees for sale will advise you to put them closer together than this, but the reason is either because they know you will have to set more trees to a given acreage and naturally buy more trees, or because they are too ignorant to know the scientific importance of giving the trees distance. Many orchards are totally ruined by the trees being set too close together, and especially is this true after the trees get old and at their most profitable stage. The male bloom always comes on the old growth of last year and the female bloom is found always in the end of the new growth of the current spring.



Showing Staminate (Male) and Pistillate (Female) Blooms.



A Basketful of High-Grade Bred-up Paper-shell Pecans.

The Actual Cost to Set an Acre

The tree mentioned was not larger than our 3 1/2 ft. trees and cost \$2.00. A larger sized tree would have come into bearing earlier and, of course, made more nuts. But to get down to the actual cost of setting one acre in the finest bred-up pecan trees; fourteen 3 1/2 ft. trees will now cost you only \$12.95. Seventy trees, enough for five acres, will cost you just \$64.75. Say you buy larger trees and pay twice as much for them, you are still getting your trees cheaper than this man, and getting higher bred stock. By all means put out a few trees, an acre, five or ten acres, of our bred-up paper-shell trees this season. Don't put it off until next year, for that makes it just one year longer before you can enjoy that happiness, contentment and ease afforded to growers of fine pecans.

A Substantial Life Income

And a handsome inheritance for life for those who are dearest to you. Think what it means! Think what it means to be independent, to be able to look into the future without fear of old age, failing health, accident, increasing family responsibilities, money panic, unemployment—troubles which overtake 98 people out of every 100. Can you afford to put it off another year?

A Beautiful Picture

Consider what it means to own land! Something that can never be stolen, burnt, lost or taken from you or your heirs—land that will never need any great amount of care or cultivation. Then picture to yourself on this land a tree, which is one of Nature's hardest offerings; which lives and produces increasing crops every year for more than a century; which requires less and less attention as it grows older and more profitable. This is not open only to the rich; the average man or woman can grasp this opportunity. Take now—the step that means a life income to you and protects your dear ones from want.

Essentials of Success in Setting Out Pecan Trees

Paor Digging and Packing Often at Fault

Many people have the idea that pecan trees are hard to get to live. They are harder to get to live than most other fruit trees, but nine-tenths of this is due to the fault of the nurseryman in improperly digging the trees, packing, etc. The roots of the trees go so much deeper in the ground that it is costly and difficult to get a fine root system with pecan trees, and at least 95 per cent of the pecan trees being set out every year have not been as carefully dug and packed as they should be, and naturally die badly, or if they do live just barely do so. We have no concern when we say we dig our trees with a better lot of roots, than we pack them better in damp moss and get them to you in better shape than any other pecan trees on the market at any price. Naturally you pay for this extra care and attention, but all really worth while planters are willing to pay added cost of getting trees that will live, grow off fast and bear earlier.

Have Your Land in Fine Shape for The Trees

Many planters of pecan trees seem to think that it is not necessary to do anything but just set out a pecan tree for best results. It is unfortunately true that many succeed by half tending to their trees, but in every single case it would have paid and paid well to have had the land in fine shape before a single tree was set out. What we mean in fine shape is well broken and free of bushes, trees, etc., and in just the condition you would have to have it to grow a good truck crop, cotton, corn, etc. It will pay you to have the land already laid off before the trees arrive so you can set them at once upon arrival.

Use Dynamite If You Can Get It

It will pay you to use dynamite to blast the holes in which the trees are to be set in land that has a clay subsoil or land that has any sort of hardpan. But even under these conditions unless you dynamite the holes when the ground is not wet it will not pay you. It is worse than not using it at all to use it when the land is wet, for it makes it pack and run together. Usually one-fourth to one-half pound of dynamite is used to the hole and put from one and a half feet deep to three feet, depending on the amount of dynamite used and the strength. You will find it very easy to make a hole big enough for a tree with it, and in the long run it will be found as cheap as digging with spade and hand. Be careful to not get much of the clay out as possible so you can fill the hole with real rich dirt—and give the tree a better chance to grow off rapidly. The worst objection in setting trees with dynamite is that they often settle too deeply in the ground when the ground settles. You can get dynamite at any first-class hardware store.



See the Wonderful Root System of Our Bred-up Trees. Is It Any Wonder They Live Better Than All Other Pecan Trees?

Care of Trees on Arrival

The roots of all of our trees are packed in damp moss. The bodies of the trees are wrapped with pine straw and then the whole thing baled up nicely in hurlap burlap. The trees reach you in perfect condition and just as soon as you can get them they should be taken out of the depot and carried to a shady place at home and two or three bucketsful of water poured around the roots. Then just as soon as you possibly can, set them out. Have the roots of every tree damp from the time you get it until it is put out. If the roots are wet as you can make them when you set the tree out it will not be necessary to water them after they are set out until the dry spells in the spring. But be sure to keep the roots of the tree out of the sun and to keep them damp at the time. This means success and is easily done. If you cannot set them out at once on arrival it will pay to keep in the burlap containing the roots in and cover with dirt. You need not unwrap the burlap at all if you do not have to keep them heeled in for several days. But by all means do not let the sun or winds dry out the roots of your pecan trees.

Use Care in Setting Every Tree

Nothing will pay you better than using great care in setting every pecan tree. Remember that every tree that grows will be there 100 years or longer, and you are really putting down a permanent monument and one that will make big money for you and for your family for years and years. Try to place your tree just about one inch deeper than it stood in the nursery row if setting it in dug holes, but if in dynamited holes have it no deeper than it stood in the nursery row, because it is sure to settle some. In filling the holes try to pack the dirt in the lap-roof with your hands or feet and at the same time keep the side roots out in their natural position. Don't cram them in and do not put any poor dirt back in the hole. Get the best and richest top soil. Do not put manure unless you mix it well with the natural dirt, and then do not let it come in contact with the roots much, but put in around the outside of the hole and on top of the ground. Well-rotted manure would do fine if well mixed with the soil. Green manure had not commercial fertilizer is not much better. You cannot make your trees too rich if you will keep the fertilizer from coming into close contact with the trees and rats the first year. After your trees have grown one year then you can fertilize to great advantage heavily for four or five years. By so doing you can get a tree in this time that will be larger than the average tree in 12 to 15 years, and one that will bear as many pecans.



