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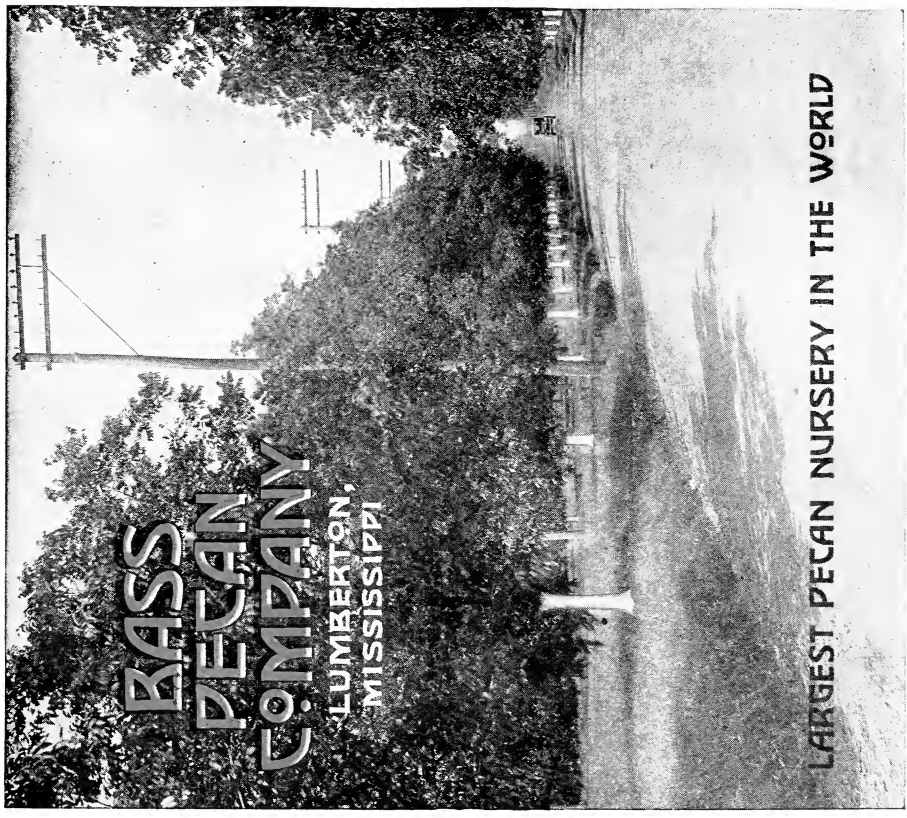
1924

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY,
Horticultural Investigations.

GOVERNMENT PRINTING OFFICE



**BASS
PECAN
COMPANY**
LUMBERTON,
MISSISSIPPI

LARGEST PECAN NURSERY IN THE WORLD

MORE THAN FIFTY VARIETIES OF THE PAPER-SHELL PECANS — WHICH IS THE BEST?



Looking Down One of the Rows in Our Nursery of Bred-Up Pecans

There are more than fifty different varieties of the paper-shell pecan, and out of this number we have selected the kinds we list as the best all-round 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, Success, Schley, and Bass Paper-shells are the peer of them all as all-around nuts, and are the safest of all to plant.

What Size Trees Should Be Planted?

It has been our experience that the larger size 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 some of our extra large trees set one year ago this Spring that have more than forty pecans 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.

