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BUREAU OF PLANT INDUSTRY  
Horticultural Crops and Diseases

8-5591



Leave Behind  
a Living  
MEMORIAL!

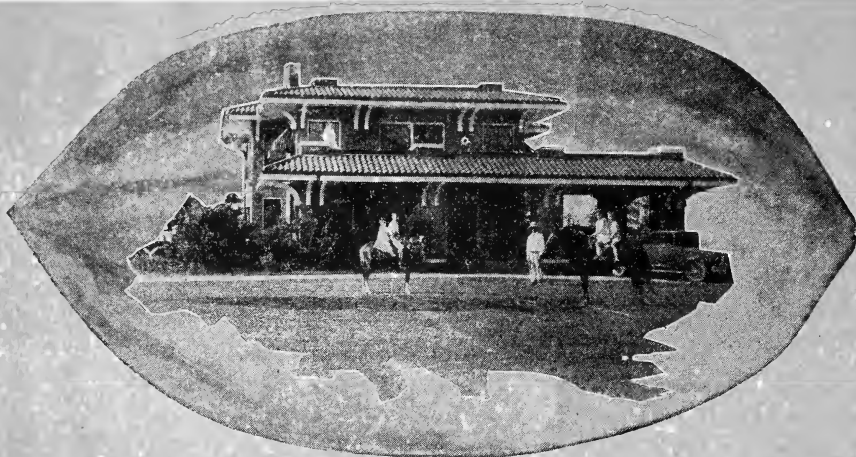


**BASS PECAN CO.**

*"The Largest Pecan Nursery in the World"*

LUMBERTON-MISSISSIPPI

Let Pecans Be Your Hobby! A Profitable One, Too!



## “Pecans Built My Home— They Can Build Yours too!”

*“Pecans have made my home possible. They have brought happiness to my family, and a regular and dependable source of income. I owe my success to pecans.”—I. H. BASS.*



I. H. BASS, President,  
Bass Pecan Company.

Pecans may make you independent, and bring you considerable profit. It's the one sure cash crop and may produce an income for life that increases with the years. Pecans pay dividends to all. Take for example a negro farmer of Gonzales County in Texas. He has one tree on his property that never misses a crop, and has averaged about 800 pounds for the past several years. He sells about \$300 worth each year—which brings him about as much clear money as does his sandy farm of 120 acres.

But one does not have to be a farmer to profit by pecans. Numerous school teachers, professional and business men and women are buying up idle land, planting them in pecans, and letting Nature make them rich, providing for their future and a life of retirement. You, too, may profit as well!

**SHADE AND BEAUTY**

**INDEPENDENT  
OLD AGE**

**CHILDREN'S  
EDUCATION**

*“The trees are bending over with pecans.”—Columbia, So. Car.*



Father Bass, 76 years old, happy in his hobby—assorting pecans.

## Bass Trees Hold World Record

This is the remarkable bearing record of nine of our Extra Special pecan trees set out the last of February, 1923, by Dr. D. B. Stevenson, of Lumberton, Miss. Most all of these trees bore pecans the first year set out. They were our largest size trees and have been given the very best of attention by Dr. Stevenson. He has fertilized the trees very heavily with barnyard manure and worked around them often, so that weeds and grass would not get the fertilizer. Results have been remarkable.

The record that follows was carefully kept by Dr. Stevenson, who is one of the best known physicians as well as loved and respected citizens of South Mississippi, and is absolutely authentic as he gathered and weighed the pecans himself. The trees bearing the heaviest crops were the ones most favorably located. Trees with smallest yields were greatly handicapped by being near big oaks, sidewalks, etc. The nuts were gathered in October and November of 1925—*actually before* the trees had been set in the ground three years.

Trees No.	Age	Yield
1 Bass Papershell	2 years 8 mos.	25½ lbs.
2 " "	2 years 8 mos.	15 "
3 " "	2 years 8 mos.	16 "
4 Success	2 years 8 mos.	17½ "
5 "	2 years 8 mos.	28½ "
6 Nelson	2 years 8 mos.	12 "
7 "	2 years 8 mos.	10 "
8 Success	2 years 8 mos.	4½ "
9 "	2 years 8 mos.	4 "

Plant our Extra Special Sizes for Earlier and Heavier Bearing!

**ESTATES**

**INCOME FOR  
LIFE**

**MEMORIALS**

"The trees are doing fine and are full of nuts."—Hickox, Ga.

Mother and Father Bass. Happy and contented in their old age.



## Three Generations Depend Upon Pecans---

Pecans will Insure Independence in *Your* Old Age!

This is the home of the mother and father of I. H. Bass—also built by pecans. The story of I. E. Bass, founder of this business, would read like a romance. He was facing financial difficulties at the age of 58, when the average man at that age, and in the same circumstances, would be dependent upon charity. He planted his first papershell pecans then, and though his friends and neighbors scoffed at the idea, he has lived to see his trees support him, *send eight children to college*, and has retired with absolute independence.

The second generation is represented by I. H. Bass himself, whose home is shown on a preceding page, and now there are his children growing up to carry on the business, due also to pecans.

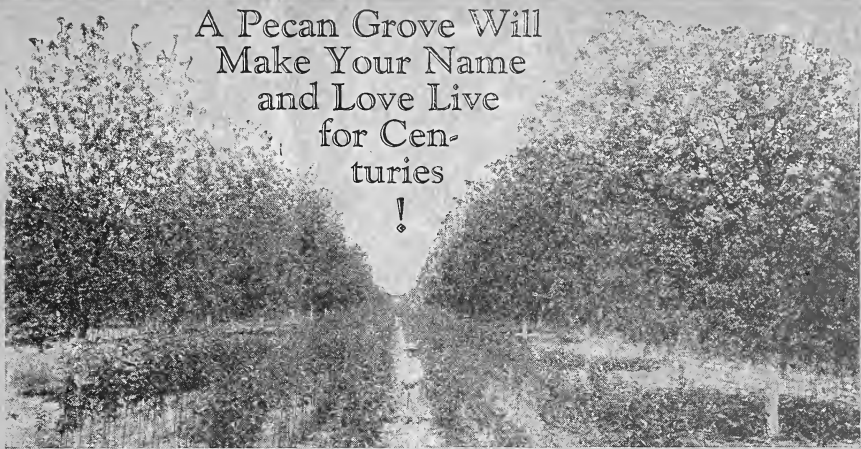


## Shade, Beauty & Birds About a Home

There is more to pecan trees than merely an income. These are most beautiful trees, and are reputed for the shade they give. They withstand heavy winds and protect the house from them. They are ideal for planting about a home, a school, city street, on highways (School Board Directors and City Fathers take note). The shade, beauty and large spread of branches attract birds, which nestle among the trees, adding beauty and gayety; and then as Fall comes they furnish nuts for home use or market in appreciation of their care. Remember, too, once planted—especially with Bass Trees—the value of your property is increased.

"Some of my first trees purchased from you have nuts on them this year."—Yuma, Ariz.

A Pecan Grove Will  
Make Your Name  
and Love Live  
for Cen-  
turies  
!



One of the Bass Pecan Groves showing younger trees growing in between. Note their size.

## Leave Behind Such a Place of Beauty... An Inheritance of Wealth...a Memorial of Love

Some people come into the world, exist by a struggle, and pass out with hardly the world knowing of their existence. Others are able through philanthropy, etc., to do good deeds, to make a name and leave a memorial that means beauty, love or happiness to those left behind.

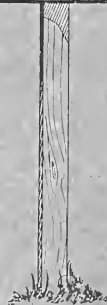
*A pecan grove will perpetuate your name through the centuries!* Pecan tree experts have estimated that pecan trees may live for 1200 years and still bear profitably.

What a beautiful thing would be this living memorial! Far better than any cold, drab, faded stone that would soon be passed by and forgotten. Why not plant a pecan grove? It will begin to bear by the third year, and then as the trees grow, will produce more and more nuts per year and materially increase your income **WHILE YOU LIVE!** Each year the trees grow larger and more beautiful and make a grove so magnificent that will well bear your name and memory. This would be a rare inheritance, not only of beauty for generations to come, but a most profitable way of providing a fortune to your children, children's children, and their children, on through the years. A large lump sum might be spent in a few years—a memorial pecan grove would provide a *regular income* each year and assure the perpetuity of your fortune to aid all descendants instead of just a few.

Future generations may either praise or blame you. You have in your power that ability, through pecans, to produce an annual crop of golden nuggets, and a name for yourself through the ages.

### Said J. B. Wight

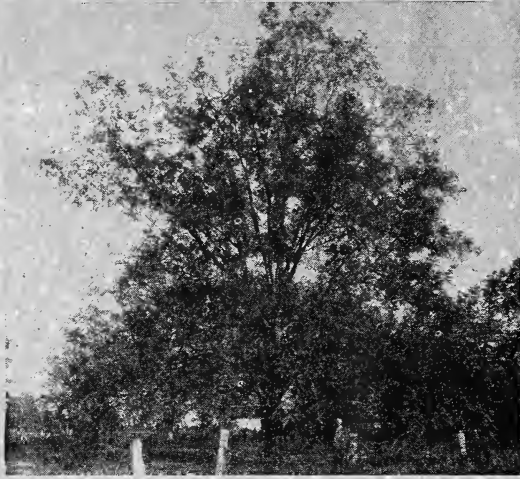
“Plant a pecan grove and later on in life it will support you. It will do as much for your children, and your children's children,” said J. B. Wight, before the American Pomological Society.



Plant a grove in memory of some one!

“The trees I ordered from you last Fall are all thriving and coming well.”—Piedmont. S. C.





A STUART tree of R. L. Casey, of Hollandale, Mississippi. It is claimed by him as the most prolific pecan tree in America. Last year this tree produced 1200 pounds of nuts that sold for \$480. He claims the world record for the three largest crops in three years, bearing 75 bushels (3000 pounds), which sold for \$1050 net. Proof of a profitable cash crop!

## Pecans will Send Your Children to College

Nowadays children are more or less handicapped if they cannot attend college. It's becoming more and more a battle of brains . . . no longer brawn. But it is a problem to stand the heavy expenses required for a course in college. Such a financial worry may be easily abandoned if you will plant even a few pecan trees while the children are still young and let those trees pay their way through school. They will begin to bear within a few years, increasing their yield, and consequently the profits, and soon will provide ample funds for a college education.

