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1919

FROM

ELTWEED POMEROY

**NURSERYMAN
Donna, Texas**

**Grounds planned and plants furnished that grow
in the Rio Grande Delta**

2c PAID

DONNA, TEX.

PERMIT No. 1



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RECORDED**

JUL 29 1920

U.S.P.

A few days ago,
 A Prosperous Farmer
 Came to La Granja Farm.
 He looked anxious,
 Wanted to see the Boss, right away.

The Boss took him out to see the trees,
 And came back for pencil and order blank.

It seems the Prosperous Farmer
 Had a dream about like this:

"It was January, near February,
 Mr. Prosperous Farmer had talked with a
 neighbor

Who had just sold over a thousand dollars
 Of Grape-fruit from an
 acre of trees.

Mr. Prosperous Farmer
 wanted some grape-
 fruit

And orange and lemon
 trees

Around his home—

They are mighty pretty—

He also thought he'd put
 out five acres

Because they bring in
 such big returns.



He had seen some signs about La Granja,
 Had had Pomeroy's beautiful catalog,
 The only one specially gotten up
 for this wonderful Delta.
 He wrote for the prices and about varieties.

His answer read about like this:

"Dear Sir:—

Thanks for your letter of Jan. 15th.

We are sorry you ask us to do

The impossible.

Don't you know our country is at war,

That nursery workers

Are in the army or navy or making ships or

munitions?

That trees are short and hard to get?

That transportation can only be had

In car lots save at excessive expense?

That then it must be prepared by week's of
writing

And lots of telegraphing to get thru

In reasonable time?

That so many Fore-handed Farmers realized

These conditions last October and November

That they sent in their orders—

Big orders too for big sizes and best varieties.

Now in January, we have not got

And for neither love nor money, can we get

More of that Improved and Prolific Grape-
fruit trees

Which ripen fruit in September and October

And is extraordinarily profitable.

Nor of that Inman Late Grape-fruit

Which does not ripen till end of February

And can stay on tree till July,

And is a big money-maker.

Nor of that beautiful rose-tinted

Grape-fruit the Foster,

For which the swell hotels pay double,

It is so handsome.

We could only get 150 of these to begin with.

Nor of that fine Seedless Orange

Ripening in October and

Commanding top notch prices.

We began season with 2,000 trees—no more
now.

Nor of that kid-glove Tangerine

Coming sweet and juicy in time for Christmas

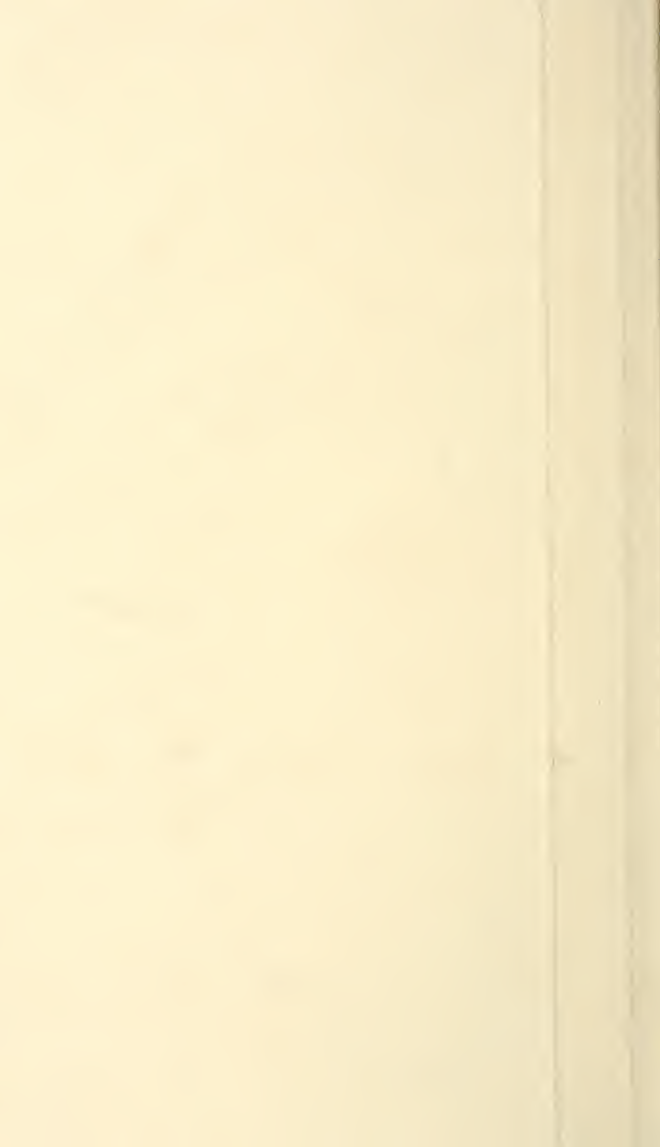
And selling at Holiday prices.