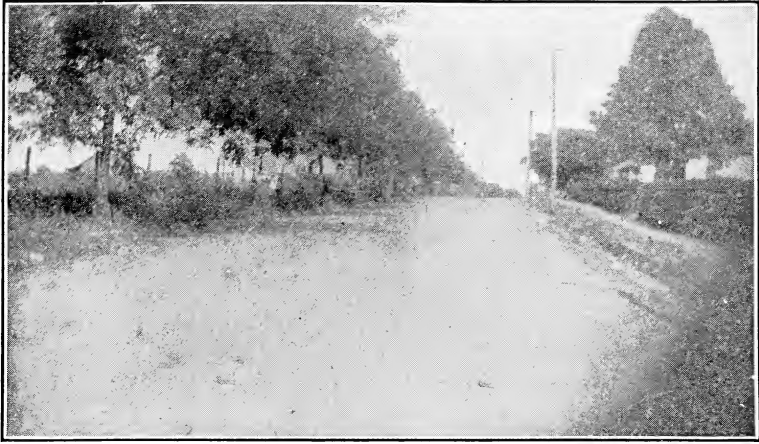
Pruned and Prepared—Ready to Set Out

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 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. Trees will be cut back more than usual this season because careful data shows that the trees live better where trimmed heavily, and that in two or three years they are larger than trees not cut back enough at planting time.

BASS PECAN COMPANY

Largest Growers of Pecan Trees In the World

LUMBERTON, MISS.



A Bred-Up Pecan Tree Loaded with Pecans on a Beautiful Highway

Soil Conditions Adapted to Pecans

Land that will grow hickory or oak trees will grow fine pecans. It has also been well said that any land that will grow cotton will grow pecans. Well-drained land is needed for best results. Practically any average land in the South will grow fine pecans.

How Far Apart Should Trees Be Set?

On average land you can set your pecan trees 50 feet apart, which will give you 17 trees to the acre. On real good land set the trees 60 feet apart or use just 12 trees to the acre. If you set the trees closer than this the winds cannot get through the branches well in a few years and mate the male and female blooms, for the branches will be interlocking. No greater mistake has ever been made than setting pecan trees too close together.

Cultivation and Fertilization

Pecan trees need cultivation just like other crops for best results. Frequent plowing and hoeing or, better still, the growing of crops that you must cultivate around your trees will pay you well. The use of barnyard manure around your trees or two or three pounds of commercial fertilizer around each tree will give you big returns. Full planting instructions are sent with each order for trees. Your success is our success and we will do all in our power to help get fine results with our trees. Don't fail to write us for planting and cultural directions for pecans.

When Is Best Time to Plant Pecans?

You can set the trees out any time after the leaves shed until the trees start to budding again. This is about from the 15th of November to first of March with us here. The early set trees are the best, as they have more time to get acclimated to their new location and have a chance to grow little roots and brace themselves before the Spring growth starts. Book your orders at once, and plant your trees early, is our advice to you. You will never regret doing it. Remember, full planting and cultural directions free.

BASS PECAN COMPANY

Largest Growers of Pecan Trees In the World

LUMBERTON, MISS.

WHERE TO BUY IT
WHERE TO SET IT

THE PECAN AND ITS CULTURE

By BASS PECAN COMPANY, Lumberton, Mississippi
Largest Growers of Pecan Trees in the World

HOW TO PLANT IT
HOW TO GROW IT



Office Bass Pecan Company

Pecan Growing Very Profitable

Right now growing papershell pecans in the South is the most fascinating, sensible, profitable and permanent horticultural pursuit to be found. The trees are beautiful and easy to grow. The papershell pecans bring the highest price of any other nuts in the world. They are easy to market. We believe we could have sold one hundred carloads more than we had last year.

In our mail today we had a letter from the owner of an eighteen acre grove, thirty years old, saying this grove was making him from \$10,000 to \$12,000 per year in nuts. A few years ago the papershell pecan was practically unknown. Today it is in greater demand than any other nut, and bringing more money.

Where to Grow the Papershell Pecan

The pecan is of the same botanical classification as the hickory and sealy-bark. Where one will grow the other is sure to do well also. Thousands of pecan trees are now growing on land miles from any native nut trees. Here, where our own orchards are, hickory is not a natural growth, but the long leaf yellow pine.

Our friends predicted failure for us in pecan growing here because there were no wild or native pecans and few hickory trees in this section. Nevertheless, we have one of the prettiest orchards in the world. You can be sure that any land that will grow good cotton will also be fine for pecans. We have never seen it fail.