Then, better still, after graduation, when students are frequently floundering until they can get a good start, they will have a steady income to help pay their way—and yours too—through life. Figure it up yourself. \$50 worth of nuts per year from each single Bass budded or grafted pecan tree is not at all unusual (and the yield increases). Twenty trees would provide \$1000 annually—it is far better than a few dollars saved with a struggle each month and earning only 4%.

## Which Would You Prefer? Study this Drawing

Below a truckload of pecans worth \$2500 (see photograph on back cover). It would require six or seven trucks to haul the same amount in corn or cotton. Think of the toil required to produce that much cotton or corn.

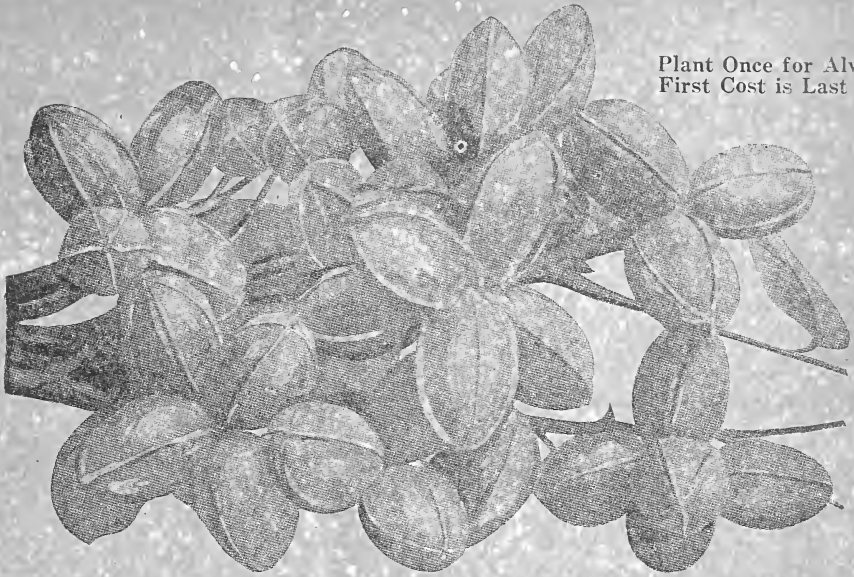
Pecans do not interfere with growing crops, and yet, wrote a farm paper editor, pay forty times the value of corn, and considerably more the value of cotton. In shipping, a 10¢ sack holds \$50 worth of pecans, and is hauled at the lowest freight or express rate. Compare to eggs, apples, peaches, etc. Concentrate your energy on pecans!



"I purchased 50 of your pecan trees in the Fall of 1926. All growing and doing fine."  
—Folsom, La.



Plant Once for Always!  
First Cost is Last Cost.



## Pecans! The Permanent Investment!

Regular farming means planting every year, and one is dependent on the weather and fluctuating market prices—especially that of cotton or corn. When pecans are planted—after the trees are set out, the crop is made for permanence. In three years—sometimes less—BASS PAPERSHELL PECANS begin to bear, and that is the beginning of a permanent source of income.

If you owned a gold mine, the more you would take out of it the less gold would be there, and it would soon become depleted. Nature will provide a "gold mine" through pecans, with an increasing yield each year, for Nature works for you night and day, and the older the tree, the greater the income.

### How \$5 and 5 Trees Produced \$6,336.41

We have a record of figures based on actual experience that will give you some idea of the remarkable dividends which your own pecan orchard could be made to pay. This record gives the return from just five of our \$1 sized trees.

Over a period of 18 years, 10,235.34 pounds of nuts were produced, which sold for \$5,117.67, plus accruing interest, totaling \$6,366.41, entirely all dividends.

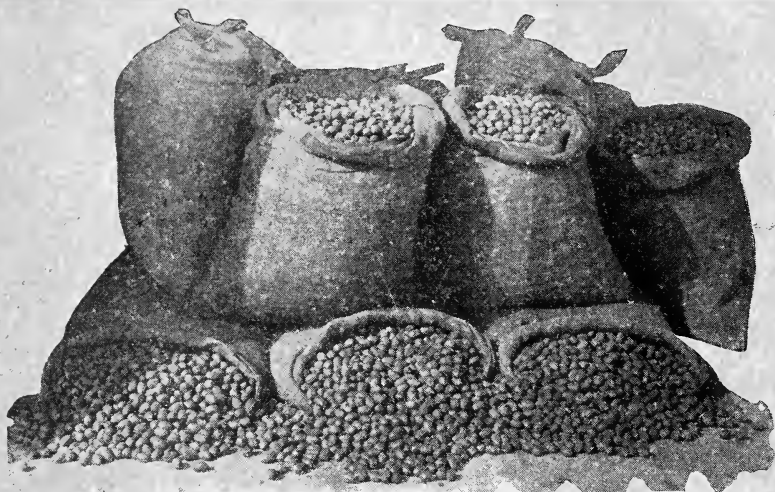
Year after year, your orchard should increase its earnings as your own earning ability decreases, enabling you to face the future without fears of financial distress. In what other occupation could such a record be made? In what other form of investment could \$5 be made to produce \$6,366.41 return, while keeping the capital which made it intact and steadily increasing in value?



Golden nuggets with Nature as your  
Gold Mine.

*"My order of trees arrived today. Talk about nice trees—well, yours take the cake; yes, the whole bakershop."—Cold Springs, Okla.*

## Bass Pecan Trees Are Early Bearing!



### Plant Pecans and Be Able to Retire!

Is it your intention to sit at a desk and teach all your life, or be at your business or office until you die in your boots? Don't you hope to some day be able to retire from teaching school, your business, or your profession? Nowadays the average professional or business man, and certainly the school teacher, is merely making a living out of that profession or business, and what wealth is accrued must be from side but sound investments.

Why not invest in pecans? Before long you would begin to have an income—dividends—such as any good investment would bring, but such an income would constantly be increasing until you would be able to retire and live a life of ease and luxury, possibly among the pecan grove which would be supporting you, your family, and which would support generations to come—a fitting memorial and inheritance to leave behind!

### Plant that Idle Land in Pecans!

Perhaps you have land now that is absolutely or virtually idle. Pecans will pay those taxes and eventually pay for the land, and heaps more, too! You could still plant between the rows, which you might care to do for a while; but soon when the trees begin to bear you would find it far more profitable than all the crops you want to raise. Let that idle land be the basis for an investment of confidence—be you farmer, business or professional man or woman.

### 240 Pounds of Nuts from one of our \$1.00 Trees!

This was one of our \$1.00 trees, planted 18 years before. The owner did not have to wait 18 years, remember, as the tree started bearing the third year, and continued to do so, and in its eighteenth year produced 160 pounds of nuts worth \$80.00. That is at the rate of \$960 per acre (12 trees to the acre), not considering the increasing value of the tree each year. How many investments have you ever made that produced more than 400% per year, continued to produce, and were positively safe? The tree is now producing over 240 pounds of nuts a year.



*"All my trees lived and are growing—some have grown 16 inches since they budded out."*  
—Bremond, Texas.

## A Few More Typical Pecan Investments

In making an investment of any kind consider the experience of others *under ordinary conditions*. There are hundreds of instances we could furnish, or you could gather on the steady and profitable increase from pecans.

There's a man in our own State who produced 200 pounds of nuts on an 18-year-old tree, and yet another man produced 273 pounds one year on an 18-year-old tree, and two years later 330 pounds off the same tree.

One of our customers bought two trees for shade, and eight years later got 100 pounds of nuts off the two trees, selling half of them for \$25. And so on—we could name hundreds of instances, including one of our women customers, who wrote she would not take less than \$30,000 for her pecan grove of Bass bred-up trees. Other instances of investments appear throughout this book.



## If You Have Land for Sale

Perhaps you have land that you want to sell. Perhaps we may aid you in this way. Why not plant it in pecan trees? You will immediately increase the value of your land, and anyway make it more salable. Just to show how it may be done, and also how pecans prove to be a fine investment, here is another true instance: Twenty years ago a person of our acquaintance bought five acres of land at \$20.00 per acre. A few years later he planted the land in Bass trees, and was offered \$1,000 per acre, which price was refused. He realized that by planting pecan trees he had increased the value of his land by \$950 per acre, for he could have got only \$50 an acre for the land as he bought it. His land, taxes and trees were readily paid for in the actual increased value, and it was worth a big difference besides.

Yes, plant pecan trees on that idle land. If you sell, you profit—if you don't sell, you'll profit more, by the income you receive.

## Choice Pecan Lands and Orchards Available

We have considerable land for sale that may be put into pecans, and being near us, we could supervise the planting and take care of it for you. This is the finest pecan land in the South, and is located only 60 miles from the Gulf, and 90 miles from New Orleans. How nice it would be to have a pecan grove down in "ole Mississippi" where you could visit as often as you please, and derive a regular source of revenue.

We can buy farms for you, or put you in touch with real estate men, and thus aid you in getting into the pecan industry.

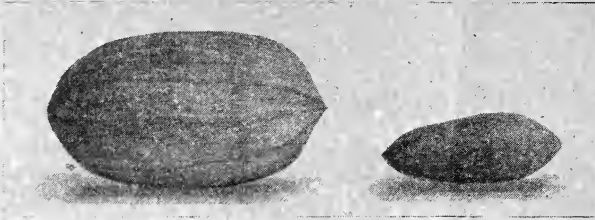
We also have pecan groves of our own that we sell, for we, too, believe in buying up vacant land and planting it in pecans, and we are in touch with those who, for one reason or another, want to sell their producing groves.

## It Would Pay You to Buy Up Land and Plant Pecans

As an investment you would earn splendid dividends by buying up land cheap and planting pecans. You'd be surprised to know how many business and professional men, farmers and school teachers do so. Make pecans your hobby—diversion from your regular routine of life, plus dividends in gold and golden health.

"The trees were received in good order. When I opened them up, my eyes got as big as apples to see such grand trees and big roots."—Louisville, Ky.

Let Your Land Do Double Duty. Plant Fruits Between The Rows.