A Pretty Start to Grow, Set One Year. Our Bred-up Stock.

Make Big Money on The Waste Places

Practice economy and beautify your homelace by setting out our bred-up pecan trees along the roadside, the fence lines, the streets, drives, barns and outbuildings and around your dwelling. Our one healthy paper-shell pecan trees with their rich and luxuriant foliage, shapely tops and stately trunks will not only add to distinctiveness and character to your homelace and its surroundings, but will in a few short years yield a revenue in rich and palatable nuts to pay all the taxes, pay your insurance and keep your holidays and fences painted and in repair and leave you a nice little pile of Christmas money besides.

The Pecan is an Unusually Fine Shade Tree

Many prominent landscape gardeners rank the pecan among the finest shade trees for the South. It is naturally a straight, upright, vigorous growing tree and has unusually rich and beautiful foliage, and planted around the yard for shade seems naturally to have its location and shelter down heavy crops of nuts into the laps of little children who naturally love it better than any other tree on the place—and play under it more. Plant at least one tree for every one of your children this year and let them claim them and name them. It will be one of the finest gifts possible for you to make and one that will bring more genuine joy and pleasure in future years to your children. No matter where

your children may wander to after they get grown they will never forget their pecan trees and the pleasure they have had ereking the big fine paper-shell pecans. And just for the profit of it add a few trees for the man and for you. Nothing will pay you better both in money and pleasure. Hundreds of shade pecan trees are annually clearing as much as \$50 each for their owners and pecan trees are usually clearing as much as \$50 each for their owners and shade furnishing shade that is invaluable. Do not plant any other sort of shade tree—plant trees that will furnish both shade and profit. Oaks, elms, china trees, etc., are being dug up by hundreds of foresighted homelovers and paper-shell pecan trees being planted in their place. Some of the most successful and foresighted business men in Mississippi have had us dig up the oak trees on the sidewalks in their lawns and put our bred-up pecan trees instead. On hundreds of school grounds of the South bred-up pecan trees are being set out both for shade and for nuts.

Pecan trees will last for 100 years and get more profitable each year. Get our large size trees for quick shade and early bearing. The big trees often bear the second year set out and increase rapidly every year after. Especially large, smooth, shapely, well-rooted trees for shade, \$3.00 each.



Nothing Prettier Than Pecan Trees on the Roadside.



One of Our Bred-Up 3-4 Feet Trees Bearing. Scientific Breeding is the Basis.

Watering Pecan Trees

We hardly ever water a pecan tree, even during the driest spell, but make plenty of moisture come up around the roots by frequent shallow cultivations with a hoe for four or five feet around each tree. No grass or weeds should ever be allowed to grow around the trees for four or five feet at least. But it will often pay the planter to water his trees, and especially the large sizes. The best way to do this and the only proper way is to rake back enough of the dirt around the tree to make a sort of basin, and after filling this with water and letting it soak up, pull back the loose dirt. This will prevent the ground from packing and the moisture from drying out so quickly.

Keep Stock Away for a Year or Two

Don't let stock get to your pecan trees for a year or two after they are set. After they get up some size and a good growth stock of all kinds will be a benefit to the trees, and in standing around them for shade the droppings will naturally fertilize your trees.

The Best Crops to Grow in Your Orchard

Grow corn, cotton, peas, velvet beans and any vegetable crops among your trees. Oats are bad, and any other crop that robs the soil. The cultivation of other crops among your trees actually benefits the pecan trees and will more than pay for the upkeep of the trees. In fact, we have made as high as 75 bushels of corn per acre among our young pecan trees. Do not let anything go close enough to the trees to shade them.

Do Not Bruise or Bark Pecan Trees

A great deal of damage to pecan trees is done by allowing the trunks to rub them in trying to plow too close to the trees. It is very hard even for the owner himself to keep from getting on the trees before he knows it, and it is very easy for a worthless negro to skin them all over. Take every precaution along this line and it will pay you well.

Our Guarantee to Live

Our trees are so thrifty, vigorous and well-rooted that they live remarkably well. Every tree is carefully and scientifically pruned for you and packed in damp moss. Planting instructions are sent to each customer and when these are followed we will replace all trees dying the first year at half price—sharing the loss equally with you.

Cultivation

In "Nat Culture," the United States Department of Agriculture, under this heading, says: "This should be thorough the first three years, or until the trees are of good size. Cultivate as for cotton crop, and keep the grass and weeds from around the trees by hoeing or mulehng. Trees thus cultivated in Mississippi that are thirteen years old have grown to be twelve inches in diameter, and yield from a barrel to a barrel and a half of nuts annually. Other trees of the same age, and not cultivated, are but four inches in diameter. To secure the best results, moisture, care and cultivation must be bestowed upon the trees."

Fertilizing

If you desire to plant on land rather poor in fertility, thoroughly mix with the soil two or three shovels full of well-rotted compost when you plant the tree, or one or two pounds of horse manure. The best fertilizer after the tree is planted is to scatter manure around the tree. The more the better—one-half to one bushel to the tree, if possible. Do not bank it up around the tree, but scatter it around it for two or three feet. When it rains the substance will be taken down to the roots. Put this around your trees in the late winter if possible, so that the trees will be able to get a fine growth in the spring. When the trees are old enough to bear, use potash in some form—wood ashes will do.