No Nuts Bring Higher Market Prices Than Papershell Pecans

Perhaps you hadn't thought of it but pecans—delicious papershell pecans—are the highest priced nuts in the world, and the richest in food value. No other nut approaches it either in quality, flavor or price. The price is going up steadily for the demand is increasing more rapidly than the supply. There is good money in raising pecans to sell at 20c or 25c per pound. You know they sell for 50c, 60c and even more. As the prices advance, the profits for the pecan grower advance, too.

Over-Production Impossible

The papershell pecan is generally admitted to be the finest flavored nut that grows, also the richest in food value. Nuts and nut products are everywhere becoming more popular. The demand is established and it is increasing.

Such a thing as over-production is remote, if not entirely impossible. We have the whole world for our market and 12 months in the year in which to supply that market. The South alone can grow the papershell pecans profitably. This opportunity is ours and ours alone. Will we take full advantage of it?

Food Value of Fine Pecans

Dr. J. H. Kellogg, of the famous Battle Creek Sanitarium in 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 meals on the bill of fare—and the pecan will assume its rightful place at the head of the list of nourishing and digestible foodstuffs."

Be sure to plant you an orchard or at least a few trees this year and share in the great profits in store for those who grow delicious papershell pecans for the market.



Our Beautiful, Vigorous Nursery Stock

Our Pecan Nursery the Largest in the World

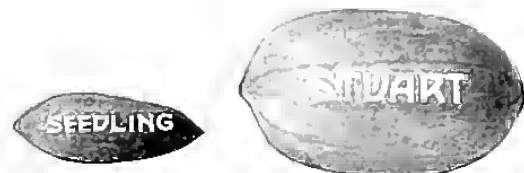
There is no longer any question about our pecan nursery being the largest and best in the world. We have nearly three million pecan trees growing. Out of this great stock we can and do ship only the finest trees possible to grow. We have made the growing of fine pecan trees a study for years and have with us some of the best experts in the business. You take no chance when you buy from us. You get the very best money and experience can produce. We are now getting out 100,000 catalogs per year. This will give you an idea of the enormous business we do.

Bass' Bred-Up Budded and Grafted Pecan Trees Bear Early

Hundreds of our trees are full of bloom in the nursery rows. Dozens of trees mature big, fine nuts in the rows. All of the trees are three to five years old from seed before we sell them. In two to five years more they will have a root system from five to ten years old. At this age they will begin to bear heavily and pay you a profit. Only pure-bred budded and grafted trees mature so early.

Why We Grow Budded and Grafted Pecan Trees Exclusively

No planted pecan nut will reproduce the parent tree in all respects. You might plant the largest pecan nut in the world and when it came to bear nuts would be as small as the smallest one shown here. There's a reason and it is this: budded and grafted trees have been improved only in recent years and the tendency in pecans, as in all other things, is to breed back to the way they were produced for the longest period of time.

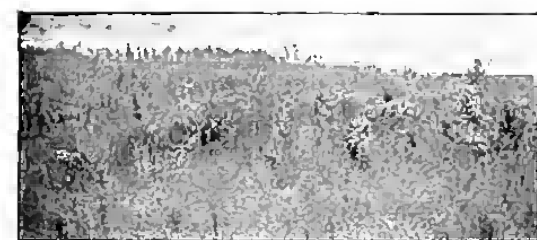


Compare Our Bred-Up Pecan With the Seedling

The only way we can be sure to get the big, fine papershell pecans is to take the buds or grafts from trees that produce such nuts and bud or graft them into strong, healthy and vigorous seedling trees. We are the only nursery folks that plant only the big, improved variety of papershell pecans to get our seedlings. Most nurserymen plant the little "seedling pecan," shown here. By planting only the big, fine pecan we get pure-bred stock all around.