Plant the big nut and you will get the small nut.

## Bass Pecan Trees are Bred-Up From *Known* Parents That Bear All are Budded or Grafted

Pecan trees must be budded or grafted. The large pecans you see are the result of careful breeding. Here man had aided Nature. Pecans are naturally small nuts, and if one merely plants the nuts themselves, even though they are big ones, they have that natural tendency to revert back to the way they were produced ages ago. A large pecan is almost sure to bear a tiny nut, as illustrated.

To produce large and profitable pecans, trees must be budded or grafted. Some prefer the budded, and others the grafted, but each method is equally as valuable and productive, and we do both budding and grafting. However, we do not buy buds or grafts from unknown sources, but produce them ourselves from heavy bearing parents in our own orchards, and therefore, knowing their history, we are positive of their early and heavy bearing ability.

### Early---Heavy---Sure Bearers

Since we produce our own stock from known bearing parents, and since we make this a sole livelihood, we are in position to give you the finest pecan trees that can grow—here in the largest Pecan Nursery in the World. All Bass trees, you may rest assured, are early and heavy bearers, and they prove to be sound and healthy in every respect with well developed root systems. (See next page).

*It will pay you to plant our Extra Special sizes. Obviously they will bear earlier and heavier, and will have had a far better start.*

## Let Your Land Do Double Duty!

You may contend that you have no land available for pecan trees. It does not require a large space for a few trees, and many of our trees are planted about the home for shade, as well as for nuts. But if you have any crops at all, you could plant the pecan trees between the rows. Even as the trees grow you could continue to plant, for that cultivation will aid the trees. Let your land be paying you double.



Branches laden with golden nuggets.

***Plant Fruits Between the Rows!***

*"Sixty-three of the sixty-four pecan trees have made a nice growth—some have grown thirty inches."—Whistler, Ala.*

## Bass Pecan Trees Have Well Developed Root Systems

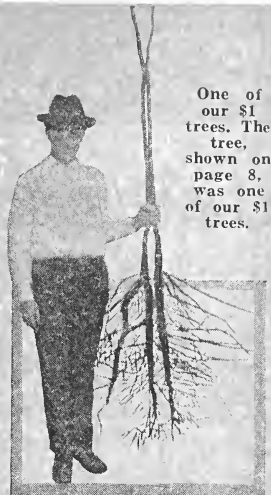
We insist upon a well-developed root system, for unless a tree is well rooted and the root system is properly developed, the tree will have a bad start. We, therefore, pay particular care to the roots in growing, in digging up the trees, in inspection, and in packing. Those, other than with first-class root systems, are cast aside as culls and sold as seconds along with other trees of imperfections, or burned as you can see by the picture on Page 27.

You are assured of a fine spread of root growth, good strong straight trunks and pedigreed stock.

We especially call to your attention our largest trees. Their future is virtually assured, and they will bear much sooner (many bearing already).

We measure our trees from ground up. You pay only for this!

You do not pay for the roots.



One of our \$1 trees. The tree, shown on page 8, was one of our \$1 trees.

### Study This Illustration

Thousands of our pecan trees bear even in our Nursery before they are three feet high. This typical Bass bred-up tree growing vigorously in our Nursery has a heavy foliage, a healthy look, and is even bearing nuts. Note the root system—a good hardy tap root with a fine spread of lateral roots. *Furthermore, we do not charge you for the roots, as some do.* Our trees are all measured from the ground up instead of from the tip of the tap root to the top of the tree. Our three to four feet trees, therefore, are often as large as others' "five to six-foot trees." You pay us for a smaller sized tree, you see!

Why take a chance with your money, labor and time, buying so-called "cheaper" trees? Will the cheaper-tree fellow be in business when you have learned that those "cheaper" trees are not bearing? Our 21 years in business have proved that our bred-up trees are early and heavy bearers. Pecan trees are a life business with us, and our reputation should mean much to you in the purchase of trees. Would you buy a scrub cow? Then why buy scrub pecan trees? The illustration on Page 25 is another result of buying "cheap" trees.

### Particular Care Paid to Packing and Shipping

In addition to developing the roots, we must take care that they are protected. In the first place, we dig deeper to get all the roots. Then we pack them carefully with damp moss. The upper parts of the trees are packed with straw that protects them

A Bass bred-up tree, less than three feet high, already bearing pecans.

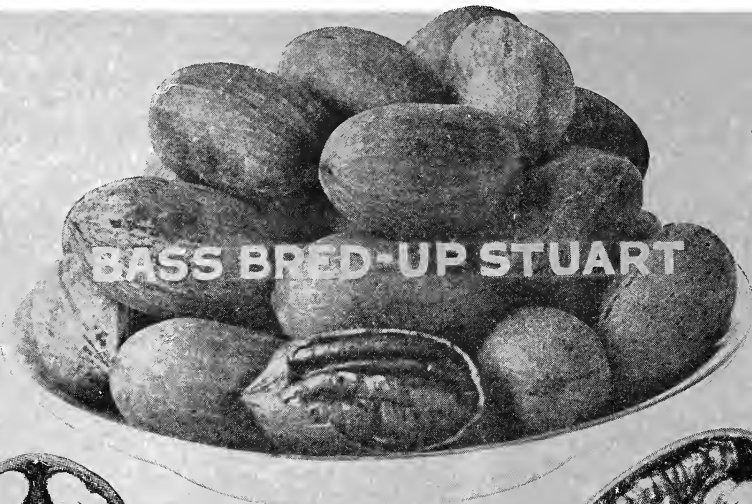
from being skinned or bruised. Then the entire trees are wrapped in waterproof and airproof paper to keep the moisture in and the air out, and the package is securely covered with burlap to keep out the sun, wind and air. We employ expert packers—all this care and expense to bring to you living trees in good condition. No other Nursery anywhere packs trees as we do!



"One hundred pounds of pecans from two trees netted me \$50.00 last year. These are loaded this year."—Arkadelphia, Ark.



Bass Trees Bear By The Third Year—Sometimes Before.



## Bass Bred-Up STUARTS

Are Sure Profit-Makers

See  
Page 25  
for Bargain  
Club Offers.

The STUART is our first choice, and incidentally it is the most popular of the improved variety of pecans. This nut has been planted more extensively than any other. The trees are vigorous, bear regularly, and resist scab. They are early and heavy bearers. The nuts are large and well filled, the kernels being plump, with a meat content of 49%, and a good flavor. Note the actual photographs of the inside of the STUART pecan.



These nuts are the easiest to grow, sell well on the market, and bring a higher market price. We recommend the Bass Bred-Up Stuarts as the most profitable and satisfactory of the pecan trees. We have an unusually fine stock of our large trees in this variety—it would pay you to plant them in preference to others.

### Prices on Top Grade (No. 1) Trees—All Varieties

SIZE	EACH	SIX (Half Acre)	TWELVE (Acre)	SIXTY (5 Acres)	100	1,000 Up Per 100
2-3 Feet	\$.90	\$ 5.10	\$ 9.60	\$ 45.00	\$ 75.00	\$ 60.00
3-4 Feet	1.00	5.70	10.80	51.00	85.00	68.00
4-5 Feet	1.20	6.90	13.20	60.00	100.00	80.00
5-6 Feet	1.35	7.80	15.60	72.00	120.00	96.00
6-7 Feet	1.50	8.70	16.80	81.00	135.00	108.00
7 Feet to Large	2.00	10.80	19.80	90.00	150.00	120.00
Large	2.50	14.40	27.00	120.00	200.00	160.00
Extra Large	3.50	20.40	36.00	165.00	275.00	220.00
Extra Special	4.00	22.80	42.00	195.00	325.00	260.00

We recommend the planting of our large trees. They bear earlier.

### Special Price on Large Orders

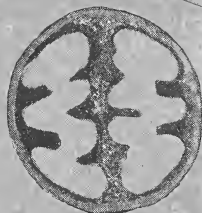
One to five trees take the each rate price; six to eleven trees take the six rate price; twelve to forty-nine take the twelve rate price; fifty and up take the one hundred rate price; 500 and up take the 1,000 rate price. Special prices cheerfully quoted on larger lots.

☞ All prices F. O. B. Lumberton, Miss. ☜

No orders for less than \$5.00—Please!



**BASS BRED-UP SUCCESS**



**Bass Bred-Up  
SUCCESS  
Are Dependable!**



See  
Page 25  
for Bargain  
Club Offers

Our second choice is the SUCCESS Pecan, and a mighty popular variety, 40 to 45 to the pound. This tree is also an excellent grower, and a heavy bearer in fertile soil. It bears early, too. The nuts, as you can see, are large, though are not the largest, but the kernel has proved to be the heaviest in a test of 14 varieties made recently. The meat is plump, and of excellent flavor. The nut itself is ovate in form, has a thin shell, and cracks easily. This variety does well in most sections, and the nuts bring a high market price. The Bass Bred-Up SUCCESS Trees are among our biggest sellers of our fine Papershell Pecan Trees. Plant our larger size trees and save that initial growing period.



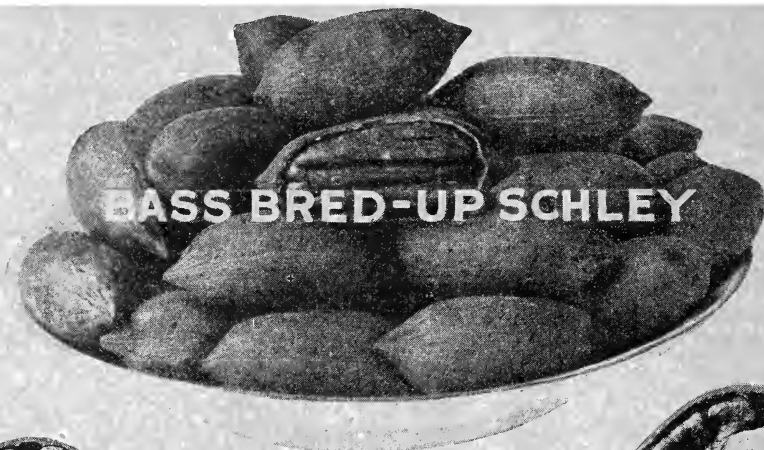
*Plant Fruit Trees Between the Rows  
See Pages, 21, 22, 23, 24, 25.*

## Some of our Culls and "Seconds" for Sale

No, indeed, we do not sell all the trees that we grow—that is to our own customers. We either sell our cull pecan trees to other nurseries or burn them. (See page 27.) We frequently throw out around 22% of our trees as being "seconds". If too poor, we destroy them, regardless. When trees are not straight, or scarred, when the root systems are not so well developed, or the trees do not come up to our own high standard, we will not sell them as our top grade trees. Many of these trees are good and MAY do as well as the others, but we play SAFE for our customers. We sell those No. 2 Pecan Trees at half price of No. 1 trees (see opposite page), but with the understanding that they are our culls, and without our usual guarantee. (Prices F.O.B. Lumberton). Many nurserymen and dealers buy these trees and sell them as their own No. 1 trees.