Make Your Monument While You Live to Enjoy It

It is a rare sight to see a dead pecan tree, or one that has been blown down. They send their roots to such a depth that they do not yield to anything short of a cyclone. In planting pecan trees work is done which lasts for hundreds of years, and, as in all other matters of such importance the best will prove to be the cheapest. Generation after generation will enjoy the fruits of your labor. Therefore, plant the best trees to be had, regardless of the price and leave a permanent monument to your good judgment. As has truly been said, a green tree that will withstand the storm of the year and stand unmarked by "death's decaying fingers" while the decades make the centuries, and then toss its tender branches in abandon at the first breeze of spring, and shower rich nuts into the laps of little children at autumn's gentle shaking, is a better monument than a column of granite twice as high, even though the little children never know who thought of them so long before.

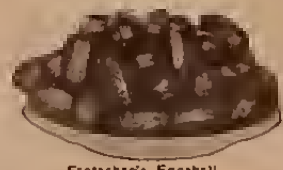


You Can Grow Pecans Like the Two Outside Jars if You Get Our Bred-Up Trees.

Pictures Below are of Natural Nuts



Stuart



Frotscher's Eggshell

STUART

The Stuart is a very large, heavy pecan, of very good quality and an excellent filler. The tree is very vigorous and healthy and a heavy bearer. The Stuart Pecan is succeeding over a wide area and is the safest and most profitable of all for market plantings. No one can make a mistake in planting this variety very liberally.

FROTSCHER'S EGGSHELL

This variety, like Stuart, is succeeding over a wide area, and is one of the safest and most profitable of all varieties for commercial plantings. The Frotscher is a very large pecan—the largest papershell pecan known. The tree is a vigorous grower, and makes an ideal roundheaded tree, and is a regular bearer. This is the variety that is growing over the grave of the late Governor Hogg, of Texas.

THE BASS PAPERSHELL

For years we have looked for an unusually high-class papershell pecan to give our name. This pecan has been called the Mexican because we were not absolutely satisfied that it excelled, and I wanted to have it before sending it out under our name. For six years we have watched it carefully and it has proved to be not only the best bearer we have ever seen, but one of the earliest to come into bearing. We have a number of trees bearing the second year set and they were only 4-6 ft. and 5-6 ft. trees when put out. The nut is very thin, large, long and of a beautiful color and shape. The flavor is unusually fine. It bears early and is a heavy every year bearer. The nuts ripen two or three weeks earlier than the other varieties and bring big prices on the earliest market. The nuts fill fuller than any of the other varieties. We sincerely believe this is the finest papershell pecan ever put on the market and are setting it almost exclusively ourselves.

SUCCESS

This grand nut has probably attracted more attention than any other nut recently introduced. Though not the largest nut in existence, the kernel has proved to be the heaviest in a test of fourteen leading varieties made during a series of years. Orate in form, with thin shell of splendid cracking quality; kernel plump and heavy; flavor excellent, color bright and firm fine. Tree of good sturdy growth and heavy annual bearer. Select nuts, forty to the pound. Keeping qualities the best.



Bass Papershell



Success

VAN DEMAN

A very large, long, soft-shelled nut of unusually fine flavor and exceptional quality. One of the finest eating nuts ever grown. It is very popular on the markets and is one of the safest of all for planting generally. The tree is a very rapid grower, healthy and a heavy bearer. No orchard is complete without some of our Bred-Up Van Deman pecans in it.

Prices for Our Bred-Up Papershell Pecan Trees

You can buy trees for less money, but you cannot duplicate the quality of our bred-up trees, the care we exercise in digging and packing and our prompt delivery of freshly dug trees. And as surely as you live you will remember quality long after you have forgotten the price you paid for the trees. Remember, too, that our trees are always full size, strong and thrifty and healthy and guaranteed to please you in every respect or not cost you one cent. No other nursery concern will duplicate this guarantee to you. Remember, too, that we prepay the express on all orders amounting to \$10.00 or more. Get your neighbors to club in with you and get your trees in large lots at lower prices and set the express prepaid. Prices on large lots on application. One to 6 trees at the each rate prices; 6 to 10 trees at 6 rates, and 10 to 50 trees at 10 rates, and 50 trees and up at 100 rate price.



Van Deman

EXPRESS PREPAID ON ALL ORDERS OF \$10.00 OR MORE

Size	Each	Five	Ten	One Hundred
3-4 feet	\$1.00	\$ 4.75	\$ 9.25	\$ 87.50
4-6 feet	1.25	6.00	11.50	110.00
6-8 feet	1.50	7.00	13.50	130.00
8-10 feet	2.00	9.00	17.50	170.00
Large	2.25	11.00	21.00	200.00
Extra Large	3.00	14.00	27.50	260.00

For early bearing or quick shade buy our large and extra large sized trees. Special personal attention given to the selection of varieties and trees for customers who wish us to select the best kinds for them when accurate description of land and desires are given.

Book Your Order at Once

For the very finest trees place your order with us at once. Ten per cent of the total amount of your order will reserve for you the very choicest trees we have out of more than 55,000 budded and grafted trees of the highest grade purchased papershells. Remember we absolutely guarantee to give you perfect satisfaction. If you are not pleased with our trees in every respect we expect you to return them at our expense and receive every penny you have been out on them back. Every customer must be a satisfied one. You cannot lose when you buy your trees from us.



The Top of One of Our Large Bred-Up Trees, Set Two Years. Note Profuse Blooming.

What Variety is Best?

There are more than fifty different varieties of the papershell pecan, and out of this number we have selected the kinds we list as the best all-around varieties. One variety will excel others in one particular or more, but fall so far short of equalling them in other ways that it has to be discarded as an undesirable sort. The varieties we list have all been tested and proved to be suitable to the different kinds of soil we have in the Cotton Belt of the South. Naturally one kind will suit one soil better than another, and it is for this reason that every buyer should tell the nurseryman the kind of soil he has and get his advice about variety. But we have no hesitancy in saying that the Stuart pecan is the peer of them all as an all-around nut, and is the safest of all to plant unless it is the Bass papershell, which has not yet been tested out enough throughout the South to warrant a positive statement of its worth in other sections.

