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PECANS ARE SURE PURSE-FILLERS FOR SOUTHERN PLANTERS

THIS is not a vain statement. You do not have to take our word for it; you can get the inside story from the various growers in your neighborhood. You can go even further than this and consult the State Experiment Station or the State Horticultural Society. From any one of these sources you can get definite, straight, unbiased statements.

You will probably find on investigation that many acres of Pecan trees are worth several hundred dollars each, and that the trees will increase in value at the rate of 10 per cent a year until they reach maturity. Pecan growing is such a good business proposition, and pays such good dividends, that business men from northern cities are establishing groves containing anywhere from 300 to 1,000 trees or more.

Such men have money to invest, but if you start a Pecan orchard this fall, you will be making an equally good investment. Money invested in a young Pecan grove will grow into money faster than in almost any other ordinary investment. The way to make investments pay is to get in on the ground floor. There is still space on the ground floor in Pecan growing; the sooner you start, the quicker the returns. This fall is the time to open the door to the ground-floor investment.

Now the Farmer Can Have an Assured Income

Pecans are a reliable crop. A Pecan grove never fails; an individual tree may bear more (or less) than last year, but the average in the orchard will be just as large or a little larger than that of the previous year. The returns are not subject to great fluctuations, for the price is standard whether the crop be good or poor. Can you afford not to grow Pecans?

Plant 10 acres this year and try it out. The initial investment is not large; you will need very little money because you require only twelve trees to the acre, which, if you buy even our largest grade of trees, means investment of only \$18.80 an acre, and the planting.

*Pecans Are
Purse-Fillers for
Southern Planters*



Young grove tree with profitable crop of nuts

A Pecan Orchard is Valuable

Many facts regarding the value of Pecan orchards are easily obtained. One orchard of 1,000 trees, 16 years old, last year bore between 700 and 800 pounds of nuts to the acre, which sold for 40 cents a pound.

Another orchard of 400 trees, 7, 8, 10 and 12 years old, bore a crop of 4,000 pounds. A 30-acre orchard gave its owner a net profit of \$4,000; he sold direct to the consumer by mail. Another 30-acre orchard, the oldest trees being 17 years, produced \$1,200 for the owner, who found that for the past five years the grove had netted 11 per cent a year on the investment. No crop so easily grown will give nearly as good returns.

Pecan Industry Permanent

In a comparatively few years the Pecan orchards of the southern tier states will be just as important a national asset as the citrus groves of Florida and California, or the apple orchards of the northwestern and northeastern sections. There are now growing in Alabama, Georgia, Mississippi, Louisiana, Oklahoma and Texas about 29,500,000 Pecan trees; most of these are wild ones or seedlings—Pecan sales have been built on these. Recent plantings have been of the larger, thinner-shelled varieties, such as Schley, Stuart, and Success, which are infinitely better. There are never enough of these, so prices hold steady year after year at 40 cents a pound.



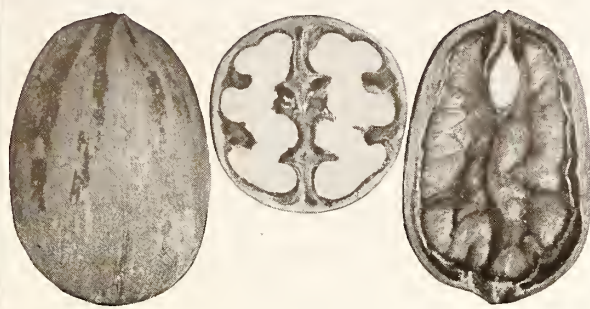
You can have one like this in 20 years if you begin now

These Profitable Pecans Should Be in Every Orchard



SCHLEY. The nut has a thin, brittle shell, which is readily broken and easily separated from the meat. The light brown kernel is plump, quite free from wrinkles, and possesses a splendid taste. Because of its large size and its regularity of shape, this variety is in great demand by candy-makers and is popular for table use for the same reasons. Schley should be in every grove; it insures profit for the commercial grower and guarantees a good supply of nuts for home use.

MONEY-MAKER. A variety recommended for all sections. While the nut may not be of the best quality, the tree is a sure cropper and bears heavy loads of medium-sized nuts. The shell is not quite so thin as that of Schley or Stuart, but can be cracked without difficulty. The color is a light yellowish-brown with a few purple-brown marks at the apex.