*You'll find an Order Blank on Page 29.*





## Bass Bred-Up SCHLEY A Popular Variety!



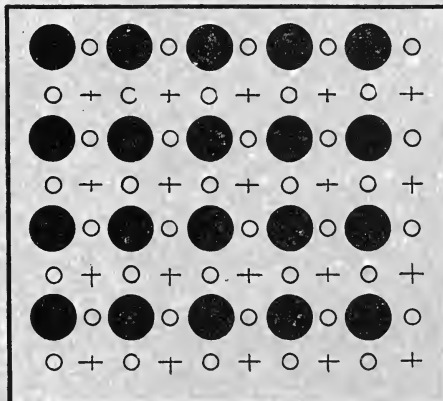
For prices  
See Page 12.

Our third choice is the SCHLEY. This is also a popular nut on account of its thin shell, excellent cracking qualities, beautiful color, and unusual flavor, and the market price is very satisfactory. The fact that we grow and sell this nut shows our confidence and our recommendation.

In some localities, however, the SCHLEY has a tendency to scab a little, so before purchasing this variety be sure that they grow in your section without this disease. If so, you will find these to be profitable nuts; excellent and full nuts with 61% meat, and a kernel that can be easily removed without breaking. The tree itself while an early bearer is a slender grower—smaller than STUART or SUCCESS, and not quite as hardy.

### Other Crops May Be Planted Between the Rows

The finest crops to grow with pecans are peas, beans, clovers or other leguminous crops, for these enrich the soil and build it up. In addition to these, here at Lumberton we grow cotton, corn, sweet potatoes, watermelons and all kinds of truck. Also strawberries and fruits. You might as well use that land. (See pages 21, 22, 23, 24 for suggestions. Also see our Special Club offers on page 25 and save money).



### Plant Other Crops Between the Rows

Make your land do double duty. Plant fruit or berries in between your pecan trees, or plant pecan trees in your berry patches, cotton or corn fields. This is a chart for guidance as to how you may systematically plant and grow trees, fruits and berries on a tract of land.

- + Pears, Peaches or Apples.
- Orange, Figs, Plums, or Persimmons.
- Pecans

"My neighbors laughed at me, but now they are getting the pecan fever."—Louisville, Ky.

You Can Plant Two Crops On Your Land With Pecans.



**BRED-UP BASS PAPERSHELL**



Proved and Approved!  
**BASS**  
**PAPERSHELL**



For prices  
See Page 12.

The BASS Papershell Pecans were only recently announced by us to the general public. Many of our old customers had been taking our entire output until lately when we increased it. The Mississippi Department of Agriculture and Commerce had, however, long ago recognized the Bass Papershell variety, listing it in their Pecan booklets, but we kept it off the market until we could make tests in various sections to prove its true value. We have placed it as fourth choice, though an early and heavy bearer, because the tree is not scattered over sufficient territory to prove its true value. We have learned, that in some localities this variety has a tendency to scab a little, although in others it is scab free, and is destined to be a most popular variety. The nuts are large, long, thin shelled, of good color and shape, and well filled with a fine flavored kernel. The trees bear early, regularly and heavily, and we believe you will like this comparatively new variety.


## Bass Trees Laugh at Winds and Floods

"My trees might blow down," you might say. Have you ever seen or heard of a pecan tree that was blown down? These trees are usually desired for shade about a home, because they don't blow down easily. The Purvis, Mississippi, cyclone years ago blew down practically every building and every tree—but the pecan trees. These trees are characteristically deep rooted and laugh at windstorms.

And during the Mississippi Valley floods, Pecans withstood the water better than any other tree or plant. We don't believe pecan trees will die after set out three or four years, and well established, if not overflooded for over two or three months at a time.



**UNAFFECTED BY  
DROUGHTS OR FLOODS**

 Pecan Buds and Grafts For Sale! See Page 25.

"Every tree you sold me has lived. Some pecan trees grew as much as two and a half feet, and when in the market for fruit trees will not consider any one but BASS PECAN COMPANY."

—Union, Mississippi.

"Pecan trees received in good shape. Am well pleased with them, and thank you for the prompt shipment."—Nashville, Tenn.





# Be Guided by the Experience and Knowledge of Others!

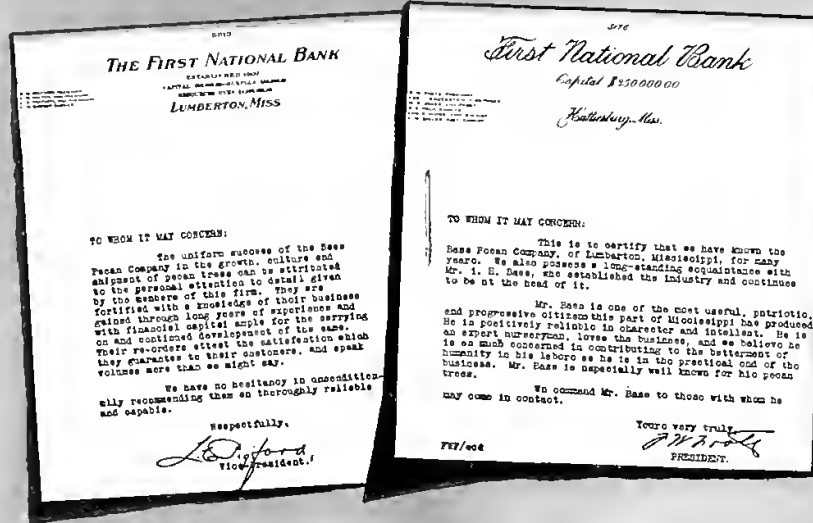


Bay Minette, Alabama.  
June 15, 1928.

Bass Pecan Company,  
Lumberton, Mississippi.  
Dear Sirs:

Received your letter today for which I thank you. The trees which I bought from you are doing fine. I have trees in my orchard which I purchased from three different Nurseries, and your trees have already had two crops of nuts, while the other trees have not as yet had any nuts on them. I am well pleased with your trees.

<Name on request>



Aliceville, Alabama.  
January 19, 1929.

Bass Pecan Company,  
Lumberton, Mississippi.  
Dear Sirs:

Find enclosed order for some pecan trees. You don't have the SCHLEY listed in your booklet this year, but see it in last year's. I am getting these trees for front yard shade, and would like to have some extra nice trees. I have a five year old orchard of your STUARTS that are doing fine. Have some trees that bought from an Agent that were supposed to be the best grown that haven't done a thing. All of your trees have been true to variety. I have recommended your trees to my friends and neighbors, so they would not get stuck by some slick-tongued agent.

<Name on request>

## This is the Largest Pecan Nursery in the World! A Life Business With Us.....

Without boasting or gloating, it may be interesting for you to know that ours is the largest Pecan Nursery in the world—a million dollar Institution. A firm to grow large and stay large must have a good reputation, for otherwise people would soon find them out, and they could not exist for long. This firm is twenty-one years old, and there are thousands of customers scattered near and far who would recommend us for our integrity, and our trees are known for their early bearing quality and productiveness. Ask a Bass customer, or let us send you names of those living near you.

### Trees to China

To further prove our ability, the magnitude of our business, and the care and result of our careful packing, we have on several occasions shipped trees as far as China, and each shipment has reached there in perfect condition, and the trees are growing. Only good trees could have stood the trip, and then only after good packing. Nationwide and even internationally known is the BASS PECAN COMPANY.

## Ask Your Banker or any of Our Customers! We Also Refer You to Dun and Bradstreets

Any banker is in position to look us up and learn of our financial standing, which is a gauge on one's ability (to do things and live up to a promise). Ask yours, if you care to investigate our standing, or read the letters above from our own banker, and that of a nearby banker. Ask Dun or Bradstreet to report our standing. This is the highest rated Pecan Nursery.

## WARNING!!

For your sake, beware of the nurseryman who calls at your door with a truckload of pecan trees for sale and offers to plant them for you. Sun and wind quickly dry out roots, and trees in trucks, unprotected, also previously half dug and poorly packed, are often dead before they are set in the ground. Don't lose that money and the time in waiting for them to grow. Use your own judgment about this. Promises, claims, and "guarantees" by strangers are easily made—be sure the maker has the means and money to carry them out, if need be.

Ask that traveling agent if he will make the same guarantee that we do (see Page 30)—then ask yourself if there is a firm back of him that will make the guarantee good.

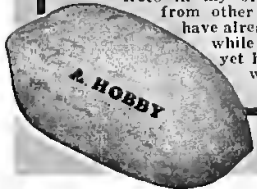
### ANOTHER WARNING, PLEASE!

Call for trees as soon as they arrive, as we pack them to reach you in excellent condition if taken out immediately upon arrival. Inspect trees at the station, and refuse if in bad order, so we may make claim against railroad. If any damage has been done in shipping, have agent write on express receipt that they were damaged. Send us Damage Receipt and we'll promptly replace trees.

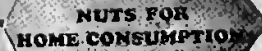
## Replacements

Of course, we cannot say that every tree will grow, for all trees don't grow, just as all baby chicks you buy don't grow; and, in fact, all babies don't grow (most do!) But should any of our pecan trees fail to grow, we are willing to share the loss, and will replace within one year, at half price, any pecan trees that die, where properly planted and cared for. The average nursery doesn't replace any at all, but this shows our confidence, and our willingness to aid even after the sale has been made.