What Size Tree is Best to Set Out

It has been our experience that the larger sizes of pecan trees where well dug and packed can be safely transplanted all over the South. We have for several years specialized in large pecan trees and our customers report unusually good results in living, growing and early bearing trees. Of course the large trees will bear earlier and will be more out of the way of the plow and of your stock. They will cost you more, but you will save from one to three years in their bearing, and in ten or twelve years one crop of one or two of the years you have saved will pay the difference in many large and small pecan trees. We have quit setting any but the larger sizes we list, as we have found that they pay much the best. We have some of our extra large trees set one year ago this spring that have more than forty pecans each on them now. You can be sure that when you buy our big trees you will get a big fine root system and that the roots will be so well packed in damp moss that the trees will live and grow off fast if properly put out by you.

Your Trees are Pruned and Prepared for You

We endeavor to send out properly pruned trees, just as if we were going to plant them ourselves, leaving the planter nothing to do but to set them out. The taller grades of trees should be top-trimmed, as it balances the top against unavoidable loss of some roots when the tree is transplanted. Proper pruning insures the tree living and a good growth. Where trees are properly pruned, handled and planted there is no reason why any of them should die. Our prices are made on the height of the trees when dug. When properly top-trimmed, the height is often materially reduced. Therefore, if the height of a trimmed tree, when received, is less than the catalogue height, this is the explanation.

Terms and Conditions of Sale

TERMS are cash with order. We pay spot cash for everything and sell the same way. It saves us a lot of bookkeeping and annoyance and enables us to sell our high-grade bred-up trees cheaper.

HOW TO SEND MONEY—Send money any way that is most convenient to you. We do not have to pay exchange on checks.

WE CANNOT SHIP TREES BY MAIL. OUR SHIPPING FACILITIES are exceptionally good. We are near the depot of two railroads and have open stations both day and night. Also have long distance telephone and telegraph service. You can get us over the telephone any time.

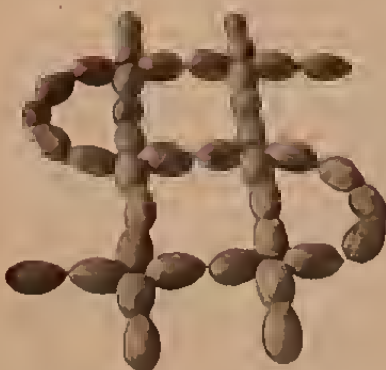
OUR TREES ALWAYS FRESHLY DUG—We can dig and ship your trees any day.

ORDER EARLY—The demand for our high-grade bred-up trees far exceeds the supply, and it is very imperative that you send in your order early. Those who order early naturally receive the choicest stock.

GUARANTEE—We guarantee every tree sent out to be well grown, properly handled and packed and true to variety.

MISTAKES—We take great interest in our work, and probably make a few mistakes as anyone, yet we are not infallible, therefore, stand ready to make good any mistakes that may occur as far as possible, or if any varieties ordered should accidentally not prove true to label, we will either replace the same tree or charge or refund the purchase price, but are not liable for further damages.

TIME OF SHIPMENT—Unless otherwise instructed, orders received during the shipping season will be forwarded as soon as possible after receipt of the order.



Our Bred-Up Pecans Are Dollar Makers.

SUBSTITUTION—If out of the varieties ordered we will send the ones we know to be the equal or superior unless instructed not to substitute.

NO CHARGE FOR PACKING OR DRAYAGE—We carefully pack and tag all trees free of charge.

VISITORS—We cordially invite you to come to see our big nursery. We will show you hundreds of little trees full of bloom, and nuts, and the great bred-up nursery stock you ever saw.

OUR TREES FREE OF DISEASE—A certificate of inspection of the Mississippi State Entomologist guaranteeing our trees to be free of disease accompanies each bundle of trees. All inspection laws of other States are complied with.

R. W. HINTON, PRESIDENT A. B. HINTON, VICE-PRESIDENT B. W. HINTON, JR., 2ND VICE-PRESIDENT H. C. YAWN, SECRETARY

DIRECTORS: D. W. HINTON, A. B. HINTON, H. C. YAWN, W. E. HANSEN, R. W. HINTON, JR.

PAID IN CAPITAL \$100,000.00

R. W. HINTON COMPANY

DEPARTMENT STORE

DEPARTMENTS: GUY GOODS, OUTFITTING, GROCERIES, MEATMARKET, FURNITURE.

Lumberton, Miss., July 3rd, 1916.

We take pleasure in stating to those, who may contemplate doing business with the I. E. Bass & Sons Company, that the personnel of the Company is above reproach. They are men who do not and will not make any statement or representation that they will not back up. They are men of good business judgment and strictly honest. They have built up their business to its present proportions by honest, fair methods and by donating their overalls, working and keeping in personal touch with every department of their large nursery.

They have spared no labor or expense in getting the very best parent stock with which to graft and bud their trees. Their pecan nursery consists of about 300,000 trees. About 55,000 of this number have already been budded or grafted and about 30,000 will be ready for shipment this season. The trees in their orchard are now bearing and we have never seen finer nuts.

This Company is financially responsible for its obligations and its customers will find everything just as represented.

Respectfully,
R. W. HINTON COMPANY,
H. C. YAWN, Secretary.

