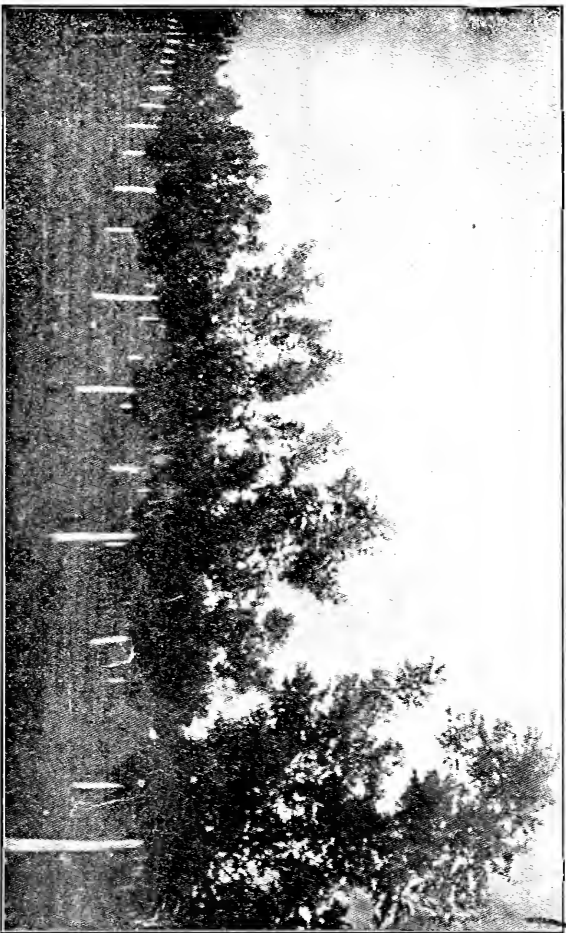


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INDEX



\$80,000 was recently refused for an 80-acre Pecan Orchard. You can grow an orchard at small cost worth \$1,000 per acre by getting highest grade bred-up trees direct

The I. E. Bass & Sons Pecan Company
LUMBERTON : MISSISSIPPI

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PECAN

AND ITS CULTURE

How to Buy It How to Plant It
How to Grow It Where to Grow It

U. S. DEPARTMENT OF AGRICULTURE.
Official Business.

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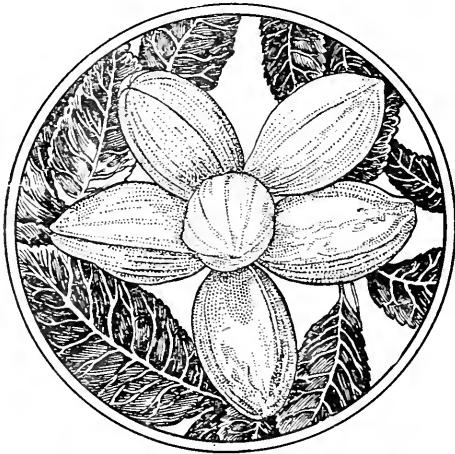
U. S. DEPARTMENT OF AGRICULTURE,
WASHINGTON, D. C.

I. E. Bass & Sons
Lumberton Miss

BUREAU OF PLANT INDUSTRY,
Horticultural and Pomological Investigations.
8-3501

The Papershell Pecan—A Wholesome and Justly High Priced Nut

The big, fine, soft-shelled pecan with its wholesome, rich and delicious flavor has become very popular with every person who has sampled them. Scientists have proved that nothing contains more nourishment pound for pound than the papershell pecan or is more wholesome and that it is justly the highest priced nut in the world. The fine papershells have been bred-up from the scrub or seedling pecans and are as far superior to them as are the finest pure-bred livestock of today to the scrubs of yesterday.



A Beautiful Cluster of Our Bred-up Pecans

South's Most Important Horticultural Pursuit

Pecan culture has developed so rapidly in the last eight years that it now outstrips all other horticultural pursuits of the South. Especially are Northern capitalists busy buying all the good pecan orchards they can get in the South for as much as, and often more than \$1,000 per acre, because these orchards are paying greater revenues on this amount than the legal rates of interest, and they are paying a higher and higher rate annually. Trees set out a few years ago are making remarkable records and often clearing as much as \$50.00 each, annually.