Our Guarantees (See Page 30) will Protect You Against Instances like this: "The trees which I bought from you are doing fine. I have trees in my orchard which I purchased from other nurseries and your trees have already borne two crops of nuts while the other trees have not as yet had any nuts on them. I am well pleased with YOUR trees." Bay Minette, Ala.

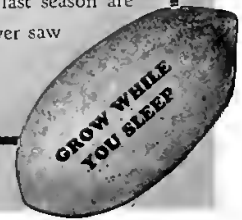


"The Stuart pecan trees I bought of you in 1919 have made such growth and borne such heavy crops of fine nuts, I am going to put out 60 or 100 more trees this fall." Stanton, Tenn.



"I have a five-year-old orchard of your Stuart trees that are doing fine. Have some trees that bought from an agent, that were supposed to be the best grown, that haven't done any thing." Aliceville, Alabama.

"Trees bought from you last season are in excellent condition. I never saw trees do as good." — Weimar, Texas.



# To Answer Your Questions: How to Plant Pecan Trees (How Many Trees To the Acre, Etc.)

Two usual questions asked us are how many trees to plant to the acre, and what kind of soil in which to plant them.

On lands of only fair fertility, plant trees every 50 feet, but we generally recommend 60x60. If the ground is very rich, plant farther apart, such as 70x70, but for the average, figure on every 60 feet—12 trees to the acre. Please refer just below. You can get more trees to the acre by the triangle method of planting (14 as against 12).

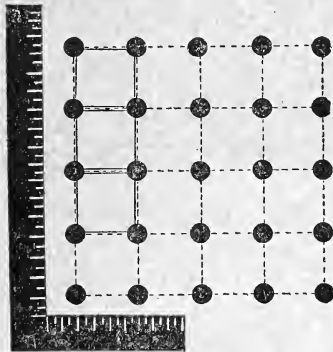
As to soils—land that will grow hickory or oak trees will grow fine pecans. It has been well said that any land that will grow cotton will grow pecans. Well drained land is needed for best results. Practically any average land in the South will grow fine pecans.

The sooner you set out your pecan trees the better will be your prospects for them living, the more vigorous will they grow up, and the earlier they will begin to bear. Set out pecan trees as soon as possible after the leaves shed in the Fall, in November, December, January, February or March. Even if you cannot set your trees early, *book your order now so we may reserve some of our finest trees for you.*



driven down in the ground where the tree is to be planted. Then at each end of the planting board place a small peg. When you dig the hole for the tree, all you will have to do is to lay this planting board across the hole dug so that each end will be against the pegs and your tree will come right in the groove and be exactly in line. If you do not use a planting board it is hard to get trees in line again after holes are dug, even if lined up exactly right to start with.

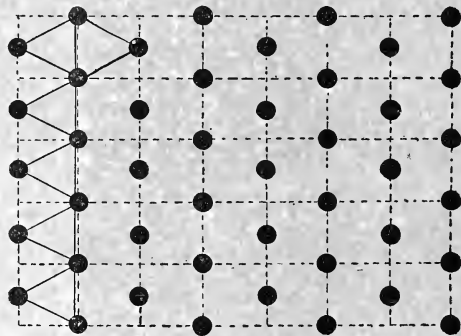
**U**SE A PLANTING BOARD in setting your trees. This is easily made by taking any board or plank about six feet long and cutting a V-shaped groove in the center of it. This groove in the planting board is made to fit down over the stake you, have



## The Square Method

To plant the square method, take an ordinary L-square and place on ground in order to get your lines true. Sight and place a stake sixty (preferably) feet away on each line until you reach the ends of the field. Then stake off on parallel lines at every sixty feet and plant trees at each stake. Planting sixty feet apart, you have 12 trees to the acre.

other wire of same length and attach to next stake. Let one man make an arc with his wire, and another man an arc with his. When the two wires meet, properly taut, drive stake for tree. Work from that stake and so on until field is covered.



## The Triangle Method

By planting the triangle method you get more trees to the acres, and besides all trees are exactly sixty feet apart in ALL directions. To get a true equilateral triangle easily, drive a stake in the corner of the field. Then with aid of an L-square find stakes along the outside lines. In order to get proper and exact distance inward toward the field, get a wire sixty feet long. Attach to stake. Get an-

## Rules for Setting Pecan and Fruit Trees Right.

### Protect the Roots!

Never allow the roots of the trees to become dry or exposed to the atmosphere for any length of time from the time they reach you until they are set in the ground.

Wet the bundle just as soon as you can and if not ready to set out at once, dig a hole and put roots in and cover up well. Place in a shady place if possible.

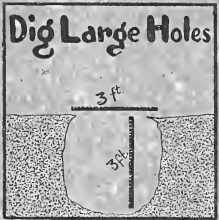
Set your trees at once upon arrival or heel-in promptly as above.



### Plant as Deep as in the Nursery

Set the tree about the same depth it stood in the nursery.

Fill in the hole with the best top soil, packing the dirt well around the roots, especially the tap root. Keep the roots of the trees out straight in their natural position and do not bend them down by the tree.



### Dig Large Holes—Protect the Roots

Have a large hole for your tree. Three feet wide and three feet deep will not be too large for pecans. Holes about 12 inches wide and one to two feet deep will do for fruit trees.

Mix thoroughly with the soil to be used to fill in the hole a peck or half bushel of well-rotted manure or compost or some good guano, being very careful not to allow it to come into contact with the roots in ANY QUANTITY, for if it does it will scald them and do more harm than good.

### Fertilize Properly

If you desire to plant on land rather poor in fertility, thoroughly mix with the soil two or three shovelful of well-rotted compost when you plant the tree, or one or two pounds of bone meal. The best fertilizer after the tree is planted is to scatter manure around the trees. The more the better—one-half to one bushel to the tree, if possible. Do not bank it up around the tree, but scatter it around for two or three feet. When it rains the substance will be taken down to the roots. Put this around your trees in the late winter, if possible, so that the trees will be able to get a fine growth in the spring. When the trees are old enough to bear, use potash in some form—wood ashes will do.



### If Soil is Dry

If the soil is dry when the trees are set, it is a good idea to pour a bucketful of water to each tree when the hole is nearly filled, and then fill the hole completely up.

Pour one bucketful of water to each tree once a week during very dry spells in Summer. Make a basin-like hole at the base of the tree. Pour water and as soon as it is soaked in good, fill completely up with dry dirt. This holds in the moisture and also keeps the ground from baking. If you cannot pull soil back, covering the wet earth well, DO NOT water at all. Water poured on top of

the ground and left this way does more harm than good, as it causes the earth about to bake and the tree to scald.

Cultivate for four to six feet around each tree thoroughly all during the Summer. Never let grass or weeds grow up around your trees. Keep the ground dug up and soft at all times.

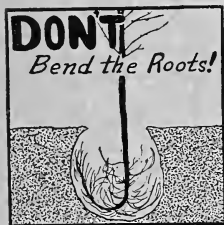
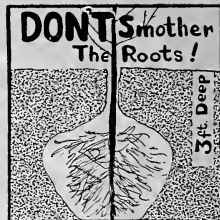


"Five of the first Stuart trees have nuts on them already."—Paces, Va.



## Cultivate the Ground

Cultivate for four to six feet around each tree thoroughly all during the Summer. Pecan trees do best where the land is cultivated well. Our own experience has taught us that no tree responds to care and cultivation better than the papershell pecan. Frequent shallow cultivation is best. Keep weeds and grass down, for they take the moisture and nourishment needed badly by the young growing pecan trees.



## Special Notice About Fertilizer

Recent experiments in our own orchards have shown us that one pound of Nitrate of Soda or Sulphate of Ammonia for each year the tree has been planted will be of great benefit and cause the trees to grow very fast. Merely spread it around the trees for two or three feet and hoe or dig in well. This can be done at any time from April 1st to last of June, usually the earlier the better.

## Care of Young Trees

No pruning is necessary after you once get the trees branching high enough. The larger trees we sell will branch high enough anyway, but the smaller trees have to have sprouts cut off occasionally that come out on the body of the tree until the branches get high enough. This may be done at any time required, either summer or winter. We do not let our own pecan trees start branching lower than shoulder high. They look better and you can work around them better where they are not allowed to head too low.



## Bass Trees Come Pruned, Ready to Plant



than the catalog height, this is the explanation. We measure our trees from the ground up and not from the tip of the tap root as many nurserymen do. Our 3 to 4 feet trees are often as large as their "5 to 6 feet" trees—we don't charge for the roots. You pay us for a smaller size tree. See Page 11.

We endeavor to send our properly pruned trees, just as if we were going to plant them ourselves, leaving the planter nothing to do but to 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*

## Advice on Pecan Culture

Ask us all the questions you wish to in regard to pecan growing. We will gladly give you our opinion. And as experts, let us advise you not to put off setting out your pecans. Remember the loss of a year's time in getting started means the loss of a year's splendid income later on, at a time when you may appreciate it most. And speaking of the time element, it would pay you to buy and plant our larger trees, for you would save that initial growing period. Let Bass solve your pecan problems.

It will pay you to plant our Extra Special or large sizes for earlier and heavier bearing. A better start. See prices on Page 12.

"A few of the pecan trees purchased from you in February of this year have blooms."  
—Groveland, Fla.



## Plant Fruits Between the Pecan Rows

We practice what we preach, and plant fruit between the rows of our pecan trees. Some is for our own use, and local market, and other for the fruit trees that we produce for sale. For example, our Blight-proof Pineapple Sand Pears and our Satsuma Oranges.

However, we were somewhat forced into selling other fruits. So many of our customers would ask us to recommend or buy fruit trees for them, so for the accommodation of our customers we handle a few fruit trees—all good, hardy, healthy stock.

### BASS GUARANTEE ON FRUITS

Our fruit trees and berry plants (other than Satsuma Oranges and Pineapple Sand Pears) are supplied by reputable nurseries. We guarantee them to be true to name, high in quality, good healthy stock, free from disease. Stock damaged in transit, if notified immediately, will be replaced, if express or freight receipt indicates damage. Should any stock prove not true to name, we will return money or replace it with other stock, but are not liable for any damages beyond this.

NOTICE. If your order calls for a variety we do not have on hand, we shall, unless advised to the contrary, substitute another which should prove as satisfactory. Thus we save you disappointment and loss of time. Ask for our special prices on large orders.