SUCCESS is noted for its good flavor and easy cracking qualities, its resistance to scab and the early bearing and prolific habits of the unusually beautiful trees which are very symmetrical in outline. Every order should call for some Success trees. It is a good pollenizer.



Money-maker



STUART has a larger kernel than Schley, and so makes a fast-selling nut for table use and readily brings good prices at all times. The shell is thin and easily cracked; the kernels are always plump and richly flavored. The growth of the trees is remarkably vigorous; no care is required, besides ordinary cultivation and fertilization, to gain bumper crops of nuts.

NELSON. This nut is extremely large, possibly the largest of all, with some specimens weighing nearly an ounce. The shell is medium thin, quality fair, but requires a rich soil to fill properly. The tree is a rapid grower, comes into bearing early, and produces a heavy crop. Nelson is especially recommended for planting throughout the grove for pollenizing other varieties.

Pecan Market Not Yet Developed

At present, most nut-buyers are acquainted with seedling Pecans only, but every year more people are learning about and demanding the large, thin-shelled, well-flavored varieties. Many parts of the country have never seen these finer varieties so that it will be years before our home market is developed. In 1919 there were imported into the United States some 24,854,000 pounds of almonds and 31,891,000 pounds of walnuts, and it is estimated that some 20,000,000 pounds of Pecans were produced in the southern states that same year. This gives an idea of the tremendous amount of nuts used in a single year, and the market's surface has only been scratched. For many uses Pecans can be substituted for walnuts and almonds to advantage.

Abroad the Pecan has been favorably received, the exported nuts having brought three or four times as much as other nuts, which indicates that there is a wonderful market for them in Europe; but few are now being shipped.

Plant Ten Acres as an Old-Age Pension

Next to life insurance, no better provision for the later years in life can be made than by investing in a Pecan orchard. It requires about twelve years to come into profitable bearing. If the better, thinner-shelled varieties are grown, a crop of 700 pounds of nuts per acre may be expected, which at 40 cents a pound (a fair average of the price the dealers pay the growers) gives a gross income of \$280 an acre. After deducting the cost of cultivating, fertilizing, and other legitimate expenses, there will be a net income of about \$200 per acre, which will increase as the years go by.

Grow a Legacy for Your Children

Pecan trees live to be 100 to 200 years old. The older the tree, the bigger the crops, thus making it the finest kind of a permanent investment. Just think of having a grove of 10, 20, or 30 acres bringing in a comfortable income to pass on to your children, who, if they give it just ordinary care, can pass it on to their children knowing that the third or even the fourth generation will derive a comfortable living from it. It's like establishing a permanent trust, and it can be done with less expenditure of cash than any other method we know. Do not put off making so important a decision—"he who hesitates is lost." Fill out the blank on the last page and send it in today; next to having bought a life insurance policy, it will be the very best investment you ever made.

Catch-Crops Pay for the Orchard

Catch-crops are grown between the trees to pay for the cost of cultivation. A rotation of corn, cotton, and cowpeas may be grown. Properly handled, these will pay for everything, so that at twelve years of age, when the Pecan orchard is on a paying basis, it will have cost you nothing. Do you know of any other investment you can make that will be handed to you for nothing?



Profitable shade for the barnyard

The Most Profitable Pecans

The profits from your Pecan orchard will depend entirely upon what kind you plant. There are large nuts and small ones, thick-shelled and thin-shelled kinds, seedlings and named varieties.

A typical market nut is one of large size, $1\frac{1}{2}$ to $1\frac{3}{8}$ inches long and an inch or nearly so in diameter, with a thin shell that cracks easily, and which contains plump, well-flavored meats that fill the shell. Some high-quality sorts have all these good qualities, but there are too many off-years—years when nuts are not borne.

After much observation and consultation among the growers and buyers of Pecans, we decided that the best Pecans to grow for home or market purposes are Schley, Stuart, Success, Money-maker, and Nelson.

With the four varieties of Schley, Stuart, Success, and Money-maker it is advisable to plant the fifth variety, Nelson, solely for the purpose of securing adequate cross-pollination and larger crops. This method will give abundant yields of the best quality nuts.