One of the Reasons Why Many Pecan Trees Are Worthless

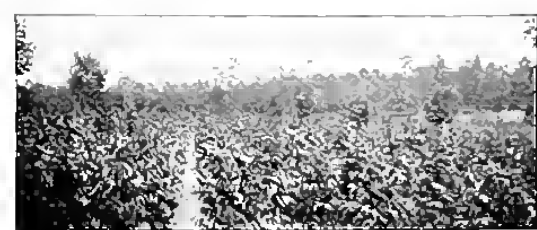


Neglected, Stunted and Worthless Pecan Nursery Stock—The Kind We Do Not Grow

This is the kind of stock that you see at many pecan nurseries—neglected, stunted, diseased. Who could expect to get a good pecan orchard with trees from a nursery like this? Below is a picture of a section of the Bass nursery. This is the way our nursery looks. This is the kind of stock we sell. Which do you want?

Fully 90% of the pecan trees sold each year are not the high-grade trees purchasers are led to expect. It is not our desire to pronounce judgment on other concerns but we feel it our duty to warn men and women, who cannot be expected to know the true situation, that there is great danger of paying good money for worthless culs as well as trees that are not true to variety. These culs that are 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 bred-up trees are the only kind it pays you to plant and this is the only kind we sell. Naturally, you pay a little more for them.



Our Vigorous, Healthy and Highly-Bred Trees—Compare With Above

One Planting Lasts a Lifetime

Cotton, corn, truck—practically every thing has to be planted over again every year. Practically every thing except pecans. One planting lasts a lifetime. What else can you put out that will make you good profits every year, steadily make you larger profits, and continue not only all your lifetime but on through the lifetime of your youngest child? What else will do that—except pecans? One thousand dollars has been offered for proof that any 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.



Our Bred-Up Trees Bearing Heavily Third Year Set Out

Pecans Can Be Grown Profitably Anywhere in the Cotton Belt

The South alone can grow fine papershell pecans profitably. No other section can grow the improved, bred-up pecans successfully. Where cotton grows pecans are sure to thrive and do well. If cotton grows successfully on the land in your section, then our fine papershell pecans will do well on your land. Pecans can be grown profitably anywhere in the cotton belt.

Old Age Is Coming—Poor or Rich?

Right now is the time to do some thinking and look the future squarely in the face. No matter how much we hate to think of it, Old Age is just around the corner and coming faster and faster. Will we be poor in our old age, and dependent on others for a living, or will we provide now for the future and be able to live in comfort and leave a heritage to our loved ones? See yourself as you may be in a few years—energy and health gone. Perhaps money accumulated, lost, and you an object of pity and charity.

Largest Yields From Oldest Trees

The improved bred-up papershell pecans usually begin to bear the second or third year set out. As the trees get older the bearings grow heavier. The largest crops of pecans on record have all been made by the largest and oldest trees. And there is no record of any pecan tree dying or falling to produce its annual harvest of nuts on account of old age.



This 100-Year-Old Pecan Tree Produced \$10,000 Worth of Nuts Last Season

The older the pecan tree gets the less work and attention it requires. It is almost completely self-nourishing—sending its roots down into soil so deeply that it feeds on elements unreachably by the root system of any other tree or plant. Pecan growing is a permanent investment and one that becomes increasingly profitable as the years roll on.

Pecan Money Is Sending Many Boys and Girls Off to School

Practice economy and at the same time beautify your home by planting our bred-up pecan trees along the roadside, the fence line, shade, etc., and in all these waste places.

Lots of folks are doing that and for three reasons. First, to make these waste places productive. Second, to make them beautiful. And third, because it is an easy, practical way to "grow" the money that their boys and girls will need later when they're ready to go off to school.

It takes a lot of money to send them to school. Yes, that's true. So also is this. Our bred-up pecan trees, if planted now, will be bearing heavily when the kiddies of today are old enough for college. Fifty dollars worth of nuts each year from a single budded and grafted pecan tree is not at all uncommon. Twenty trees producing \$50 worth of nuts per year brings in a total yearly revenue of \$1,000.

The pecan trees will not only send the boys and girls off to school but they will keep on producing year in and year out, indefinitely. And each year as the tree grows older, the nut crops will be heavier, and the profits bigger. Can you think of any other investment you could make for your children's future that will equal that?