W. W. PIGFORD, PRESIDENT J. B. BALMUND, ACTIVE VICE-PRESIDENT L. C. PIGFORD, CASHIER

UNITED STATES DEPOSITORY

FIRST NATIONAL BANK

CAPITAL \$100,000.00

TO WHOM IT MAY CONCERN:

I take pleasure in stating that I have known Messrs. I. E. Bass & Sons, of this place, for ten years, and can cheerfully vouch for their integrity, honesty and ability. I feel sure that in any business transaction they will represent things exactly as they are, and give satisfaction to all customers.

BANK OF HATTIESBURG **LAMAR COUNTY BANK** **FIRST NATIONAL BANK**
Hattiesburg, Miss. Purvis, Miss. Lumberton, Miss.

References:

BANK OF HATTIESBURG **LAMAR COUNTY BANK** **FIRST NATIONAL BANK**
Hattiesburg, Miss. Purvis, Miss. Lumberton, Miss.

Testimonials

Hundreds and hundreds of testimonials are in our files like the following which show conclusively the superiority of our bred-up pecan trees. Had we space we could give you so many you would get tired of reading them, from all sections of the South. These testimonials are unasked for and come from some of the most progressive merchants, lawyers, doctors, farmers and business men and women of the South. These men and women appreciate the effort we are making in carefully and scientifically breeding-up the papershell pecan and in sending out the finest stock ever put on the market and in the best way. This naturally calls for lots of hard work and patience, but so much unadmitted praise makes it all a pleasure to us. You can be sure that you will be as well pleased as any of these people if you place your order with us. We guarantee to please you in every way or your money will be refunded. You take no chance of getting the best stock and getting it in the best manner if you place your order at once while we can hook your order or ship you the trees at once as seasons will permit.

A. A. ANDERSON ANDERSON, HANCOCK & CO. THE PINEHURST FARMS.

A. A. ANDERSON & CO.,
DEALERS IN
GENERAL MERCHANDISE
WE BUY COTTON

P.O. Box 100, Toone, Tenn., May 23rd, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Gentlemen:—In reply to your inquiry of the 27th as to the results that we are having with the pecan trees that we bought of you this season, will say that they were the finest trees that we ever saw shipped from any place, and every one of them are living.

Yours truly,
A. A. ANDERSON & CO.,
BY A. A. ANDERSON.

Mrs. I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Gentlemen:—In reply to your inquiry of May 27, my pecans are doing fine. Will want more to the fall. Am going to get others to put in and from the growth they are making I think they will continue to be alright. If any of our friends are in the market for trees we will tell them about your trees. We may possibly be in the market for a few more trees this fall.

Very respectfully,
J. A. WARE.

Troy, Miss., June 18, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Dear Sirs:—Yours of 27th in hand and will say in regard to the pecan trees you sent us, that they are really satisfactory so far, and from the growth they are making I think they will continue to be alright. If any of our friends are in the market for trees we will tell them about your trees. We may possibly be in the market for a few more trees this fall.

Yours truly,
J. R. CHANEY & SON.

Dyersburg, Tenn., May 29th, 1916.

BOARD OF EDUCATION
Memphis City Schools

Fourth Floor Goodwyn Building
Memphis, Tenn., May 29, 1916.

Mrs. E. B. Bass & Co.,
Lumberton, Miss.

Gentlemen:—Your letter of inquiry concerning the pecan trees we bought from you for public planting last fall is received. In reply, I am very happy to state that I have made a careful inquiry about all the trees and have learned that every tree, without a single exception, is growing nicely. As I had been told that the large size trees would not grow after transplanting, and I felt a great responsibility to the people who had trusted to my judgment in the matter, your care and anxiety before I sent the beautiful leaves come out on our pecan trees this spring. One agent, who assumed that my work with the planting of so large trees would be a failure, said many other trees about the city and all of his trees repeated in the same way.

I wish it were in the power of somebody to stop the sale of inferior and diseased trees but of course may be sold cheap, because they are worth nothing. But I hope the planting of diseased trees may injure our fine healthy trees. We shall likely plant a thousand more pecan trees next season.

Thanking you for your careful selection of trees you sent in all of our orders last season and hoping to see all public grounds as well as commercial lands made rich by your valuable pecan trees, I am,
Very truly yours,
MARTA CONSER.

576 Union Avenue

I. E. Bass & Sons,
Lumberton, Miss.

Gentlemen:—In answer to your very nice letter of the 27th, will say the pecan trees that I got from you early this spring are budding out nicely, and all your patrons here are very much pleased with the trees they got from your nursery, and an active man here could take quite a number of orders for this fall delivery. There is no agent here for the _____ Nursery of _____, Tenn., who has been taking orders for fall delivery of pecan trees, but this nursery has not given satisfaction here, and I would not like to see my friends patronize them. Mr. E. B. Bass has not given them an order for 100 trees for fall delivery, and I feel sure they will disappoint him. Suppose you write him and make prices, etc. You can use my name, also John Wells, John Rawles, M. H. Whitson and others to whom you have sold trees. They are all well pleased with your trees and the way they have turned out. Mr. Pillow is a wealthy man, as you will see from the commercial reports, and he does not mind paying a good price for good trees. The nursery referred to above certainly does not send good stuff, and I feel sure that buyers will be disappointed, and Mr. Pillow would be justified in cancelling his order with them. Go on and write him, and use the names as above, as he knows them well, and he wants the best, and I believe you have it. Wish I had time to take orders for you.
Yours truly,
T. L. WELLS.

Mr. Pillow can go and see your stock here and talk to your customers, and they will coveture him.

I. E. Bass & Sons,
Lumberton, Miss.

Gentlemen:—In reply to yours of recent date, I unhesitatingly pronounce the pecan trees bought of you last fall, or earlier, the finest nursery trees I ever saw. Every one of my trees is growing splendidly and have made pretty good clumps of limbs. I am showing my trees to friends and recommending your trees to all who wish to buy.

Very respectfully,
MRS. S. W. SIMMONS.

Magnolia, Miss., June 1.

Leola, Miss., May 28, 1916.