We Do Not Sell Seedling Trees

Every Pecan tree produced by Harlan Farms Nursery is budded or grafted. The buds are taken from fruiting trees which we know are true to name. Every possible safeguard is used in the nursery to grow trees that will satisfy our customers, both in quality of the tree itself and in the quality and quantity of the nuts produced in later years.

Many planters have found Pecan groves an extremely good investment, and we are sure that a grove of Harlan Farms trees will be a good investment for you. You probably have the land, therefore all you need is the trees—12 to the acre. Among them you can grow ordinary crops or fruits, and in ten years you will find it so profitable you will want more acreage.

Plant Pecans Freely About the Farm

If land is not available for an orchard, Pecans may be used as markers between fields, in fence-corners, or landmarks at angles in the farm-lines. Line the road with them, or the lane leading from the road to the farm. Pecans grow anywhere, provided the soil is rich and has abundant moisture. They produce better nuts when cultivated, but uncultivated trees will produce good nuts that will more than repay the planter for his trouble, provided they are the finer sorts such as we recommend.

The Most Beautiful Shade Trees

The Pecan has no superior as a beautiful tree in the regions where it thrives. It is a graceful, tall, broad tree, casting a delightful shade. Why not plant them in the yard, to shield the porch or the side of the house, to hang a swing or a hammock under? The great beauty of the tree will add to the value of the place and it will bring in an income. Pecans planted for shade will yield enough nuts in a few years to pay taxes on your home.

How to Plant Pecan Trees

Pecan trees should be planted between the middle of November and the middle of March—the trees must be dormant.

Dig all holes 3 feet deep and 2 feet across before you order trees. Have plenty of rich top-soil at each hole, and mix it thoroughly with the soil you place about the roots. Be liberal with your fertilizer; a Pecan tree which makes a fast growth is practically immune to pests.

When the trees arrive, keep the roots covered until they are placed in the hole. Two men are necessary; one should hold the tree erect while the other uses the shovel. Tamp the soil firmly about the roots or pour in a bucketful of water when the hole is more than half full, to insure that there are no air-pockets about the feeder roots. Plant the tree a little deeper than it stood in the nursery.



Bale of trees, 5 to 6 feet, ready to burlap

HARLAN FARMS NURSERY, LOCKHART, ALABAMA



Healthy, clean and vigorous growth—no inferior stock shipped by us

Harlan Farms' Trees Are Better Trees

To be successful in the grove, trees must be grown right in the nursery. Scientific knowledge, combined with years of experience and skill, are used to develop *Harlan Farms' Trees*. They are given sufficient room to develop both roots and branches; they are well fertilized and cultivated, so as to develop thrifty trees that will grow if you do your part.

Harlan Farms' Trees are grafted or budded from the best stocks. We guarantee them as such. The trees are carefully dug and securely packed, so that they should reach you in the best possible condition, ready to grow.

Plan now to start a grove of Schley, Stuart, and Success Pecans this season. Delayed planting means delayed profits, disappointment. Order today.

PRICES OF TREES F. O. B. LOCKHART, PACKED

	1 to 4	5 to 49	50 up		1 to 4	5 to 49	50 up
3 to 4 ft. tops, 3-yr. roots	\$1 00	\$0 90	\$0 80	6 to 8 ft. tops, 5-yr. roots	\$1 60	\$1 30	\$1 20
4 to 5 ft. tops, 3-yr. roots	1 15	1 00	90	8 to 10 ft. tops, 5-yr. roots	2 00	1 75	1 65
5 to 6 ft. tops, 4-yr. roots	1 30	1 10	1 00	SPECIAL PRICES WILL BE MADE FOR QUANTITIES OF 500 OR MORE			

Buy 12 trees for each acre. Pecans should be planted 60 feet apart each way. Peach trees may be used as fillers if desired.

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HARLAN FARMS NURSERY, Lockhart, Ala.

19__

Gentlemen: Enclosed find check for \$_____ Send by express or freight, whichever you consider better:

Number Desired	Variety	Size	Cost each	Total

Ship to _____ Town _____ County _____ State _____ R. D. Number _____

Give Post Office if different from freight or express office _____

Sign or print name here plainly

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