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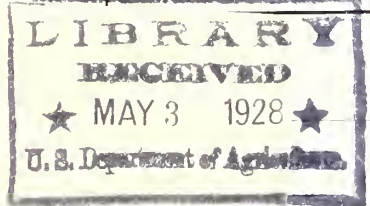
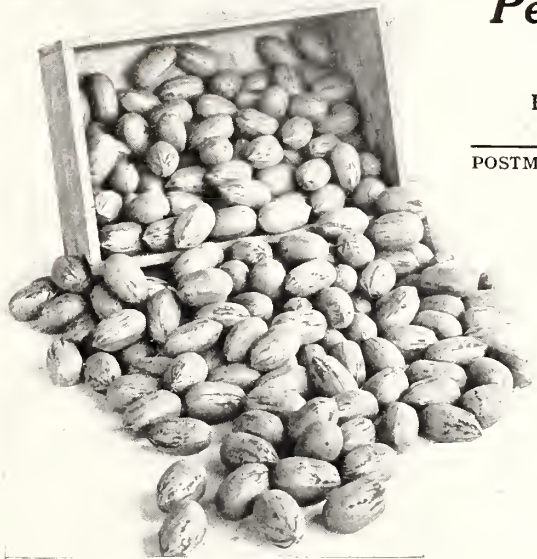


Pecans Build You a Fortune

HARLAN FARMS NURSERY
Lockhart, Alabama

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U. S. DEPARTMENT OF AGRICULTURE

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BUREAU OF PLANT INDUSTRY
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THE PECAN BUSINESS HAS MADE GOOD

THERE is no longer any argument about the success of the Pecan business. The doubts of the skeptic have disappeared before the steady rise of the industry. Both in debate and in practice the pros and cons of Pecan growing have been thoroughly thrashed out from every angle of growing, marketing, and money-making. Today, Pecan growing is an accomplished success, and the only question now is, how much space have you that can be practicably devoted to it?

Since we began planting groves and producing nursery stock, we have seen the business grow by leaps and bounds. Have there been discouragements and backsets? Yes, plenty of them. Diseases and insects of various kinds have bobbed up during the last fifteen years. Poor soil, bad varieties, inexperience, over-enthusiasm—all have contributed to Pecan history, but faith and courage, strongly aided by scientific work in our experiment stations and agricultural colleges, have helped us over.

The planter today has invaluable facts to guide him that the pioneers did not have; he has ten chances for success where the old-timer had one.

We now approach the problem of marketing. Last fall we had a close-up of this difficulty, but it is sure to be met. Fortunately, we have two or three marketing organizations working on broad and helpful lines, and the producer has only to join in one of these, and if the majority of the growers will do this, there need never be a lack of market for our nuts.

We particularly urge growers to join in the coöperative plan. Sufficient tonnage, advertising on broad lines, and proper grading and selling under unified control will certainly place the industry where it belongs. We are members of the National Pecan Growers Exchange, Albany, Ga. Eventually, all will merge in one big association, and with a growing and enthusiastic membership, Pecan growers will profit.



Pecans Produce Regular Profits

Pecans are easily the most profitable crop a farmer can produce, when labor costs are considered. Once the trees of proved varieties come into bearing, they produce regularly every year—sometimes more, sometimes less—but a crop every year, and as a part of diversification are almost insurance against failure. What other crop can you grow with so little work and expense, yet that will pay you a big profit each year? You don't have to take our word for it; ask your neighbors who planted them several years ago, or your State Experiment Station.

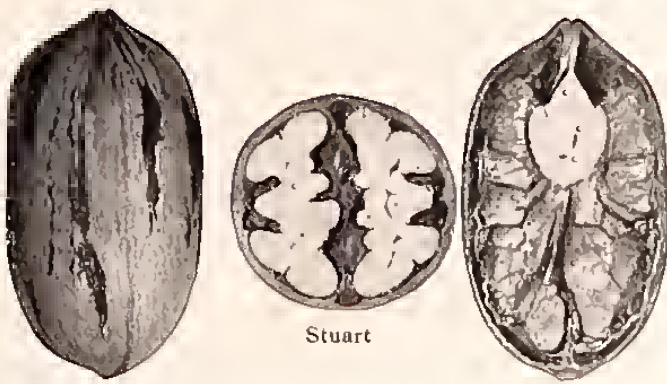
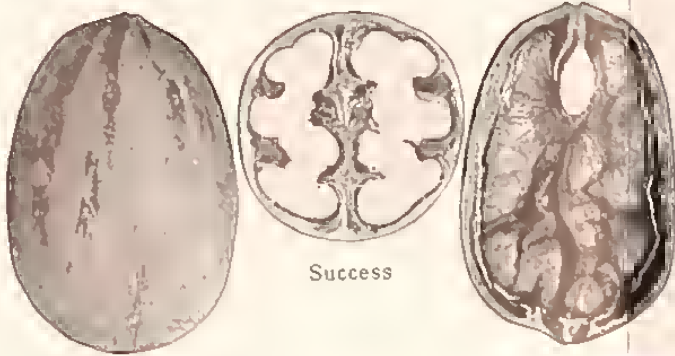


These Profitable Pecans Should Be in Every Orchard

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 pollinizing other varieties. Unusually resistant to disease.