Sheep Grazing in a Fine Papershell Pecan Orchard

Turn Those Waste Places Into a Profitable Orchard

Everybody who lives in the country or in a small town has several "waste" spaces on his land. Spaces that are unsightly and unproductive. Our fine, healthy papershell pecan trees, with their rich and luxuriant foliage, shapely tops and stately trunks, will not only beautify these waste spaces but will in a few short years bear a harvest of delicious nuts that will bring in enough money to pay all your taxes, pay your insurance, keep your buildings and fences painted and in repair and besides leave you a nice little sum of Christmas money. One planting lasts a lifetime and that doesn't cost much. See other side of folder for prices on our bred-up trees.

Pecan Trees Make Finest Shade Trees

Landscape gardeners rank the pecan as among the choicest shade trees for the South. It is naturally a straight, upright, vigorous growing tree and its foliage is remarkably rich and beautiful. Our bred-up trees grow larger and larger with age—in time becoming as majestic and friendly a "shade" tree as any fine oak or elm. On hundreds of school grounds in the South bred-up pecan trees are being set out both for shade and for nuts. Oaks, elms, china trees, etc., are being replaced by the hundreds with papershell pecan trees on the grounds of private residences.



Root System of Our Pecan Trees Finest in the World

A Substantial Income for You—a Heritage For Your Children

Only 5% of us, the experts have figured it, arrive at old age with enough money or income to see us through until the end. In other words 95% of people are in actual want in their old age or must live in absolute, and often embarrassing, dependence.

Think what it would mean to you to provide now so that no matter what happens you would live in ease and comfort in your declining years. Hundreds of people in the South are taking the step now that will bring the assurance of that comfort to them.

This opportunity, which provides both substantial income for you in your old age and will in turn prove a valuable legacy for your children, is open to everybody. The man of average means can grasp this opportunity just as well as the rich man. Take now—the step that means a life income for you, send the children off to school, and at last becomes a valuable legacy to help them get started in life.

Our Guarantee Protects You

There is not another firm selling pecan trees that will duplicate our guarantee to you. They all tell you they will give you a new tree or your money back if they sell you a worthless or seedling pecan tree. You do not want another tree from a man who has fooled you once and made you wait years to find it out. You want damage and you are entitled to it. You do not want another tree from him or the price of just one tree.

You want a guarantee like the following, backed up by a firm able and willing to back it and who has done it for years. In other words, you do not want to take a chance of getting worthless stock—you don't do it if you buy from us. Read this guarantee and then compare it with that of any other firm selling pecan trees.

Our Guarantee to You

All our BRED-UP Pecan Trees are absolutely guaranteed to be true to variety, strong, thrifty, vigorous, well dug, well packed and to reach you in excellent condition. We further guarantee upon satisfactory proof that if any tree we sell you does not prove true to variety, to refund you promptly in cash FIVE TIMES the amount you pay for it.

We Are Rated at \$200,000 to \$300,000

Look in your Dun Merriam's Directory and you will find us rated at "\$200,000 to \$300,000, highest pay." This is the highest rating enjoyed by pecan specialists. Buy your trees from a firm that is able and willing to back up their trees. Every cent we are worth has been made out of the soil. People in this section say we deserve every success we have because we have worked so hard, studied and systematized our business so well, and treated the men and women who work for us and patronize us so well. We have thousands of customers and everyone who knows of us our friend.

Pecan Land For Sale

We have several thousand acres of land right near our nurseries for sale. This land is ideal for pecans, Satsuma oranges, grapes, peaches, pears and all kinds of truck, as well as general farm crops. Out of three acres in our pecan orchard we cleared \$750 on water-melons one season. This land can be bought on your own terms at \$20 to \$10 per acre. Fine improved land can also be had nearby at a reasonable price.

Lumberton is just 90 miles north of New Orleans on the Southern Railroad and Gulf and Ship Island Railroad. Fine churches, schools and good roads and good people throughout this section. Investigate Lumberton and its possibilities.