Pecan Culture Now on a Sound Business Basis

Despite the fact that unscrupulous orchard promoters and exploiters as well as many nurserymen and their agents have worked off thousands of scrub pecan trees on men and women who were anxious to get a start of this choicest of all nuts, the pecan business is so safe, so sure, so profitable and permanent that the demand has grown annually despite such handicaps. Thousands of men and women in the

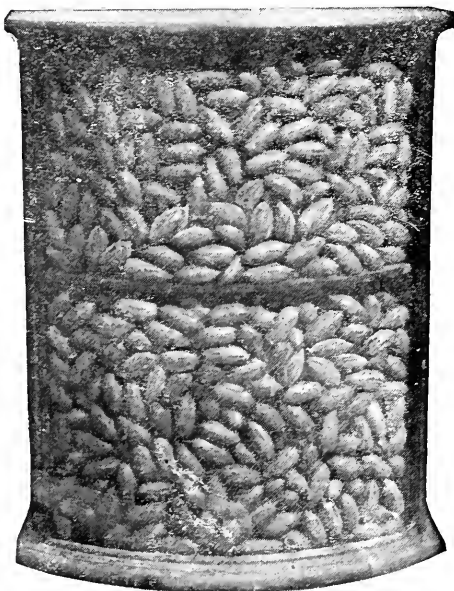
South—for this is the only true home of the pecan—are today the happy owners of pecan orchards that \$1,000.00 per acre would not begin to buy. Just read the next few paragraphs which will give you some idea of the great profits being made in pecan orchards. This industry is now entirely out of the formative period and on a sound business basis, and thousands of dollars are being invested in it annually by some of the shrewdest business men and financiers in the country.

The Ramsey Pecan Orchard

Mrs. F. D. Ramsey, living a few miles north of Albany, Ga., definitely and finally refused an offer of \$80,000 for an eighty-acre tract of twelve-year-old pecan trees. Think of it—\$1,000 per acre for land that would be worth only fifteen or twenty dollars per acre without the pecan trees.

The owner of the Delmas Grove, of Scranton, Miss., refused \$1,800 per acre. The nut crop annually pays a high rate of interest on this amount.

2



Pure Bred Bass Papershells. The Finest Pecans Ever Introduced

Under-Production Assured

The demand for pecans is increasing faster than the production. This is the safety valve on all industries. Thousands of trees that are being set out are cheap and inferior varieties. Thousands of other trees will not be cared for and given a chance to do anything. Millions of dollars worth of nuts have been imported each year into the United States before the war. Now many of these trees are destroyed and will never be able to compete with the pecan.

Over-Production Impossible

We have the whole world for a market for our fine pecans and 12 months in the year in which to sell them. The South alone can grow the fine papershell pecans profitably. Nuts and nut products are everywhere becoming more popular. The papershell pecan is conceded to be the finest flavored and richest nut in food value that grows. There is great profit in selling pecans for one-fifth what they now bring. Great doctors are advocating the use of more pecans and say that the day is soon coming when they will be used as a regular diet just as flour, potatoes and meat. Not one person in 5,000 has yet tasted the pecan and all who taste them like them and demand more.

Plant Only Budded and Grafted Papershell Trees

The results from budded and grafted trees are the same. You graft in the winter when there is no sap in the trees and bud in the spring and summer when the trees are full of sap and the bark will peel off readily. Just as you can breed pure-bred bulls to scrub cows, you can bud or graft the fine papershell trees to scrub trees, but it is absolutely impossible to get as fine tree as if you had budded or grafted to root stocks grown from finest papershell pecans. Common sense teaches that you cannot breed a pure-bred to a scrub and get a pure-bred offspring—it is only a half-breed.

Budded and Grafted vs. Seedling Trees

No planted pecan nut will reproduce the parent tree in all respects. Nine times out of ten the nut will not be as large, the tree as healthy and vigorous, nor the quality as good. By taking our scions from heavy annual bearing papershell trees, the trees we sell you are bound to reproduce the parent in all respects. Budded and grafted trees bear earlier. The nuts are large, thin-shelled and alike, and sell for several times as much as badly mixed and small, thick-shelled seedlings. It does not cost you as much to raise the fine varieties, for you don't have to wait so long for them to bear.

Our Budded and Grafted Trees Bear Early

Hundreds of our trees are full of bloom in the nursery rows. Dozens of little trees mature big fine nuts in the rows. All the trees are three to five years old from seed before we sell them—in two to five more years they will have a root system from five to ten years old. At this age they will begin paying well where cared for.