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 pollinizer.

The importance of cross pollination in insuring abundant yearly crops is recognized by all authorities. Mixed orchards bear better than orchards of one variety.

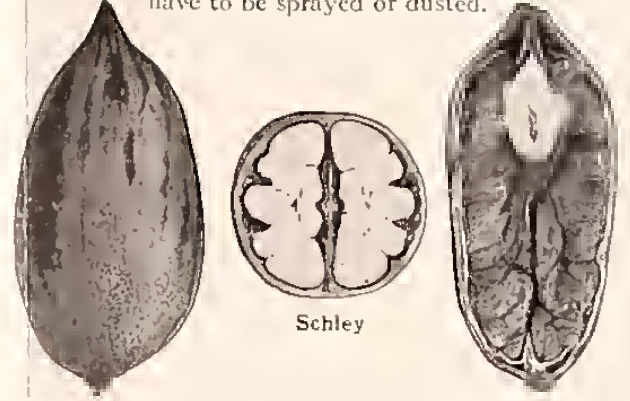


STUART has a larger kernel than Schley, and so makes a fast-selling nut for table use and readily brings good prices at all times. The shell is thin and easily cracked; the kernels are always plump and richly flavored. The growth of the trees is remarkably vigorous; no care is required, besides ordinary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

We recommend that all Pecan planters join the National Pecan Growers Association. The dues are only \$2 per year, and membership entitles you to one copy of the minutes of the annual meetings. This alone is worth a great deal more than the cost of membership. We do not know of any information concerning Pecan problems that is more valuable than is found in the minutes. Send check to J. Lloyd Abbot, Secretary, Spring Hill, Ala.

MONEY-MAKER. A variety recommended for all sections. The tree is a sure cropper and bears heavy loads of 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. Very profitable. Disease-free.

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. Subject to scab, and may have to be sprayed or dusted.



Pecans as an Investment

Last winter we sold a block of our oldest groves at a price that is equivalent to repaying us the original investment in our entire business 100 per cent, plus an income of 6 per cent net on that investment for a period of fifty years. This was sold to a local business man, and he has made an investment that will pay him even more.

Look Ten Years Ahead

Is there anything else you can plant that will beat this? Fruit trees in the hands of experienced horticulturists are money-makers, but they require much more work and do not have so long a life. A ten-year old peach tree is about done for; a fifteen-year old Pecan tree is just getting into early manhood. Fruit trees require worming, spraying, pruning, and the crops must be picked when ripe or their value is lost. One or two people can gather the crop of a large Pecan orchard with ease. It doesn't rot and spoil if not gathered today. Next week will find the nuts as sound as this week. There is no loss through shipments, "received in bad order"; no loss because of rain or bad weather.

Pecan Industry Permanent

We are almost to the point now where the Pecan orchards of the Gulf States are as important a National asset as the citrus groves of Florida or California, or the apple orchards of the North. There are now growing in the South 29,500,000 Pecan trees; most of these are wild or seedlings—Pecan sales have been built on these. Recent plantings have been of the proved and tested varieties, such as Success, Stuart, Schley, and Money-maker. There is an almost unlimited potential demand for these. With increased yields, the costs are coming down, and we can sell them at 20 cents per pound and make big profits.

Filler Crops Pay for Your Grove

Newly planted Pecan trees do not take up much room, being 60 feet apart each way, so naturally there is lots of space for filler crops. Most any fruit adapted to the section may be used, or ordinary field crops. It really helps the trees to grow cotton, peas, peanuts, and such crops, as the clean cultivation helps the trees, and you can produce practically as much to the acre with trees as without. Do not cut hay or remove anything from the soil but the grain or fruit. Leave all litter to be turned under in the fall. Any soil-building plant, like cowpeas, velvet beans, beggarweed, clovers, etc., will add wonderfully. Pecan trees work beautifully with chickens, hogs, and other live stock.

Pecans may be planted along the roadside, in nooks and corners, and other waste space. Even a half-dozen trees is better than no trees at all. They are especially fine for shade around chicken-runs, horse-lots, and in front.

Can you afford to start a grove of Pecans? Better ask yourself, "Can I afford not to?"

Plant Ten Acres for a Pension

Next to life insurance, no better provision for later years can be made than by investing in a Pecan orchard of proved varieties on good soil. It requires about ten years to come into profitable bearing. We find from experience that 500 pounds per acre may be expected by the twelfth to fifteenth years, which, at 25 cents per pound (a conservative estimate), will bring in \$125 per acre gross, and with heavy fertilizing and unusual care, 1,000 pounds per acre is possible. Five to ten thousand pounds of nuts of the good varieties for sale every fall brings a mighty cheerful outlook.