## : : PEACHES : :

This popular and profitable fruit is grown in numerous varieties—the most popular and practical kinds to plant are those mentioned below. Plant between the rows of your pecan orchard.

### Mayflower

Only early peach that is well colored. Bright red cheeked. Carries to market in fine shape and sells well. Cling

### J. H. Hale

Known as "Million Dollar Peach." No better peach ever introduced. Larger than the Elberta, ripens about week earlier. Flesh, golden-yellow with deep scarlet blush. Semi-cling.

### Elberta

Leads all varieties planted. Grown with profit everywhere. An early bearer. Hardy in budding, consistent yielder, adaptable to almost any soil and climate. Fruit, large, golden-yellow and bright red cheek, firm, well flavored and juicy. Fine for eating, cooking, canning. Freestone.

#### Price—all Varieties

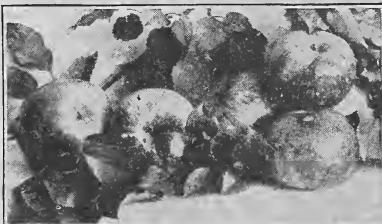
	Each	10	100
June buds 1 to 2 ft.....	\$ .20	\$1.50	\$12.50
3 to 4 ft.....	.30	2.50	20.00
4 to 5 ft.....	.60	5.00	35.00

## Apples

**RED JUNE.** A choice fruit of a well-known variety—medium conical; deep red; juicy. Very productive.

**DELICIOUS.** No new variety gained popularity in so many different sections so quickly. Fruit large, nearly covered with brilliant dark red, flesh fine grained; crisp, melting, juicy, with delightful aroma; highest quality. Splendid keeper and shipper. Tree one of hardiest, vigorous grower, with good foliage. Regular annual bearer.

	Each	10	100
3 to 4 ft.....	\$ .30	\$2.50	\$20.00
4 to 5 ft.....	.60	5.00	35.00



"We had a good crop of pecans this year and it will not be long now before our trees will begin to give some service to the community."—Cannon Mills Co., Kannapolis, N. C.

## Bass *Blight-Proof* Pineapple Sand Pears

These Sand Pears are other "pets" of ours. We produce them ourselves, for our own pear requirements, and realize the profits that they bring. Plant these pears in an orchard or a few in your yard. Plant them along the roadside—they are especially beautiful when in bloom. The pears are easy to sell.

We know of an orchard that yields at the rate of over 1,000 bushels per acre. In fact, the accompanying illustration was made of a tree on our own land that was so heavily burdened that it broke the branches. 40 to 75 bushels each year from many of the older trees in this section is not an unusual occurrence, and our Extra Special size is beautifully headed and destined to produce as well—in fact, better, since the young trees have had more and better parentage. Our Blight-Proof Pineapple Sand Pears are of very rapid growth, extremely hardy, take up but little room and require no cultivation. We grow our own trees and all have well-developed root systems.

PRICES			
Size	Each	10	100
3 to 4 feet.....	\$.45	\$ .40	\$.30
4 to 5 feet.....	.55	.50	.40
5 to 6 feet.....	.70	.60	.50
6 to 7 feet.....	.90	.70	.60
Large size.....	1.15	1.00	.75
Extra Special Size.....	1.50	1.25	1.00

The Bass Pineapple Sand Pears are positively blight-proof in any section. Guaranteed or your money back.



## Satsuma Oranges Grown by BASS

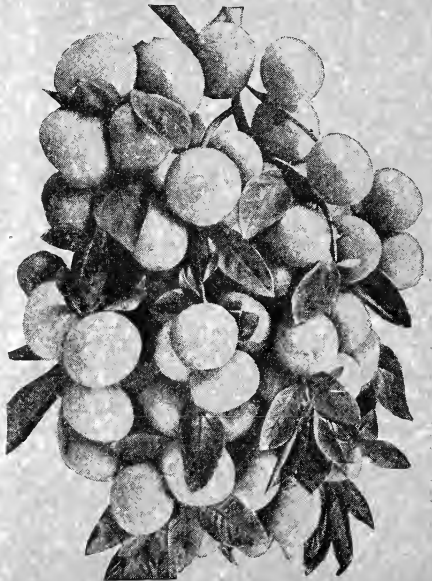
We have been growing our own Satsuma Oranges for a number of years, and all of our trees are carefully selected and regularly inspected. These are the oranges that are so easy to peel without getting the juice all over you. Golden plump and juicy fruit with a distinctive flavor.

The Satsuma withstands lots of cold and bears very heavily. In fact, our three-year-old trees often bear as high as 750 oranges the third year set out. Do not plant these oranges, however, where the temperature goes below 12 degrees above zero. All our Satsumas are budded or grafted on citrus, trifoliata stock, which is the hardiest in the world.

Says the Department of Commerce: "The growing of Satsumas in Western Florida and Southern Alabama has expanded rapidly in recent years. One carload of the fruit was shipped from this section in 1915, while in 1923 sales amounted to 750 carloads, valued at approximately \$1,250,000."

Thus the Government has recognized the growing Satsuma industry, which has spread from Florida and Alabama to other States, and is a popular and profitable crop.

PRICES				
Size	Each	10	100	1000
One year buds or grafts.....	\$.40	\$ .30	\$.20	\$.15
Two year buds or grafts.....	.50	.40	.30	.22½
Three year buds or grafts.....	.75	.60	.50	.37½



No orders for less than \$5.00—please!

## Bass Grapes

Grow your own Grapes for the table or your own grape juice or jelly.

**CONCORD.** The most widely grown, most popular of all grapes, for vineyards. Black. Healthy, hardy, vigorous vine, large bunch and berry, and a good yielder. Grows quickly. Our Concord this year are extra fine.

**NIAGARA.** Leading white grape. Widely planted. Bunch large; handsome, juicy and fine flavor.

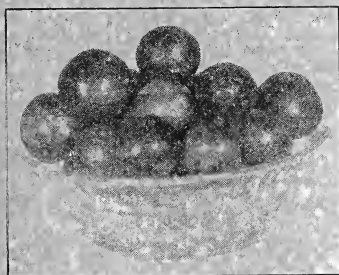
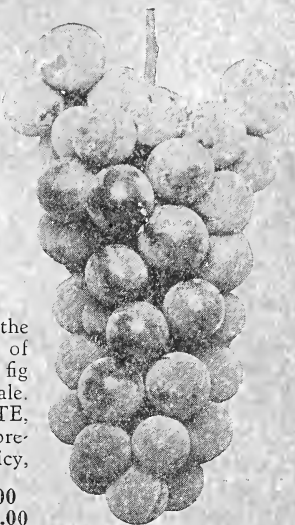
2 Year	Each	10	100	1000
No. 1 .....	\$ .25	\$2.00	\$15.00	\$100.00

## Bass Figs

The fig-canning industry is gradually extending throughout the South. Since several tons of figs can be produced on an acre of ground, it is profitable to give them intensive culture. The fresh fig is quickly finding its way into markets, and meeting with ready sale.

Figs require little or no cultivation. Our favorite is the **CELESTE**, one of the hardiest varieties. Very desirable for canning and preserving. Small to medium, pear-shaped, ribbed. Flesh firm, juicy, sweet, excellent quality.

	Each	10	100
3 to 4 ft.....	\$ .35	\$3.00	\$20.00
4 to 5 ft.....	.50	4.50	35.00



## Bass Plums

**RED JUNE.** Early market plum, large size, deep vermilion red color. Good variety, very firm. Flesh light yellow. Free from rot. Very heavy bearer and easy to grow. A wonderful plum, in our estimation.

	Each	10	100
3 to 4 feet.....	\$ .50	\$4.50	\$30.00
4 to 5 feet.....	.65	6.00	40.00

## Bass Japanese Persimmons

The Japanese Persimmon can be grown on as wide a range of soil as the native Persimmons, and will succeed with the minimum of care and attention. The trees are vigorous, prolific, and have few enemies. As the fruit keeps and ships well, it can be placed on the market in good condition. It meets with ready sale.

We recommend the **TANE-NASHI** variety. In high favor. Large fruit, flesh yellow and seedless. Vigorous, prolific; uniform size—most desirable to market.

	Each	10
3 to 4 ft.....	\$ .50	\$4.50
4 to 5 ft.....	.60	5.00

☞ Why not plant pecans between the rows, and let your land do double duty?

☞ Refer to page 25 for our Extra Special Club Offers. You'll save money!



"The pecan trees are very beautiful and the root system is excellent."—Cuero, Texas.



## Grow Strawberries for Market and Table

Over in Lauderdale County, Mississippi, according to reports from Meridian, strawberry growers sell around \$80,000 worth of berries from 140 acres. An average of \$571 per acre. There are many other instances throughout the Southland whereby farmers are netting from \$125 to even as high as \$1,500 per acre for berries. Some plant them in conjunction with other crops, and others raise strawberries exclusively. You need not devote the entire land to berries, although it would pay you to do so. You may plant them between the rows of your pecan or fruit orchard, or your other crops. Grow berries for home use, and market, and profit.

We purchase the choicest plants from a strawberry plant specialist. These healthy berry plants are grown in Arkansas, whose berries have a nation-wide reputation. Plants will be shipped direct from the center of the Arkansas berry fields from October 15th to April 1st. Set out your plants 16 to 18 inches apart in 3-1/2-foot rows—it will pay you to do so. This will require about 7,500 plants per acre.

**MASTODON—Everbearing.** This is the finest everbearing strawberry. New large fall-bearing berry. Mammoth berries. Eighteen of the larger ones fill a quart. Big strong plants. Firm berries, highly flavored, very sweet. Most productive and profitable of all everbearers. We recommend them above all.

**IMPROVED KLONDIKE.** This variety is planted more in the southwest than any one variety grown today. Season is second early, and the Improved Klondike are built up and are more productive than the old original Klondike.

**[** Order the varieties mentioned below or leave judgment up to us, for all varieties will not be suitable to every section and climate. Note that some of the plants are sent postpaid and others will be sent by express collect, so be sure to understand this fact in ordering. **]**

### Price List of Strawberry Plants

	POST PAID			EXPRESS COLLECT				
Improved Klondike	25	50	100	250	500	1,000	5,000	10,000
Mastodon Everbearing	.75	1.00	1.50	1.75	2.50	4.50	18.50	35.00
	1.25	2.00	3.00	3.50	7.00	13.50	57.50	110.00

See Next Page for Two Bargain Club Offers

No orders for less than \$5.00—please!

