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THE MAHAN



Two-Year-Old Mahan Bearing 50

Big Paper Shell Mahans



When loaded with its huge green,
banana-like clusters of nuts, it startles
and thrills.

Justly Called
"THE MIRACLE TREE"

Excels In ★ JAN 24 1932

U. S. Department of Agriculture.

EARLY PRODUCTION
BEAUTY, VIGOR

and

QUALITY OF PRODUCT

Won First Prize for Quality
in World-Wide Contest

Cluster of Six from a Two-
Year Old Tree



MAHAN PECANS (Actual Size)

Propagated and Offered Exclusively by
MONTICELLO NURSERY COMPANY
Monticello, Florida

THE MAHAN TREE A THING of BEAUTY

Just as the Mahan outstrips other varieties in the size, quality, abundance and early production of nuts, likewise does it surpass them in its wondrous vigor of growth and beauty of foliage.

Equipped with superb lungs (its leaves) for the task of perfecting its super fine nuts, it quickly becomes an ornament to landscape and lawn, second to no tree in the South.

The Mahan is just as lavish in creating shade, beauty and charm as in the production of the richest of all foods—pecan meat.

Honorable John Garner's Mahans Like Bananas

Hondo, Texas, Nov. 24, 1932.

Gentlemen:

I had the pleasure of visiting the Honorable John Garner's home at Uvalde, Texas, when the noted Will Rogers was there. While there I had the pleasure of seeing your wonderful Mahan pecans growing on the trees. They reminded me of bunches of bananas instead of pecans. They are, indeed, all I have heard advertised over the Radio.

Very truly yours,
THEO. R. CAMERON.



Fred M. Gates, Wichita Falls, Texas, 4-year-old tree Sept. 13, 1932. "There is also enclosed a view of Mahan tree in my own yard, about 4 years old, which is a wonderful specimen heavily loaded now."

Wonder of the Town

Piedmont, Ala., Oct. 30, 1931.

Dear Sirs:

I am very proud of my Mahan tree, and it is the wonder and talk of the town. I have it in a conspicuous place in my front yard here, and people frequently stop and look at the tree, and often they say: "The nuts are so large and thick in the clusters they look like bananas." I have picked off a few of the nuts, for the hulls are just beginning to crack. I find the nuts filled out full to the very end, with no pith, and filled with a "goody" that is equal to the Schley pecan in flavor. My only regret is that I did not learn of the famous Mahan pecan long before I did, and instead of having a lot of inferior trees that will only bear runty nuts in spite of all the fertilizer, I would have had an orchard of Mahans.

The breed and class of the Mahan pecan reminds me of the selective breed of a famous Kentucky thoroughbred horse.

If I had any more room I certainly would buy more of the trees from you. You sell them too cheap, for a Mahan tree is worth \$25.00 in the nursery.

Yours truly,
T. BEN KERR.

50 Years.. 50 Varieties.. Mahan's Best

Bend, Texas, Aug. 17, 1932.

Dear Sir:

The trees I bought from you, 6 in all, are doing well, and bearing good for trees their age.

I have changed my mind so much about a good pecan that I have been slow to recommend the Mahan. All the fault I find is that its a little freakish like a long water mellon, and some a little crooked, but it grows well, bears well, eats well, and sells well. In fact, I think more of it than any variety on my place and I have 50 of the best varieties that I could find in a search of almost half a century.

I want several royalty rights for topworking some of my large native trees, and want to do this work early next spring.

With kind regards to you, I am

Yours truly,
D. F. MOORE.

A REMARKABLE EXAMPLE



This tree produced 30 pounds, Fall 1931, 4 years from time it was budded.

In order to get a comparison between the Mahan and other varieties, we converted a 2-year-old Stuart tree (considered a good variety and widely planted) into a Mahan by budding it with Mahan buds and removing the Stuart top. The *fourth year after doing this*, which was 1931, we gathered **30 POUNDS OF MAHAN NUTS** from this **ONE** tree, while **FOUR** Stuart trees in the same row, produced **TWO POUNDS** of nuts on all four trees.

