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ELTWEED POMEROY

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

2c PAID

NURSERYMAN

Donna, Texas

DONNA, TEX. PERMIT NO. 1

A CHINUS MIGHTAARE

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 becutiful catalog, The only one specially gotten up I or 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 Grapefruit 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 Grapc-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, \$4 600.00 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 proposition.

Trees high at \$175.00 per 100? No! Cheap! "Mity

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.

He had time to get in his order To get the BEST trees and BEST varieties Delivered in February, BEST time to plant.



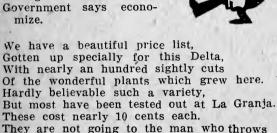
So he hustled off to La Grania. Which is just a mile east of Donna. Along the railroad. The house with wind-mill

and flag.

Better place your order With ELTWEED POME-ROY of Donna NOW

Print paper is sky high, Printing costs money-lots of it. Postage has been doubled. Government says econo-

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.

Citrus Trees Ornamentals I think of planting about

(Sign here)

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

wanted sign initials here

HERE

Eltweed Pomeroy

Nurseryman

Donna, Texas