# EXTRA SPECIAL! Two Club Offers Big Bass Bargains

## TEN-DOLLAR SPECIAL

4	1 to 2 ft. Stuart Pecans	-----	\$ 3.00
4	3 to 4 ft. Celeste Figs	-----	1.40
4	2 year Concord Grapes	-----	1.00
2	3 to 4 ft. Tane-Nashi Persimmons	-----	1.00
4	3 to 4 ft. Delicious Apples	-----	1.00
4	3 to 4 ft. Pineapple Pears	-----	1.80
4	3 to 4 ft. Red June Plums	-----	2.00
2	3 to 4 ft. Elberta Peaches	-----	.50
2	3 to 4 ft. Hale Peaches	-----	.50
2	3 to 4 ft. Mayflower Peaches	-----	.50
2	1 to 2 ft. Satsuma Oranges	-----	1.00

## FIVE-DOLLAR SPECIAL

2	1 to 2 ft. Stuart Pecans	-----	\$1.50
2	1 to 2 ft. Satsuma Oranges	-----	1.00
2	2 year Concord Grapes	-----	.50
2	3 to 4 ft. Elberta Peaches	-----	.50
2	3 to 4 ft. Red June Plums	-----	1.00
2	3 to 4 ft. Blight-Proof Pears	-----	.90
2	3 to 4 ft. Celeste Figs	-----	.70

\$6.10

All for \$10.00                      \$13.70

All for \$5.00

Add 10% and we will PREPAY charges on either order.

Other trees of same size and equal value may be substituted.

## Large Orchard Planting

We are now in position to not only sell you our choice bred-up trees, but to supervise the actual planting of large orchards. Thus a positive assurance of not only good trees, but a good start that they need. Write us for terms and conditions.

## A Big Demand for Bass Pecan Orchards

Quite frequently people will write us if we have any Bass Pecan Orchards for sale, or if we can refer them to others who have—and one of the requirements is that they contain Bass trees. Folks know of their value. So if you have an orchard planted in our trees, and want to sell it, let us know, and name your price.

Nowadays people buy on specification—and that specification is but a trade name. To say that a car is a Ford or a Packard is sufficient. Other merchandise—food, drugs, clothing, etc., is bought by name. In like manner, Bass trees are required—which proves that property becomes worth more when our trees are planted. So if you want to sell or buy a Bass Pecan Orchard, please let us know.

## Pecan Buds and Grafts for Sale

We can furnish thousands of Pecan buds and grafts from our own early and heavy bearing parent trees. Grafts furnished during December, January, February and March not kept on cold storage are \$2.00 per 100, or \$15.00 per 1,000. In lots of 5,000 and up at \$10.00 per 1,000. Cold storage grafts kept for late top-working in April, May and June are \$3.00 per 100, or \$25.00 per 1,000. Buds furnished during July, August and September are \$1.50 per 100 or \$10.00 per 1,000. Varieties are Stuart, Success, Schley, Bass Paper-shell, Nelson, Hale, Frotscher's Eggshell, Pabst, Dependable, Moneymaker. No less than 100 of a kind sold.

## The Result of Buying So Called "Cheap Trees"

Poor trees are high at any price. Many have bought trees that won't bear a nut, and we've had to come in to save the wreck by tree-topping and budding with our bred-up stock.



Tree-topping and budding is a special craft and we are prepared to perform this service, going anywhere to rejuvenate non-bearing orchards, provided there is a large number of trees to topwork.

"You certainly gave me prompt service and nice trees with wonderful root growth."

—Macon, Miss.



## Pecans---A Life Business With Us! The Bass Pecan Company is an Institution

There are two generations that have devoted the major parts of their lives to the growing, breeding and care of the Bass Pecan trees, and a third generation is growing up to carry on this business. Would you buy a car if you weren't able to get replacements? Why buy from a man who may be gone tomorrow?

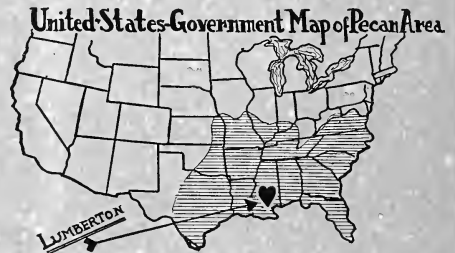
The Bass Pecan Company is not a back yard or single lot nursery, nor a one-man-one-truck outfit. No agents are employed to drive through the country with trees that may be dried out, or would be, before they are planted. The business is done direct and strictly by mail or by personal contact when a customer calls at our nursery to see the trees themselves. It is an Institution in every sense of the word—and a permanent one.

There are 6,000 acres of which 600 are planted in orchards and nurseries, and the remainder is held for continued development, experiments and enlargement. Over 2,000,000 trees are growing in our Nursery at all times. We occupy our own office building as shown on page 31. 1,500,000 catalogs are mailed every year. The Post Office Department has agreed to a \$65,000 Post Office building for Lumberton on account of the revenue of this local office, due to the large postage we pay.

From 100 to 150 men are employed in our Nursery, with an average payroll of \$1,500 per week, and there are 30 teams of mules, and every needed farm and power machinery. Many of our employes have been with us since we started, and quite a few live in their own homes, which we have furnished for them, and they are happy and contented, thereby interested in seeing that our trees are properly cared for, packed and shipped.

### Bass Pecan Company Ideally Located

South Mississippi is the mother section of the finest varieties of pecans. More fine varieties of pecans, now being planted, originated within 150 miles of Lumberton, than all the world put together. Lumberton, therefore, is in the HEART of this district, and virtually the heart of the entire Pecan area.



### Visitors Always Welcome

---a proposition to prove our own Confidence

Hundreds of visitors call on us each year, and we are always glad to have them. We are right near a highway, and have signs indicating our location, so numerous tourists stop by to see the magnitude of this, the largest pecan nursery. We'll gladly take you over our place, show every operation, and the many details of precaution in growing, grafting, budding, caring, packing and shipping trees.

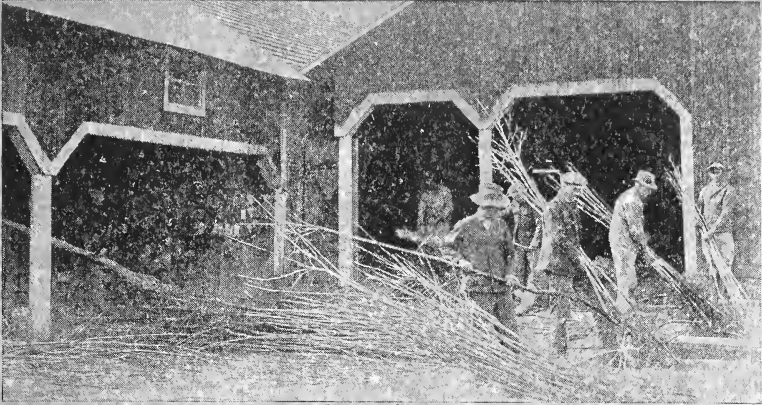
To show how positive we feel about our trees, we make this daring offer: If you will visit us, in order to be sure about the trees you buy, AND YOU DO NOT FIND OUR NURSERY TO HAVE MORE AND BETTER PECAN TREES, we shall pay all expenses and liberally for your time. You might thus care to visit around to make comparisons. If you are in doubt about our trees, and can't visit us, or see others, we'll ship the trees in competition with any others, and allow you to select the trees with the finest developed root systems. Does any one else have such confidence in their trees? WE KNOW OUR TREES AND THOSE OF OTHERS.

### ORDER NOW ---Because---

Please order early! You may have heard that many times before, but we particularly ask that you let it apply to your pecan trees. It's true that we have an abundance of trees growing, but we sell so many that we are frequently sold out of a certain variety, and it might be just what you want. Furthermore, we ship our nicest trees first of all. Then, too, the sooner you plant pecan trees and fruit trees, the better it is for the quicker they will produce and bear profits for you.

So order NOW—even if you want shipment later. Then the matter will be off your mind, and you will have given action to a worthy deed.

*"I got one Stuart pecan tree from you just to try it, and it is the best tree in the orchard by far."  
—Ft. Worth, Texas.*



Our inspector at work. Each tree is individually inspected before shipment.

## Another way how we Protect our Customers

We don't merely dig up our trees and bundle them in the field, but bring them into our packing sheds. Here's a picture of a familiar scene. Our Inspector, who is a trained nurseryman, must not let a single tree pass with scars, is defective in root system, or is in any way inferior. The trees are placed in a vat of water to wash the dirt off the roots in order that they may be inspected and then properly packed for shipment. The men carefully gather and tie the trees, packing as described on page 11.

Even as the trees are growing, the entire Nursery is inspected each week. The inspection is daily, but it requires a week to walk through all the rows of all the fields. Trees are carefully watched to keep free of any pests and diseases, and to see that trees are in a fine growing condition.

One of the most amazing things to visitors is a stack of trees ready for burning, and frequently the bonfires themselves. This is a usual scene, but is done to protect our customers, even though it is actually money of ours going up in smoke.

These stacks consist of Bass Pecan trees that we do not consider fit for OUR customers. They consist of numerous culls—trees that have imperfect root systems, are badly scarred or dwarfed. Now some of the culls are trees that we consider as seconds, and may be planted, and are sold by us as No. 2 trees at half the price of our No. 1 trees (see pages 12 and 13), but these trees that we still consider unfit are burned, and we would not sell them at any price.

Some nurseries would sell these trees as "number ones," whereby we burn them. A big loss to us, but a great satisfaction in protecting our customers.




Inferior trees being burned—which we would not sell at any price.

*'This is what I call prompt service. I am well pleased with the size and appearance of your stock.'*—Amory, Miss.