These trees were all about the same size when we budded the one, or approximately $2\frac{1}{2}$ inches in diameter. The top of the Mahan is now 50% larger than that of the other trees.

Other trees cheaper than the MAHAN? Not if you have to buy twice as many and use twice as much land on which to plant them, and then wait several years longer to get the same returns.

The evidence seems to prove very clearly, that *10 acres* of Mahan Pecans will yield as many dollars as *20 to 40 acres* of other varieties, and get about it *several years sooner*. Consider the additional cost of land and care of two to four times as many trees, and the suspense of waiting three or four years longer for the harvest of smaller nuts that command only one-half the price of Mahans, and THEN decide which is the cheaper tree to plant.

Prompt Producers

In a GROVE OF MAHANS which we planted, *more than 60% of the trees* bore some nuts the first year after planting.

Concord Nurseries of Concord, Georgia, report a yield of $5\frac{1}{2}$ pounds of nuts from one Mahan tree planted TWO years previously.

*The First MAHAN TREES Were Sold in the Winter of 1927-28.
They are now bearing in every Southern State.*

A Successful Grower Reports

* * * My Mahans have a wonderful crop set, as high as eight nuts to a cluster and are outgrowing any other variety that I have, and I have twenty different kinds.

The nuts I grew last year are larger than you advertise over KWKH.

Considering the size and age of the trees, the Mahan has double the amount of nuts set to any other variety.

Yours very truly,

J. A. NOVOSAD,
Fayetteville, Texas.

Lake Waccamaw, N. C., July 5, 1931.

I lost one of my trees and six of them have nuts this year, ONE of which must have a THOUSAND NUTS. I noticed one cluster of nine; I never saw more than seven in a cluster until this year. I counted the nuts on one limb hardly an inch in diameter that had 89 nuts.

G. T. SUTTON.

Orangeburg, S. C., June 25, 1931.

My Mahan trees, three of them at least, are exceptionally fine. This is the start of the 4th year we have had them, and they have been transplanted once. Some of the Mahans have 7 to 10 nuts to the bunch. One tree has approximately 100 nuts.

W. W. WATSON.

EVERY MAHAN BRANCH DOES ITS DUTY



At the left, a branch of a three-year-old Mahan tree — five terminals, every one with a cluster of giant pecans—a total of 20 nuts on one small limb. If you want quick and large returns plant Mahan trees.

AVOID FUTURE REGRET AND HEAVY LOSSES

Plant the Best

In planting your pecan grove, build a mansion, not a shanty. Many pecan trees are worth \$1,000 each; many others, of same age, only \$100 each—all because of difference in variety. Which kind will YOU plant?

One acre (12 four-year-old Mahan trees) produced as follows in our orchard:

(Accurate weights as made by the Florida Experiment Station)

| | |
|-------------|------------|
| Tree No. 1 | 10½ pounds |
| Tree No. 2 | 10¼ " |
| Tree No. 3 | 7¼ " |
| Tree No. 4 | 7¾ " |
| Tree No. 5 | 5½ " |
| Tree No. 6 | 5½ " |
| Tree No. 6 | 8¼ " |
| Tree No. 7 | 7¼ " |
| Tree No. 8 | 11¼ " |
| Tree No. 9 | 7¼ " |
| Tree No. 10 | 9½ " |
| Tree No. 11 | 6 " |
| Tree No. 12 | 10½ " |

The total crop on this acre of 4-year-old trees was 101½ pounds, and was sold at retail at \$1.50 per pound, making the income a little over \$150.00.

What you can expect from a Mahan orchard of 10 acres or 120 trees, properly cared for:

| Year | Pounds |
|------|--------|
| 2nd | Few |
| 3rd | 360 |
| 4th | 720 |
| 5th | 1000 |
| 10th | 4000 |
| 15th | 7000 |
| 20th | 9600 |

This is a conservative estimate of what a Mahan Orchard will produce for you, and considerably under what they have done in our orchards.