And LEMONS!

We had 1,000 big trees,

5 year roots, 2 year tops,

Will bear the second year.



Trees sold for \$175.00 per 100.

Were they high?

No cheap, dirt cheap at that price.

Gone—no more to be obtained.

Prohibition!

Five years ago, lemons cost less than a dollar
a crate to grow.

Two years ago, growers got \$4.00 to \$4.50 a
crate

And took off over \$2,000.00 an acre.

Now they get \$8.00 to \$10.00 a crate,

Five to six crates to a tree,

90 to 108 trees to acre,

\$4,000.00 to \$5,000.00

returns per acre.

You pay 50 or 60

cents a dozen.

You should get on

the other end of

the lemon proposi-

tion.

Trees high at \$175.00

per 100?

No! Cheap! "Muy

Barata- Muy, Muy

Barata!"



Nor of that elegant Persian lime,
Which the best men's clubs fight for,
Because its flavor is delicious;
They want it now they can't get wines, etc.

It is put up in grape-fruit crates,

Holding perhaps half a bushel,

Sells from \$6.00 to \$10.00 a crate,

A tree will yield 10 to 20 crates,

An hundred trees to acre—Phew.

Nor of that dainty Kumquat

You should see the La Granja trees,

With between three and four thousand

Golden fruit on each.

They make a delicious preserve.

Had only 500 when we began to sell.

Then PECANS! Have you seen the La Granja
Trees?

With big, paper shell nuts
The kind that sells for a dollar a pound.
Trees nearly sold out.
And the Papaya or tree melons
Are nearly gone.

And those lovely Arbor Vitae, always green
Are sold out
We bought the only ones in Texas
Early in season.

Other ornamentals are gone or low,
And next year prices will be
Much higher if not doubled.

We can only offer you
Our sincerest sympathy.
Next season we will have more trees
And the advance in prices for 1920,
Will probably not be over double.
We hope to squeeze it down to 50% advance."

When Mr. Prosperous Farmer
Read that letter thru for the third time,
He wasn't happy.

Of course he could get cheap trees
Of ordinary varieties
But when a fellow has set his heart on ice
cream
For dessert, prunes don't satisfy.

As Mr. Prosperous Farmer was on verge
Of having a nervous chill,
He woke up.

It was only November
Instead of January,
He had time to get
in his order
To get the BEST
trees and BEST
varieties
Delivered in Febru-
ary, BEST time to
plant.



So he hustled off to La Granja,
Which is just a mile east of Donna,
Along the railroad,
The house with wind-mill
and flag.

Better place your order
With **ELTWEED POMEROY** of Donna
NOW

Print paper is sky high,
Printing costs money—lots
of it.

Postage has been doubled.
Government says economize.



We have a beautiful price list,
Gotten up specially for this Delta,
With nearly an hundred sightly cuts
Of the wonderful plants which grew here.
Hardly believable such a variety,
But most have been tested out at La Granja.
These cost nearly 10 cents each.
They are not going to the man who throws
them away.

One will go to you
If you will sign your name to the attached
card,
Put a 2 cent stamp on it and mail.

ELTWEED POMEROY
NURSERYMAN WITH TEN YEARS EXPERI-
ENCE IN OUR WONDERFUL DELTA
TESTING GROUNDS, LA GRANJA FARM, A
MILE EAST OF DONNA

Eltweed Pomeroy,

Donna, Texas,

Dear Sir:—

Kindly mail me your catalog of Citrus Trees and Nursery Stock for 1919.

I think of planting about { Citrus Trees
..... Ornamentals

(Sign here)

I am ready to pay for expert advise on planning my place and orchard. If
wanted sign initials here

PLACE
2 Cent
STAMP
HERE

Eltweed Pomeroy

Nurseryman

Donna, Texas