You may always expect of us the finest of trees and plants. We absolutely guarantee trees to reach you in fine condition, if taken out immediately upon arrival—or new trees will be sent. **BE SURE TO INSPECT TREES BEFORE YOU TAKE THEM FROM THE DEPOT AND REFUSE THEM IF IN BAD ORDER, SO WE CAN FILE CLAIM AGAINST THE RAILROAD AND SEND YOU NEW TREES FREE.**

 Please call for your trees as soon as they arrive. We pack them to reach you in excellent condition if taken out immediately upon arrival.

## 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. Some prefer to have goods sent C. O. D., but why pay that extra collection fee? Why not send money with order?

Prices are F. O. B. Lumberton, unless otherwise stated.

*How to Send Money.* Send money any way that is most convenient for you. Why not send the money and save the C. O. D. fee? We do not have to pay exchange on checks.

**We cannot ship trees by mail except smallest pecans and fruits.**

*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.

*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 think to be the equal or superior unless instructed not to substitute.

*No Charge for Packing.* We carefully pack and tag all trees free of charge.



*Our Trees Free of Disease.* A certificate of inspection of the Mississippi State Entomologist certifying our trees to be free of disease accompanies each bundle of trees. All inspection laws of other States are complied with.

 **We are not connected with any other nursery.**

**Please!** Because of our care in sending only the finest of the trees, our inspecting, packing and shipping, and the huge expense to which we are put, we cannot afford to fill orders that amount to less than \$5.00. So please order enough, even for friends, to make at least that much of an order.

"I have not lost any of the 35 trees planted last fall and they are making a nice growth."—  
Heathman, Miss.


Bass Pecan Trees Make Money Every Day.

 NO ORDERS FOR LESS THAN \$5.00, PLEASE. 

**ORDER BLANK**  
TO  
**BASS PECAN COMPANY**  
Largest Pecan Nursery in the World.  
LUMBERTON, MISSISSIPPI

For prices and complete descriptions, please refer to the following pages:

Pecans .....	Page 12	Japanese Persimmons .....	Page 23
Pears .....	Page 22	Grapes .....	Page 23
Plums .....	Page 23	Figs .....	Page 23
Peaches .....	Page 21	Satsuma Oranges .....	Page 22
Apples .....	Page 21	Strawberries .....	Page 24
Pecan Buds and Grafts.....		Page 25	

 See Big Bargain Offers on Page 25

Kind	Number	Size	Price
PECANS			
Stuart.....			
Success.....			
Schley.....			
Bass Papershell.....			
PEARS			
Pineapple Sand Pear.....			
PLUMS			
Red June.....			
JAPANESE			
PERSIMMONS			
Tane-Nashi.....			
PEACHES			
Mayflower.....			
Hale.....			
Elberta.....			
FIGS			
Celeste.....			
APPLES			
Red June.....			
Delicious.....			
ORANGES			
Satsuma.....			
GRAPES			
Concord.....			
Niagara.....			
STRAWBERRIES			
Improved Klondike.....			
Mastodon.....			
Everbearing.....			
		VARIETY	
Pecan Buds .....			
Pecan Grafts .....			
<input type="checkbox"/> \$10.00 Special Offer	<input type="checkbox"/> \$5.00 Special Offer.		
Total Amount of Bill.....			

I Guarantee to Take This Order and Pay For It.

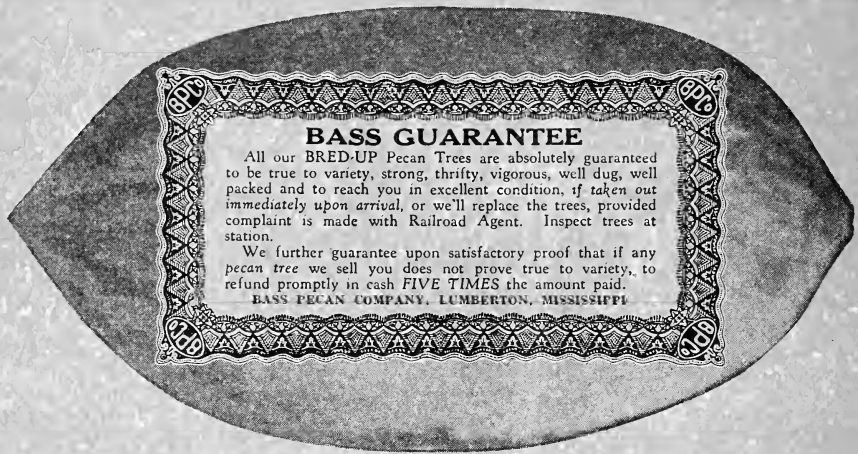
Signed.....

Post Office.....

Express Office.....

Date to Ship.....

"My pecan trees look just fine and everyone of them is living."—Selma, Ala.



### BASS GUARANTEE

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, if taken out immediately upon arrival, or we'll replace the trees, provided complaint is made with Railroad Agent. Inspect trees at station.

We further guarantee upon satisfactory proof that if any pecan tree we sell you does not prove true to variety, to refund promptly in cash FIVE TIMES the amount paid.

BASS PECAN COMPANY, LUMBERTON, MISSISSIPPI

## A Group of Guarantees That Insures Your Protection!

It's easy for anyone to make any guarantee, but have you assurance that the guarantee will be carried out? No other nursery has dared duplicate our guarantee above or any of our other guarantees or propositions listed on this page. It pays to deal with the largest Pecan Nursery in the world.

**Q** Our Pineapple Sand Pears are positively blight-proof. They are guaranteed not to blight in any section—or your money back.

**Q** If you will visit us, especially in order to be sure about the trees you buy, we shall pay all expenses and pay you liberally for your time if you do not find our nursery to have more and better pecan trees than any nursery anywhere. You might care to visit around to make comparisons.

If we were not positive about our own trees, would we dare to make such an offer?

**Q** If you're in doubt as to the quality of our trees, we'll ship them to you in competition with any others and allow you to select the trees with the finest developed root systems. Does anybody else have such confidence in their trees? WE KNOW OUR TREES AND THOSE OF OTHERS.

**Q** Should any of our pecan trees die within one year—if properly cared for, we'll share the loss with you and replace the trees for one-half the regular price.

**Q** Our fruit trees and berry plants (other than Satsuma Oranges and Pineapple Pears) are supplied by reputable nurseries. We guarantee them to be true to name, high in quality, good healthy stock, free from disease. Stock damaged in transit, if notified immediately, will be replaced, if express or freight receipt indicates damages. Should any stock prove not true to name, we will return money or replace it with other stock, but are not liable for any damages beyond this.

**Q** REFERENCES: Dun or Bradstreet; First National Bank at Lumberton, Miss.; First National Bank of Hattiesburg, Miss., and thousands of our customers.

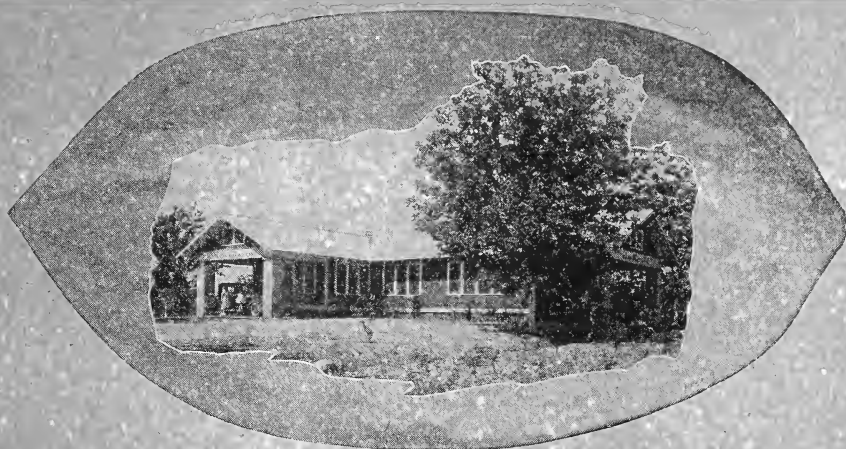
**TO PUT IDLE LAND  
TO WORK**

**TO SELL LAND**

**LET LAND  
DO DOUBLE DUTY**

"Of the first 1200 trees planted, every one grew; not a single one dying from transplanting."  
—Dallas, Texas.

Through The Ages— A Pecan Grove In Your Memory.



Our office nestled among the pecan trees of our own orchards.

## A Constant Market for Pecans! (See back cover)

The market for pecans is continually increasing, though some people wonder if it has been overdone. As a matter of fact, it has hardly been scratched. Even the Government advocates pecan growing.

Pecans are the most popular of all nuts, and the public is educated to pay a good price for them. Compare a sack of pecans to a sack of peanuts!

In addition to home consumption, one could supply either local or distant markets in addition to the Chain and Grocery Stores, especially those catering to the Fancy trade. Bakers and confectioners use hundreds of thousands of pounds each year, and fruit cakes are being made in ton lots, using many pounds of pecans. Pecan pralines are popular sellers, and in fact the making of pecan candies has hardly been started.

Recently a new kind of business has been established—cracking companies. There is one here at Lumberton that has made a great success. The business may be carried on in the home as a side line, and an additional source of revenue, or may become a large plant with all cracking done by machinery, and hundreds of employees.

Some people sell pecans direct from their orchards, and others purchase them for resale, selling by mail and various forms of advertising. Our Advertising Department will be glad to make suggestions along this line.

No, indeed, the pecan industry is still in its infancy. Cash in on it!

### Papershell Pecans! FOR SALE

Our own pecan groves produce thousands of pounds of papershell pecans each season which we offer for sale. Prices are as follows: 5 pound box of fine Stuart, Success, Schley or Bass Papershell nuts delivered by Parcel Post \$2.50, 10 pound box as above, \$4.50, and 100 pounds delivered by express \$40.00, prepaid.

Bass Pecan Company, (The LARGEST Pecan Nursery In The World) Lumberton, Miss.

**PLANT ONCE FOR  
ALWAYS**

**READY MARKET**

**MAKE MONEY  
EVERY DAY**

CATALOG DESIGNED AND PREPARED BY BOTT ADVERTISING AGENCY, LITTLE ROCK, ARK.  
PRINTED IN U. S. A. BY DITTLER BROS., ATLANTA, GA.

"The trees were received in fine condition, and they are far better than anything we have received at twice the price."—Houston, Texas.

# From Your Shipping Room to A Ready and Waiting Market