4

Pecans are the Highest Priced Nuts in the World



Bred-up Papershell Pecans. You Can Grow This Kind as Cheaply as Scrubs

No doubt you had never thought about it, but pecans—the fine papershell pecans—are the highest priced nuts in the world and the richest in food value. No other nut touches it either in price or quality. The demand for the nuts for eating, for culinary purposes, for candies, etc., is increasing at a remarkable rate, and the price is still going up every year, despite the increase in yield. The yield is not increasing as fast as the demand. This is the safety valve on all business.

Pecans Have Highest Food Value

Dr. J. H. Kellog, of the famous Battle Creek Sanatorium, Michigan, says: "I regard the pecan as one of the very finest of nature's choice products. A pound of pecans contains more nourishment than any other known food. In the next century nuts will largely, if not entirely, take the place of meats on the bill of fare—and the pecan will assume its rightful place at the head of the list of nourishing and digestible foodstuffs." Be sure to plant you an orchard or at least a few trees this year and reap some of the great profits in store for growers of the finest pecan nuts.

Pecan Trees Worth \$2,000 Per Acre

The Texas Department of Agriculture, Bulletin No. 2, says: "By planting pecan trees among orchard trees of shorter lived fruits, it is entirely practical to carry on extremely profitable operations on land between trees, and at the same time be growing a pecan grove that will be worth at the time that it will need all of the space, fully two thousand dollars per acre."

Remarkable Profits in Growing Pecans

One of our customers got 98 big, fine pecans from one of his trees the second year set out; 638 the third and more than 2,000 the fourth year. Trees ten years old have borne 155 pounds of nuts at a single crop. A tree nineteen years old produced 683 pounds in one year; and one twenty years old, 900 pounds. The record crop of 23½ bushels was thought to have been produced by the oldest tree growing—more than 200 years old at least. Notice how rapidly the trees increase in bearing as the age and size increase.

The fine papershell pecans are now selling for 35 cents to \$1.00 per pound, but at one-tenth of this there is more clear profit in growing our fine pecans than anything else you can grow on your land. One acre of pecans will soon be clearing you as much as ten acres of cotton with much less worry and trouble.

The South has a Monopoly on Pecans

Papershell pecan nuts cannot be grown successfully anywhere else in the world. The world must necessarily look to the Sunny South for her supply of the King of Nuts. Our opportunity here is unusually great. Why neglect it?

3

Why Pecan Trees Cost More than Other Trees

Skilled experts only can successfully bud or graft pecan trees. Almost anyone can bud or graft peaches, apples, etc. It takes from three to five years to get a pecan tree large enough to sell. Other trees require only one to two years. Pecans to plant cost many times as much as other seeds where the best are used. Rats, etc., destroy the planted pecan seed badly. The pecan tree is slow to come up and start off. Every properly grown papershell pecan tree will require the attention of an expert from 15 to 25 times before it is sold. Buds and grafts from the finest trees are very expensive. Stunted trees by the hundred need to be destroyed. A smaller per cent of pecan buds and grafts live and grow off than of other trees. It costs five times as much to dig and pack pecan trees on account of such a deep tap-root.

Pecan Growing Better Than Fruit Growing

You know that many fortunes have been made in fruit growing. But where one pecan tree dies thousands and even millions of fruit trees die. Fruit trees blight and take San Jose scale, but not so with the pecan. While early fall frosts and the late spring freezes kill millions of dollars worth of fruit, the pecan flourishes. The fruit dealer is at the mercy of the wholesale buyer because his product will soon rot. He must sell quickly and gather the fruit in all sorts of bad weather. The pecan grower can take his time. Pecans keep for many months. They do not deteriorate while in transit to market. The cost of maintaining a fruit farm is considerable; the cost of maintaining a pecan farm insignificant. The life of a fruit orchard is of short duration; the life of a pecan orchard is such that it will bring you a life income and continue to do the same for your children and your grandchildren.

One Planting Lasts a Lifetime

What else can you put out that will make you big profits every year, get better as it gets older, and last not only all of your lifetime, but the lifetime of your youngest child? One thousand dollars has been offered for proof that one single pecan tree ever quit bearing or died on account of old age. You can't say this for any other fruit tree that grows.

Early Planted Trees by Far the Best

Set your trees out as early as possible after November 15th. You can set out trees as late as March, but it is much better earlier, for the trees are firmly settled in the ground and the roots send out little feeders during the warm spells and make much more rapid growth in the spring. Late-set trees are loosened by the wind in the spring and often killed.