A 10 Acre Mahan Orchard Will Soon Make You an Independent Living . . . Think It Over.



Average Four-Year-Old Mahan with Leaves Partly Removed to Show Nuts

Romantic Birth and History of the Parent Mahan Tree



Twenty years ago, J. M. Chestnutt of Kosciusko, Mississippi, while attending the State Fair at Jackson, was attracted by a small number of fine pecans in possession of a stranger and persuaded the owner to sell five of them for \$1.00. Upon returning home, Mr. Chestnutt planted the five pecans, and one of the young trees which sprang from the planting showed exceptional vigor, outstripping all of the others in growth.

When this young tree began producing nuts, they were much larger, and of finer quality than the original nut planted. Their size and quality attracted the attention of Mr. Henry B. Chase, of Chase, Alabama, an authority on pecan culture and one of the leading nurserymen of the United States. Knowing that we were specialists of long experience and recognized success in pecan propagation, Mr. Chase suggested that we purchase the tree, which we did.

This is the story of the origin of the most remarkable pecan known. This tree, procured by us from Mr. Chestnutt at a cost of \$5,000, and named after the president and founder of the Monticello Nursery Company, is the parent of all Mahan trees.

VERY IMPORTANT!

The Mahan Bears Every Year

Since it first produced nuts, the Parent Mahan tree has never missed a single crop during the 12 years of its bearing life; never received any special attention, never was sprayed or fertilized.

We have taken every precaution to have the Mahan pecan tree reach you true to name. Every genuine Mahan tree has a copyrighted aluminum label attached to it, the size and shape of the Mahan nut. The label bears our copyright and the name "Mahan pecan" on it. Every tree sent out by us bears this label. If anyone sells you a "Mahan" tree without the label, refuse the tree, as it is not a Mahan. The Monticello Nursery Co. is the only concern authorized to propagate this wonderful tree, and every nurseryman or salesman who solicits your order is provided with a card from our office, bearing the Monticello Nursery Co.'s corporate seal together with a picture of the nut and Mr. Mahan's signature.

PURCHASING RESTRICTIONS

All purchasers of Mahan trees are required to sign a contract agreeing not to propagate, or allow others to propagate, with buds from these trees previous to 1937. Since no one has the right to furnish Mahan buds or trees except the Monticello Nursery Company, they can be obtained from no other source, and consequently are positively true and genuine.

PRICES AND TERMS

| No. of Mahan Trees | Price per Tree |
|----------------------|----------------|
| 1 to 23, inclusive | \$5.00 |
| 24 to 119, inclusive | 4.50 |
| 120 or more | 4.00 |

All prices are F. O. B. Monticello, Florida. All sizes of trees same price, but early orders, upon which a deposit has been made, get preference for larger trees. Upon payment of deposit (balance C. O. D.), the buyer can state month shipment is to be made.

ORDER BLANK

I, _____, have this day bought and ordered from

MONTICELLO NURSERY COMPANY
Monticello, Florida,

the following bill of trees upon the following conditions, and for the purpose of improving my homestead, and it is expressly stipulated, covenanted and agreed on the part of the purchaser, and as an express condition of the above sale of said trees, that the said purchaser will not himself, nor permit any other person or persons, either directly or indirectly, before 1937, to cut, take or propagate from any of said trees any of the wood, branches, or cuttings, in order that same may be grafted, budded or propagated onto other pecan trees or stock. The seller hereof, its successors or assigns, shall be entitled in the event of violation or breach of this covenant, to apply to and obtain injunction or other legal remedy from court of competent jurisdiction. And it is expressly stipulated and agreed that acceptance of this obligation forms a material basis for this sale.

NO CONDITIONAL ORDERS TAKEN
NO COUNTERMANDS ACCEPTED

Pay only \$1.00 down per tree—trees will be shipped balance collect. Prices F. O. B. Monticello, Fla.