Dear Sirs:—Yours received. Will say my trees are the finest I ever saw, and having lost one of them, I am taking special pains with them because I think lots of them. I am figuring on pulling out six more this year out of course will give you the order, for I believe you deal honestly with your people.

Yours truly,
W. J. BOONE.

NATIONAL ASSOCIATION OF LETTER
CARRIERS

BIANCH NO. 553

Travisburg, Ark., Tex., May 6, 1916.

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Dear Sirs:—Answering your letter of a few days ago in regard to the trees you shipped me a few months ago, I must say I am more than pleased with them. I set them out carefully and according to directions and they are growing nicely. All of them are doing fine and have started off in good shape. I am thinking of buying a few more of your trees this fall, and if I do I will probably buy more trees from you this fall, as I am highly pleased with the first order I sent you. I will recommend your firm to my friends who may perhaps want to buy pecan trees. Thanking you for your promptness in shipping and the nice trees you sent me, I remain,
Your friend,
WILLIAM H. MATHEWS.

1221 Wood Street.

A. B. & H. P. TIGRETT
Oaklawn Farm

Neiberr, Tenn., June 5, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Gentlemen:—Yours of the 27th, in regard to what results I am having with your bred-up pecan trees, will say that I have only two dead trees out of my last fall's planting.
Now, as to the ones set out last fall in your size, I do wish you could see some of them. I have at least half dozen that I feel you would be proud of yourself. I am delighted with them, and feel that they will repay me for all my trouble and expense and are still grateful to you all for your fair and courteous dealings and the well selected trees you have always sent me. I have had no objections to your referring any one to me as a satisfied customer. In fact, would be glad to tell them how fair you have treated me. Don't think that I can do you a favor call on me.
Yours very truly,
H. P. TIGRETT.

LOUISIANA STATE UNIVERSITY
College of Agriculture

BATON ROUGE
THOS. H. HUBB, President
W. H. HOLBORN, Dean
FORESTRY AND HORTICULTURE
J. G. LEE

Baton Rouge, La., May 10, 1916.

The Bass & Sons Pecan Nursery Co.,
Lumberton, Miss.

Gentlemen:—We went out yesterday and checked up on the pecan plantings we did for W. B. Grand last fall and winter. We found 99 per cent living and growing. Not one tree of four hundred and ten planted had died. The result could not have been better and illustrates and emphasizes the value of good nursery stock, proper and intelligent planting.

We fertilized the trees in March. Drainage and cultural directions have for you followed and I am urging Mr. Grand not to neglect these fundamental things in the proper development of his orchard. My students are just now finishing up reports and reports.
Yours very truly,
J. G. LEE.

D. W. DRAUGHN

ATTORNEY-AT-LAW
CITIZENS BANK BUILDING
BATON ROUGE, MISS.

I. E. Bass & Sons Pecan Company,
Lumberton, Miss.

Gentlemen:—I wish to say that I received the six trees from you in the most perfect condition. I set these trees out the same day of their arrival and have given them a little extra care ever since (watering them in dry weather, etc.) and can safely say that their rapid and healthy growth in this section. They put on leaves with the first coming of spring and have been doing nicely ever since. These trees in their present condition having been set out only last winter is the subject of much comment among my neighbors, and it will ever be my pleasure to speak a word in praise of your company. Best wishes to you and yours and many thanks for your past kindnesses.
Sincerely yours,
D. W. DRAUGHN.

NATIONAL ASSOCIATION OF LETTER
CARRIERS

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WILLIAM H. MATHEWS.

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Sincerely yours,
D. W. DRAUGHN.

H. C. KINGSHERRY, Mayor
J. I. BRUECK, Clerk
J. H. SAUCER, Treasurer

TOWN OF SUMRALL

Sumrall, Miss., June 3rd, 1916.

Bass Pecan Co.,
Lumberton, Miss.

Gentlemen:—Your letter in reference to the trees we got from you received and in reply will say that we had real good success with them and they are doing fine. Every tree lived except one out of the dozen and a half. I think they will meet our every expectation. We are going to look after them carefully during any drought that we may have during the summer. Hoping you much success in all these matters and that our trees will continue to grow as they have begun.
Yours very truly,
J. I. BRUECK.

H. N. STRAUB
SEBASTIAN STRAUB

N. STRAUB SONS MERCANTILE COMPANY
WHOLESALE AND RETAIL GROCERS
COTTON FACTORS

Helena, Ark., June 15th, 1916

I. E. Bass & Sons,
Lumberton, Miss.

Gentlemen:—Replying to your letter of May 24th. The trees which you bought of you are growing fine and are never seen a better selection. Since we decide to plant any more pecans we shall purchase some from you.
Yours very truly,
N. STRAUB SONS MICH. CO.

Milledoula, Ala., June 2, 1916.

Gentlemen:—In reply to yours, will say that I have been thinking of writing you for some time. The first trees I bought from you did not do well. I did not follow your directions, and I did on the next lot and they are doing fine. I have bought pecan trees from three other concerns and none of them came out. I expect to buy the rest of trees from you when I need it any.
Yours truly,
J. J. FILL.

L. H. GINN
S. E. GINN

L. H. GINN & SON
WHOLESALE AND RETAIL
MERCHANTS

Tylertown, Miss., June 16, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Gentlemen:—I am having the very best results with the forty pecan trees bought of you last season. Did not lose one.
Yours truly,
L. H. GINN.

THORNTON A. GREEN, President
Morgan, Mich.
PATRICK FLAXGARD, Vice-Pres
Saginaw, Mich.
J. T. McNAMARA, Secretary
Houghton, Mich.

UPPER PENINSULA DEVELOPMENT BUREAU
OF MICHIGAN

Ontonagon, Mich., June 17, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Dear Sirs:—Your letter of the 27th at hand. When I got my plantation about a month ago the trees were coming along in fine shape. Three were in blossom.
Yours very truly,
THORNTON A. GREEN.