Beautiful Branches of a Bred-up Pecan Tree Loaded with High-Priced Fruit

5

Many Worthless Pecan Trees Sold

Fully 90 per cent of the pecan trees being sold every year are not the high-grade trees purchasers are led to expect. We do not want to put ourselves in the light of knockers of other concerns, but we feel it our duty to warn men and women who cannot be expected to know that there is great danger of getting stunted and worthless culls as well as trees that are not true to variety. Thousands of trees have been sold for high-grade stock by others which did not bear for several years and then turned out to be worthless seedlings. These culls that are annually worked off at a low price are stunted and a stunted tree in the nursery will make a dwarf in your orchard. Vigorous and healthy field grown trees are the kind that pay you well, and this is the only kind we sell. We cannot compete with others with our bred-up trees in price, but it is an easy matter to excel in quality and quality will be remembered and appreciated long after price has been forgotten.

Buy your trees direct from our nursery. Get higher grade trees for your money and support no middle man. Most all agents are unreliable. They will out-talk you if given a chance and work off inferior trees right before your eyes. They often sell many pecan trees that have never been budded or grafted to even poor varieties of high-grade stock. Lots of the trees agents sell have just been scarred so as to make you believe they were budded or grafted. When they bear, if they ever do, the agent has gone and the nursery represented has changed hands or gone out of business.

Do Not Buy Your Pecan Trees From Agents

In buying pecan trees you have to depend absolutely upon the honor and reputation of the party selling you trees. If you buy from unreliable men you find out after caring for your trees until they come into bearing that you have been swindled and that you have paid good money for inferior trees that will stay that way. Our trees are guaranteed to be absolutely the best bred-up trees and to please you in every respect. We invite you to investigate our reputation for honesty, reliability, sincerity and truthfulness most thoroughly, and to come and see for yourself that our nursery trees are the highest grade bred-up stock on the market.

The Highest Grade Bred-up Trees are the Cheapest in the End

The biggest mistake possible for you to make in setting out your pecan orchard is getting half-bred scrub pecan trees. Of course, you can buy them for a few cents less to start with, but you cannot properly set out the sorriest pecan trees for one cent less than the finest one. You cannot properly care for and cultivate it, so the only difference is the price you pay the nurserymen.

It is certainly foolish and unbusiness-like to have the poor grade trees at any price when you can get the highest grade bred-up stock that will for all time make you more pecans, larger and finer nuts that sell for more money, for a few cents more.

6

The Actual Cost to Set an Acre in Pecans

The tree mentioned was not larger than our 3 ft. trees and cost \$2.00. A larger sized tree would have come into bearing earlier and, of course, made more nuts. But to get down to the actual cost of setting one acre in the finest bred-up pecan trees: Fourteen 3 ft. trees will now cost you only \$10.50. Seventy trees, enough for five acres, will cost you just \$49.00. Say you buy larger trees and pay twice as much for them, you are still getting your trees cheaper than this man, and getting higher bred stock. By all means put out a few trees, an acre, five or ten acres, of our bred-up papershell trees this season. Don't put it off until next year, for that makes it just one year longer before you can enjoy that happiness, contentment and ease afforded to growers of fine pecans.

A Basketful of High-Grade Bred-up Papershell Pecans

A Substantial Life Income

And a handsome inheritance for life for those who are dearest to you. Think what it means! Think what it means to be independent, to be able to look into the future without fear of old age, failing health, accident, increasing family responsibilities, money panics, uncongenial employment—troubles which overtake 98 people out of every 100. Can you afford to put it off another year?

A Beautiful Picture

Consider what it means to own land! Something that can never be stolen, burnt, lost or taken from you or your heirs—land that will never need any great amount of care or cultivation. Then picture to yourself on this land a tree, which is one of Nature's hardiest offsprings; which lives and produces increasing crops every year for more than a century; which requires less and less attention as it grows older and more profitable. This is not open only to the rich; the average man or woman can grasp this opportunity. Take now—the step that means a life income to you and protects your dear ones from want.

8

What One Bred-up Pecan Tree Has Done

The following is a careful record of what one Bred-up Papershell pecan tree has done. It was planted in 1892 on average pine land when about three feet high, and cost the owner \$2. This tree has had good cultivation, but no better than the average orchard tree ought. Below we give you the number of pounds this tree yielded, the number per acre of fourteen trees, and the number per five acres of seventy trees, and the income on five acres of seventy trees, at the very lowest price any of the varieties of pecans we are offering you will sell for the next fifty years. These nuts are now bringing \$1 per pound, but, to be absolutely sure that our figures will hold, we will base our estimate on a price of 25 cents.