Mahan Pecan Trees \$ _____
Amount Paid \$ _____
Balance Due \$ _____

Size _____
Shipping Instructions: _____

Signed by _____
This _____ day of _____, 19____
Address: _____
R. F. D. _____ Post Office _____
County _____ State _____
Salesman _____

When this contract is received, this order for MAHAN TREES will be acknowledged from the Monticello Nursery Company's office. Otherwise it is NOT GENUINE.

Contract No. _____

GUARANTEE

Any of the above trees dying before September 1st, after planting, will be replaced free (F. O. B. Monticello, Florida) provided this Company receives written notice of the fact by September 1st. Any tree reported after that date will be replaced for \$1.50.

Tear Along This Line

YOUR PROTECTION

Every Genuine Mahan Tree Has This Label Attached



THE MAHAN A GRAND SUCCESS . . . TRIED . . . TESTED . . . PROVEN

After four years of planting throughout the pecan belt, the enthusiasm over the Mahan Pecan continues to grow by leaps and bounds. It is now recognized by thousands as the King of all Pecans and the greatest horticultual blessing the south has ever known.



Mahan tree in orchard of Texas A. & M. College, budded April, 1928, now (1932) bearing its fourth crop, estimated at 15 pounds. This tree has produced better crops than any other variety there, age considered.

PLANT MAHANS FOR GREATEST
PROFIT

QUICK RESULTS

The trees, almost invariably, produce nuts at TWO YEARS of age and frequently 10 pounds, or more, per tree, by the FOURTH year.

SUPERB QUALITY



INSIDE OF A MAHAN PECAN
(Actual Size)

33 Nuts Weigh a Pound

Amazing in size, thinness of shell, plumpness and richness of meat, 2½ inches long and 3 inches in circumference—61 to 65% meat, the Mahan Nut was proclaimed, by 'competent authority,

The World's Best

In a world-wide contest at College Station, Texas, in which all were invited to compete, the experts rendered this verdict:

"The Mahan is the best pecan, judged from all standpoints, that we have any record of."

Why I Am Planting Mahan Pecans

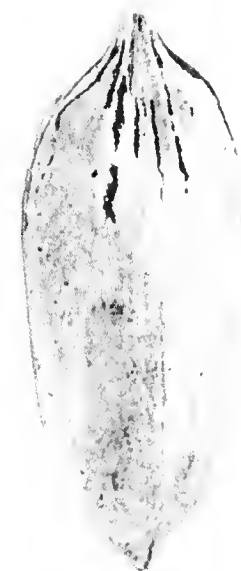
For thirty years I have been planting pecans, selecting the so-called standards. I find the Mahan the most vigorous grower, and the earliest and most prolific bearer in my grove.

Counting size, cracking quality, richness and percentage of meat the Mahan has all competition pushed off the board.

It costs no more to plant and cultivate Mahans than any other sort, the only difference being in the larger purchase price which is soon overcome by the higher price the nuts bring.

I would rather plant Mahans at \$5.00 per tree than any other absolutely free.