Beautiful Cluster of Ripe Pecans

One of the Safest of All Investments

There is no comparison in the element of safety and certainty of results in raising pecans as compared to raising fruit.

Lightning, rains, wind storms and droughts do not ruin pecan orchards. Fruit trees, thousands of them, are lost each year by blight or disease, but not so with pecans. The man with the fruit farm must sell his product quickly or it will spoil on his hands. The pecan grower markets his crop leisurely, for pecans keep fresh for many months.

Unlike cotton, corn, and other things that must be planted each year, one planting of pecans lasts a lifetime. And the older the tree, the larger the yield. The heaviest yield on record was made by a tree whose age was estimated by horticultural experts at over 100 years.

\$1,000 per Acre Refused for Our Orchard

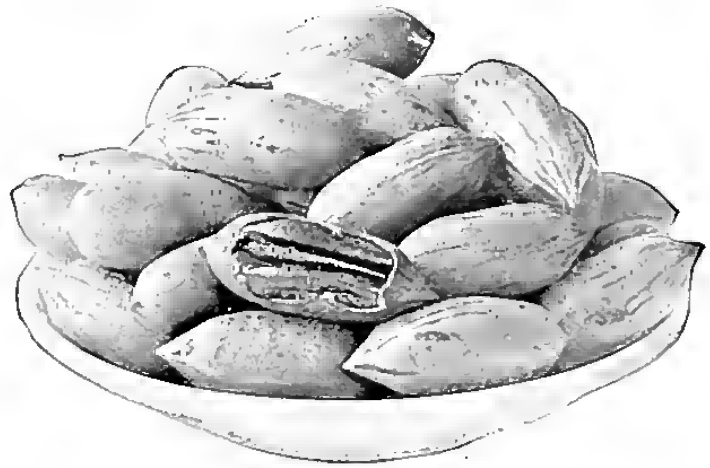
A great many acre orchards have been sold for \$1,000 per acre. We refused it for our orchard because it was clearing us over \$300 per acre each year. We know of no other investment so safe, so sure and so profitable. Plant you an orchard this year and it will make you happy in old age and give you a sure income.

These Are the Four Most Profitable Varieties



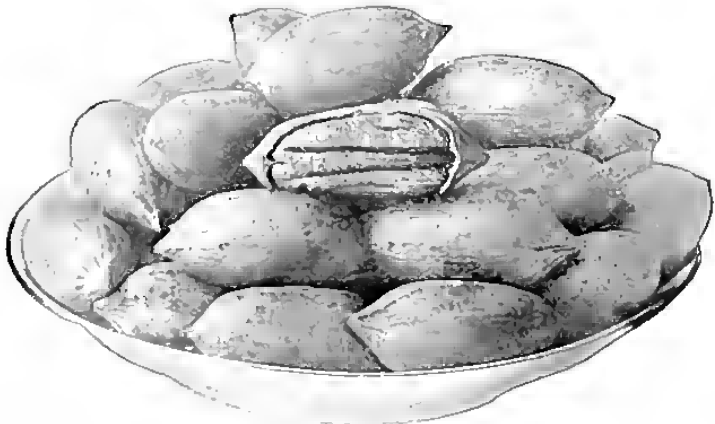
STUART

The Stuart is ranked at the top of the entire list of fine papershell pecans as a commercial success. It is one of the oldest of the hulled and grafted varieties and has been tried out thoroughly in more places than any other pecan. The nuts are large to very large, fill unusually well and always command a good price. The Stuart is a beautiful nut and the tree is the hardiest and easiest to grow, being very vigorous and healthy and a heavy bearer. A plate of beautiful Stuart papershell pecans is shown on the back cover of this folder. You are safe in planting the Stuart pecan for it is giving better results than any other variety in the South today. Our bred-up, hulled and grafted Stuart trees are extra choice in every way.