Year	One	Fourteen	Seventy	\$	
1896	7 lbs.	98 lbs.	490 lbs.		0.40
1897	10½ lbs.	147 lbs.	735 lbs.		122.50
1898	13½ lbs.	189 lbs.	945 lbs.		183.75
1899	27 lbs.	378 lbs.	1,890 lbs.		236.25
1900	16 lbs.	224 lbs.	1,120 lbs.		472.50
1901	45 lbs.	630 lbs.	3,100 lbs.		280.00
1902	80 lbs.	1,120 lbs.	5,600 lbs.		775.00
1903	121 lbs.	1,694 lbs.	8,470 lbs.		1,400.00
1904	131 lbs.	1,854 lbs.	9,170 lbs.		2,117.50
1905	96 lbs.	1,333 lbs.	6,720 lbs.		2,292.50
1906	30 lbs.	420 lbs.	2,100 lbs.		1,680.00
1907	169 lbs.	2,366 lbs.	11,830 lbs.		525.00
1908	352 lbs.	4,928 lbs.	24,640 lbs.		2,957.50
1909	196 lbs.	2,744 lbs.	13,720 lbs.		6,135.00
1910	306 lbs.	4,284 lbs.	21,420 lbs.		3,430.00
1911	196 lbs.	2,744 lbs.	13,720 lbs.		5,355.00
1912	344 lbs.	4,816 lbs.	24,080 lbs.		3,430.00
21 years	2,140 lbs.	29,960 lbs.	149,800 lbs.		6,020.00
					\$37,450.00

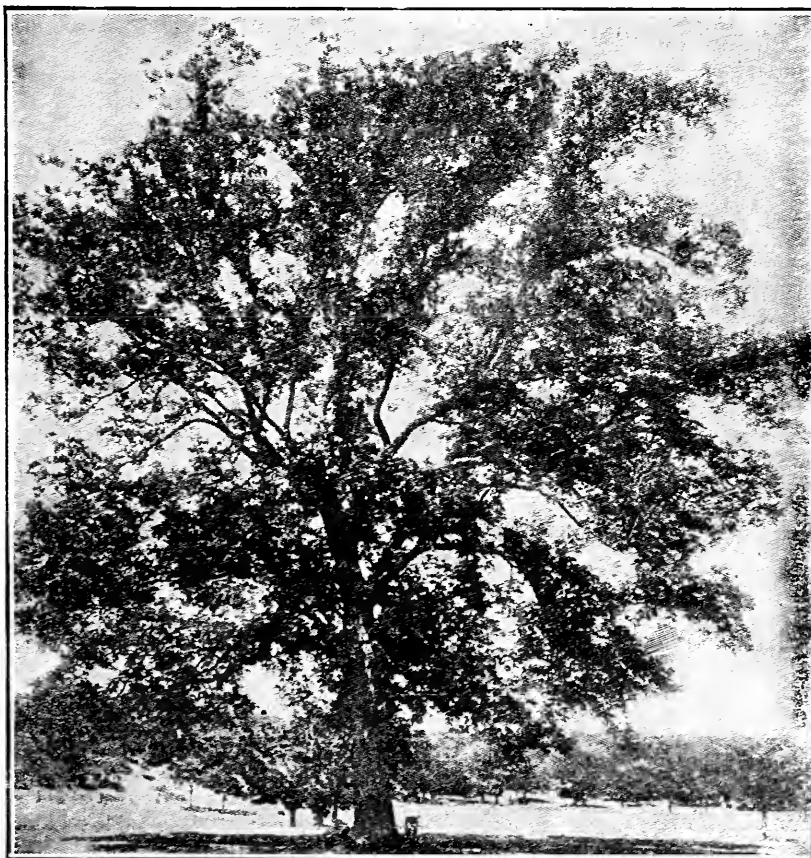


Selecting Our Seed Pecans Carefully and Scientifically in the Orchard.
You See the Crop of One of Our Trees Set Five Years

Stop a Moment and Consider This Table

The yield the twenty-first year would be 4,816 pounds of fine nuts per single acre of fourteen trees. One thousand two hundred and forty dollars per acre is what high-grade trees, given good care, should make for you twenty-one years from the time they are set. More than \$1,100 per acre clear profit. All acres will not do this well, of course, but remember we are basing our figures on less than one-half the present price of nuts and taking for example a tree that has had thousands of limbs cut off for bud and graft wood, and also, has been injured by the wind destroying large limbs. Is there any wonder the richest and most far-sighted men in the United States pay \$1,000 per acre and upwards for fine pecan orchards. Fifteen thousand five hundred dollars per acre is what such an orchard is worth, for it will pay 8 per cent on this amount, and gets better annually.