W. W. HICKS,
Dadeville, Ala.



TRUE SAMPLES ACTUAL SIZE

of

THE HUGE RICH MEATED
THIN SHELLED
DELICIOUS MAHAN PECANS

for which

AN OFFER OF 36 CENTS PER DOZEN
NUTS WAS MADE
FOR 100,000 POUNDS

or

Hens Have to Be Fed . . . Pecan Trees Feed Themselves

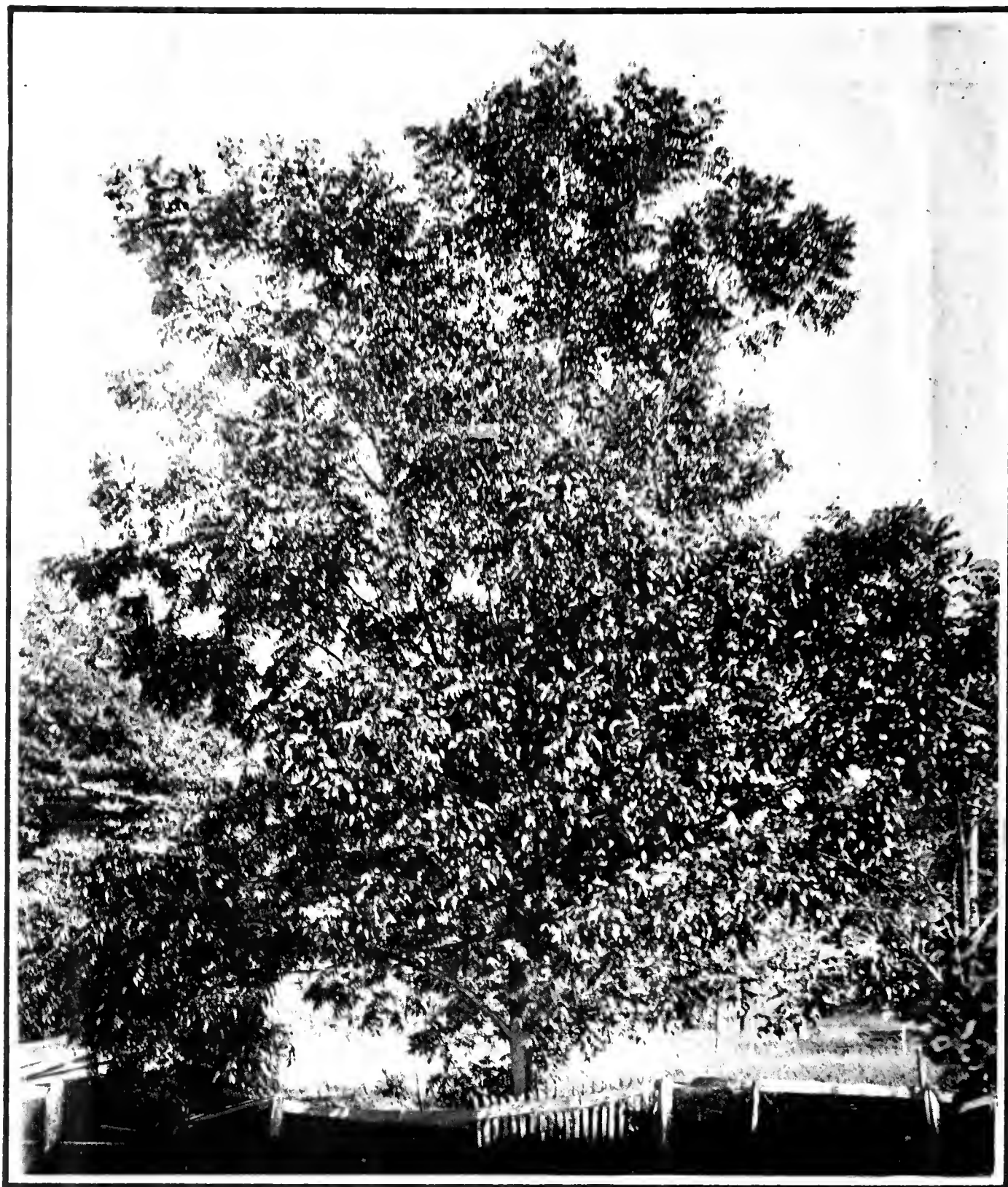
or

WORLD-WIDE MARKET ALREADY CREATED

Never before has a nation-wide and world-wide market for any horticultural product been created in advance of production. Extensive radio advertising of the MAHAN tree has brought a vast number of orders from all over the world for Mahan Nuts. Remittances of \$1.50 to \$2.00 per pound were enclosed with many of these orders. One concern offered \$1.00 per pound for 100,000 pounds.

The grower of Mahan nuts can confidently expect 50% to 300% more for them than for other varieties of paper shell pecans. *The Mahan pecan sells itself wherever seen.*





THE ORIGINAL \$5000 MAHAN PECAN TREE

(Photographed When 12 Years Old)

AT

KOSCIUSCO, MISSISSIPPI

ILLUSTRIOUS PARENT OF ALL GENUINE MAHAN TREES



Offered Exclusively By

MONTICELLO NURSERY COMPANY

Monticello, Florida