GRANT PUBLIC SCHOOL

Cor. Fernhill and Union Ave.
J. M. JOHNS, Principal, Box, Steel Ave., Station 2

Memphis, Tenn., May 29, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Sirs:—Your letter received today concerning the trees. The trees are growing nicely. They have proved to be satisfactory.
Very respectfully,
J. M. JONES, Prin.

M. H. FRENCH, President
J. J. FURCA, Vice-Pres.
I. H. DENNEY, Asst. Cashier

MILAN BANKING CO.

DESIGNATED STATE DEPOSITARY

Milan, Tenn., May 29th, 1916.

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Dear Sirs:—Replying to your letter of the 27th, I am glad to report that the trees bought of you arrived in good shape, were large and shapely specimens, and I put them out as nearly as possible as you directed they should be put out, with the result that all five of them are, in all appearances, doing beautifully. I am very much pleased with them in every way, and shall continue to treat them as you advised in your letter, and I hope to make a good record with them. With best wishes, I beg to remain,
Yours very truly,
FRED COLLINS.

Hendon, Miss., June 6, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Gentlemen:—I received your nice letter a few days ago and will say in reply that my trees are simply fine. I would not take \$50.00 for them now. All living and growing nicely. I can't see why every one that has a horse don't put out pecan trees. I think I can help you sell some trees this fall. I have heard some saying they wanted some trees and I do not hesitate to tell them that you are the man that will report them right. Hope you can help others as you did me in selling them trees.
Very respectfully,
W. A. PATTERSON.

H. P. HEADLEY
241 N. HIGHWAY
LEXINGTON, KY.

May 20th, 1916

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Gentlemen:—Yours of the 27th at hand. The trees I got from you last winter are growing. They are not far advanced in the Southern trees, but all are living and doing well.
Yours truly,
H. P. HEADLEY,
(By H.)

L. H. ASKEW COMPANY

GENERAL MERCHANTS
COTTON BUYERS

Askew, Miss., May 30th, 1916.

Bass Papermill Pecan Co.,
Lumberton, Miss.

Gentlemen:—Replying in your favor of the 27th inst. in regard to the pecan trees shipped me in December, last, will say the trees were received in the best of condition about December 23rd, and immediately put out according to your instructions. They are all living and looking fine. Should I decide to put out more of them this fall will certainly remember and order of the "Bass Papermill Pecan Co."
Yours very truly,
L. H. ASKEW.

E. W. CHANNELL

MANUFACTURER OF
THE IMPROVED WOVEN WOOD AND WIRE
PICKET FENCING

Lake Charles, La., May 29th, 1916.

I. E. Bass Pecan Co.,
Lumberton, Miss.

Gentlemen:—Replying to yours of May 27th, beg to state that the pecan trees bought of you last season are growing and doing nicely. Should we need more trees you can rest assured that we will order them from you and will order earlier in the season.
Yours very truly,
E. W. CHANNELL.

A. B. & H. P. TIGRETT

Oaklawn Farm

This county is overrun right now with pecan tree agents, and one or two a week have been calling on me for the last six weeks. When they come I take them right on to my pecan orchard and say: "These trees right there were set one year ago last December. Do you see any reason why I should buy your trees in preference to these bred-up trees?" And all they can say is: "I would like for you to try a variety I have that they haven't got."
H. P. TIGRETT.

See JOHN O'NEWMEN'S 1915-16
P. 57 TO POKOLOGY
FEB 12 1917

NEWTON BOTTLING WORKS

J. L. SUMMER, Manager

BOTTLERS OF COCA-COLA and SODA WATER

Newton, Miss., June 2, 1916.

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Gentlemen:—Replying to your letter of May 27th, will say that I am well pleased with all the pecan trees that I bought from you in the past and the trees are doing nicely. Some of the trees bloomed the first year set out and had fruit on them the second year. My plans now are to set out quite a number of trees next winter. I will try to visit your nursery before I make the purchase.

With best wishes for your success, I am,

Yours very truly,
J. L. SUMMER.

Maahulville, Miss., June 7, 1916.

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Dear Sirs:—Your favor of recent date to hand and in answer to inquiry regarding the progress of my pecan trees bought of you will say the ones I set in spring of 1915 are growing nicely and one of them bloomed this spring. The ones I set this spring seem to be doing as well as could be had have vigorous looking growth on them. The one that bloomed no man's \$25 would get it. It may be this fall I will order more trees of you, as I think investing money in these trees is a money-making proposition. I shall always speak in favor of your bred-up pecan trees. With best wishes for your success, I remain,

Respectfully yours,
JOHN K. TRIPLETT.

Maahulville, Miss.

Butler, Ala., May 31, 1916.

I. E. Bass & Sons,
Lumberton, Miss.

Dear Sirs:—My pecan trees are all living so far. Am well pleased with them. Will be glad to know your best prices on one hundred trees same size 45 to 6 ft., delivered in the fall.

Respectfully,
H. H. MASON, M. D.

F. Z. JACKSON, President

C. L. ANDERSON, Vice-Pres.
E. L. HAY, Asst. Cashier

J. H. GAIN, Cashier

THE KOSCIUSKO BANK

PAID-IN CAPITAL, \$50,000

Kosciusko, Miss., May 29th, 1916.

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Gentlemen:—In reply to yours of 27th inst., are pleased to say that all the pecan trees I bought of you this past fall are living, look well and vigorous and making good growth.

Yours truly,
J. H. GAIN, Cashier.

F. H. RUSSELL, President

MRS. M. H. HAINFIELD, Sec. & Treas.

THE HOWARD RUSSELL COMPANY

INCORPORATED

COTTON AND MERCHANDISE

Hoffnagle, Miss., May 24th, 1916.