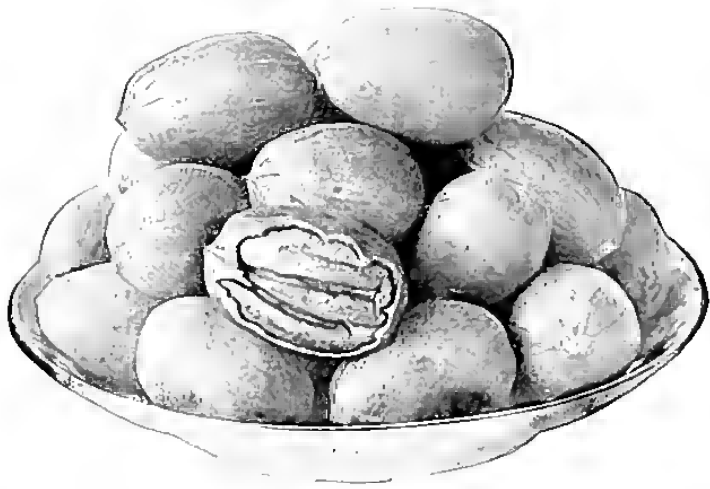
Bass Papershell

The Bass Papershell pecan is a new variety that has already proved to be one of the finest yet developed. In shape it is large and long and a beautiful color. It is thin shelled and easily cracked. The nuts fill unusually well. We have never seen another variety of bred-up pecan that bears as full or early. From all sections of the South we are getting the most flattering reports from growers of this fine pecan. The demand, so far, has always far exceeded the supply.



SCHLEY

Our experience with the Schley is that it is an ideal pecan. It is an early bearer. Fills very full. It is thin shelled and cracks easily. The nuts are of medium size and bring the highest market price. Our stock of bred-up Schley trees make certain that those you plant will thrive and bear well if properly cared for.



SUCCESS

The Success has probably attracted more attention than any other variety of papershell pecan that has been recently introduced. Although it is not the largest nut, the kernel has proved to be the heaviest in a test of fourteen varieties made during recent years. The Success is ovate in form. It has a thin shell and cracks readily. The kernel is plump and heavy and of excellent flavor. The tree is of good, sturdy growth and a heavy bearer. The Success is one of the most popular varieties of our fine, bred-up papershell pecan trees.



Our Beautiful, Vigorous and Healthy Pecan Stock

PRICE LIST

BASS' BRED-UP EARLY BEARING, PAPER SHELL PECAN TREES				
Size	Each	Five	Ten	100
2-3 Feet	\$.90	\$ 4.25	\$ 8.00	\$ 75.00
3-4 Feet	1.00	4.75	9.00	85.00
4-5 Feet	1.20	5.75	11.00	100.00
5-6 Feet	1.35	6.50	13.00	120.00
6-7 Feet	1.50	7.25	14.00	135.00
7 Feet to Large	2.00	9.00	16.50	150.00
Large	2.50	12.00	22.50	200.00
Extra Large	3.50	17.00	30.00	275.00
Extra Special	4.00	19.00	35.00	325.00

NO ORDERS ACCEPTED FOR LESS THAN \$5.00

Maybe 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, safe delivery. Remember, too, that we guarantee every tree you get from us is field grown, hardy and well developed, properly handled and true to variety. They are guaranteed to please you in every respect or not to cost you one cent. Get your neighbors to club in with you. In that way you can get the benefit of the lower prices on larger lots.

Satisfaction Guaranteed or Your Money Back

For the finest trees, place your order with us at once. Ten per cent. of the total amount of your order will reserve for you the choicest trees in our nursery. Remember, we absolutely guarantee perfect satisfaction. If you are not pleased in every respect with the trees we send you, we expect you to return them at our expense and we will refund you the full purchase price.

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 depots 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 as 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 free of 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.

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.

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.

BASS PECAN COMPANY

Largest Growers of Pecan Trees in the World

LUMBERTON, MISSISSIPPI



OUR BRED-UP
STUART PECANS