The older the trees, the bigger the crop, thus making the finest kind of an investment. Just think of having 10, or 20 to 30 acres bringing in a comfortable income, to pass on to your children, who, if they carry on as you have, can pass it on to their children. It is like establishing a permanent trust and it can be done with less expenditure of cash than any method we know of.

Do not put this off. Every year means just that much longer getting the returns. It only costs a few dollars to the acre to start this trust. You needn't plant the whole thing at one time. Start out with fifty trees, or whatever you can afford, and follow it up every year. In the meantime, join one of the Pecan associations and get the practical information they give you in their bulletins, and study the business as you go along.

Varieties

You have the advantage of twenty years' experience with varieties of Pecans. After long and careful study, we believe that the five varieties named above are the most profitable.

Success and Stuart are the old standbys, safe and dependable. Schley is the prima donna of nuts; somewhat temperamental and has to be petted, but supreme in quality and sells when all others fail. Money-maker is the Ford of the nut world—medium quality, but tough and prolific. Nelson with us is as profitable as any, and being an early and prolific bloomer, broadcasts pollen in generous quantity to other varieties.

Soil Required

We tell you frankly, plant Pecans on your very best land. Do not put them on thin, sandy soil, nor in wet, poorly drained places. Any type of good soil that will produce a half-bale to the acre in cotton or 20 bushels to the acre in corn will do, but the better the soil, the better the results. Preferably, it should be rich sandy loam, with a good stiff clay subsoil, land that can be built by cover crops. Growing cover crops is the cheapest fertilizer.

Plant trees according to instructions we send with every shipment, and give them clean cultivation, beginning early spring and up to August 1; then, if no winter cover crop is to be added, let the weeds and grass grow. Turn this under just before nut crop falls.

Our Responsibility

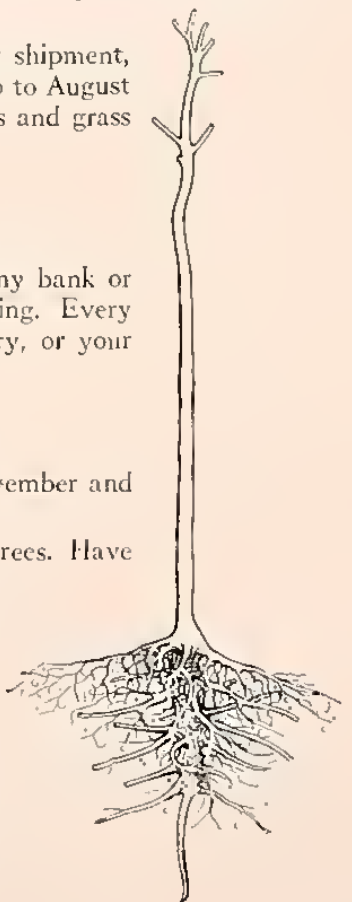
We have been here for fifteen years, and you may ask any bank or commercial credit agency about our moral and financial standing. Every tree that we send out is warranted to please you on delivery, or your money refunded.

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 topsoil 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.



HARLAN FARMS NURSERY, LOCKHART, ALABAMA

SATSUMA ORANGES

The Hardy Citrus Fruit

Profitable plantings of Satsumas have been made in this state and others bordering the Gulf of Mexico. There is no other citrus fruit of comparable size and quality which can be fruited commercially in this climate.

The tree is a rapid grower and a good producer. The crop is ready when it is ripe and is quickly marketed because of the urgent demand which has never been completely satisfied.

The fruit is of medium size, rich orange-yellow with a thin, easily removed skin, and crisp juicy flesh of refreshing quality.

An orchard of Satsumas is bound to pay good dividends because of the certainty of the crop and the steadily increasing demand for citrus fruits of all classes.

We offer well-rooted, heavy, three-year-old plants budded on *Citrus trifoliata*.

- 10 to 49 plants 50 cts. each
- 50 to 99 plants 40 cts. each
- 100 and up 35 cts. each

NOT LESS THAN 10 PLANTS SOLD



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 _____

TEAR OFF AND MAIL THIS TO US TODAY

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

3 to 4 ft. tops, 3-yr. roots	1 to 4 \$0 90	5 to 49 \$0 80	50 up \$0 70	6 to 8 ft. tops, 5-yr. roots	1 to 4 \$1 50	5 to 49 \$1 20	50 up \$1 00
4 to 5 ft. tops, 3-yr. roots	1 05	90	80	8 to 10 ft. tops, 5-yr. roots	1 80	1 55	1 45
5 to 6 ft. tops, 4-yr. roots	1 20	1 00	00	SPECIAL PRICES WILL BE MADE FOR QUANTITIES OF 1000 OR MORE			

Buy 12 trees for each acre. Pecans should be planted 60 feet apart each way.