Messrs. I. E. Bass Pecan Co.,
Lumberton, Miss.

Gentlemen:—Answering yours of the 22nd, I am more than pleased with the pecan trees bought from you last fall. In the first place, they are more than double the usual size of trees direct from the nursery. In the second place, they are all not only living, but actually growing in although they were in their second year. All that shared in this purchase with me are delighted.

Yours very truly,
F. H. RUSSELL.

Now Hope, N. C., May 31, 1916.

The I. E. Bass & Sons Co.,
Lumberton, Miss.

Gentlemen:—Inquiries received. Have to say trees all living. Growth hasn't been rapid, as ground has been very dry this spring. Much rain of late, though. Shall recommend your nursery to prospective customers.

Respectfully yours,
W. A. CAMPBELL.

30

GEO. G. SANDRIEER, President
Hattiesburg, Miss.

E. A. ROSSSELL, Vice-President
Small, Miss.

H. H. JACKSON, Sec'y & Treas.

THE HUB RURAL LETTER CARRIERS' ASSOCIATION

Hattiesburg, Miss., July 10, 1916

Bass Pecan Company,
Lumberton, Miss.

In reply to your inquiry of recent date, I wish to say that results so far are really more than I expected. Every tree is living and growing fast and I would not take ten times the amount I paid for them last fall. I expect to send you a larger order this fall and hope to be able to visit your nursery some time.

With best wishes, I am,

Yours truly,
GEO. G. SANDRIEER.

THOS. F. HUEY, M. D.

11124 NINE ST.

Ambiston, Ala., June 10, 1916.

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Dear Sirs:—My trees which I bought of you last fall are doing nicely, and I shall take pleasure in recommending you to anyone wanting pecan trees. Your method of shipping gives them the best chance to grow. I am,

Very truly yours,
T. F. HUEY

T. B. WRIGHT, D. D. S.

3012 312 CENTER BUILDING
HATTIESBURG, MISS.

Hattiesburg, Miss., May 30th, 1916.

Messrs. I. E. Bass & Sons,
Lumberton, Miss.

Dear Sirs:—All of my pecan trees bought of you seem to be living and are looking nice.

Very respectfully,
T. B. WRIGHT, D. D. S.

W. J. COPPEDGE

DEALER IN

BRICK, LIME, MOWERS AND RAKES
FEED, FRUITS AND VEGETABLES

Slanton, Tenn., June 1st, 1916.

I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Dear Sirs:—Your letter of May 27th received and in regard to the bred-up pecan trees I bought from you in March last, they reached me in fine condition and are fine looking trees. I had them set out by your instructions; had the holes dug 3 feet square and 3 feet deep and had the trees put in the holes straight and filled the holes with rich top-soil. The trees are doing fine so far; have put out small limbs and leaves and look healthy and all O. K. I think I will wait several more for next spring setting.

Yours respectfully,
W. J. COPPEDGE.

B. M. HYIEM, President

W. C. SCOTT, Vice-Pres.

L. H. SCOTT, Sec'y & Treas.

RED RIVER OIL COMPANY

LIMITED

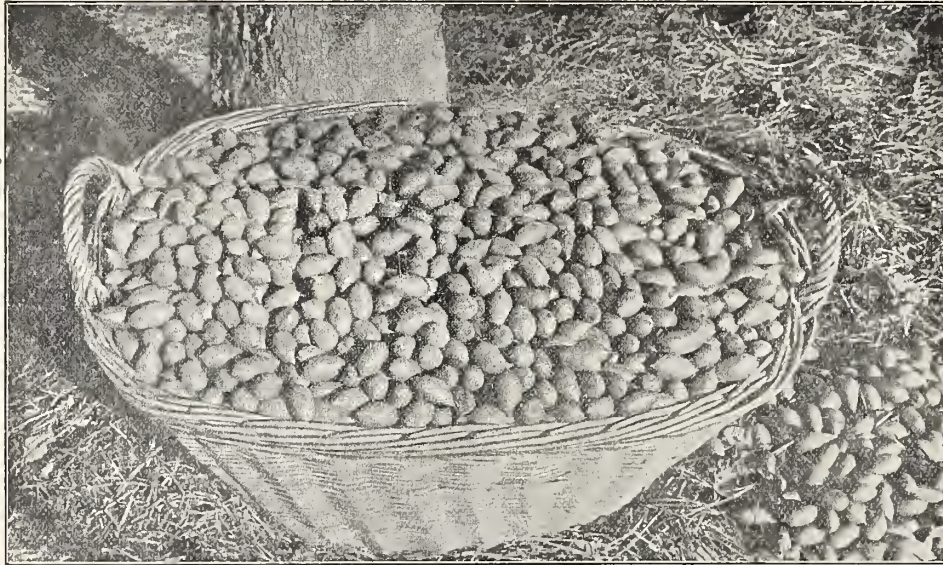
J. F. HYIEM, Manager

Purchasers of Cotton Seed and Manufacturers of
Cotton Seed Oil, Cake, Meal, Hulls
and Linters

Alexandria, La., June 9th, 1916.
Messrs. I. E. Bass & Sons Pecan Co.,
Lumberton, Miss.

Gentlemen:—Answering yours of the 27th of May, wish to say that we are very much pleased with the pecan trees purchased from you, and want to report that they are all fine, and growing and doing as well as we could possibly hope for. Just at this time, don't know whether we shall need any trees this next fall or not, but should we want any, there is only one place for us to get them, and that is from you. Yours very truly,

RED RIVER OIL COMPANY, Ltd.
J. E. BYRAM, Mgr.



PAPERSHELL PECAN CULTURE is the most profitable, sure, permanent, easy and healthful investment open to land owners of the South. The trees get better with age: \$1,000.00 having been offered for proof that one single tree ever quit bearing or died on account of old age. No such offer could be made for any other tree.