7



Big Pecan Trees Like This Have Made as Much as \$300.00 Worth of Nuts Each in One Year

Pecan Orchards Much Better Than Life Insurance

As a safe and sure investment for your children and your widow, a pecan orchard is much better than any kind of life insurance policy ever written. With a life insurance policy you must die for your loved ones to get the money, or else have a paid-up policy which costs more than it is worth. With pecan trees as your investment you not only have the pleasure of seeing the trees grow off rapidly and come into profitable bearing, but you get the benefit for years and years of unusually great profits to spend and enjoy with your family. After the land is paid for, a non-forfeitable property and a home, increasing in value annually, is held by you and your heirs forever upon payment of the taxes. The value of the land quadruples within a very short time. The total cost is insignificant when contrasted with the yearly enhancement in value. Pecan orchards are safe and sure income-getters. Nothing else will equal them. The owners are not selling their orchards, but putting out more trees every year.

Prepare Now for Your Old Age

Fully 95 people out of every 100 do not lay by in store for old age and helplessness. Whether you live to a great age or not you are sure to have someone that you would like to leave a permanent inheritance, and there is no better way of doing this than in setting out an orchard of our bred-up pecan trees this year. Every tree you set out will be living and bearing during all of your lifetime—no matter if you live fifty years longer—and will be left a permanent inheritance to your heirs. Just a few dollars invested now in fine pecan trees will make you an independent income in your old age. Unlike any other investment, a pecan orchard gets more and more profitable as it gets older and requires less and less attention. With everything else you plant you either have to plant once a year or see your fruit trees of any other sort fail you on account of old age in a few years.

Make Big Money on the Waste Places

Practice economy and beautify your homeplace by setting out our bred-up pecan trees along the roadside, the fence lines, the streets, drives, barns and outbuildings and around your dwelling. Our fine healthy papershell pecan trees with their rich and luxuriant foliage, shapely tops and stately trunks will not only add a distinctive-ness and character to your homeplace and its surroundings, but will in a few short years yield a revenue in rich and palatable nuts to pay all the taxes, pay your insurance and keep your buildings and fences painted and in repair and leave you a nice little pile of Christmas money besides.

The Pecan is an Unusually Fine Shade Tree

Many prominent landscape gardeners rank the pecan among the finest shade trees for the South. It is naturally a straight, upright, vigorous growing tree and has unusually rich and beautiful foliage, and planted around the yard for shade seems naturally to love its location and shower down heavy crops of nuts into the laps of little children who naturally love it better than any other tree on the place—and play under it more. Plant at least one tree for every one of your children this year and let them claim them and name them. It will be one of the finest gifts possible for you to make

Pecans Make Beautiful Shade and Great Profit
Around the Outbuildings

and one that will bring more genuine joy and pleasure in future years to your children. No matter where your children may wander to after they get grown they will never forget their pecan trees and the pleasure they have had cracking the big fine papershell pecans. And just for the profit of it add a few trees for the madam and for you. Nothing will pay you better both in money and pleasure. Hundreds of shade pecan trees are annually clearing as much as \$50 each for their owners and furnishing shade that is also invaluable. Do not plant any other sort of shade tree—plant trees that will furnish both shade and profit. Oaks, elms, china trees, etc., are being dug up by hundreds of foresighted homelovers and papershell pecan trees being planted in their place. Some of the most successful and farsighted business men in Mississippi have had us dig up the oak trees on the sidewalks in their towns and put out our bred-up pecan trees instead. On hundreds of school grounds of the South bred-up pecan trees are being set out both for shade and for nuts.

Pecan trees will last for 100 years and get more profitable each year. Get our large size trees for quick shade and early bearing. The big trees often bear the second year set out and increase rapidly every year after. Especially large, smooth, shapely, well-rooted trees for shade, \$3.50 each.



Nothing is Prettier Than Pecan Trees on the Roadside

10



Showing Staminate (Male) and Pistilate (Female) Blooms

The Proper Distance to Set Pecan Trees

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

Adaptability and Soils for Pecans

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

Cultivation and Fertilization

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

Time to Set Pecan Trees

You can set the trees out anytime after the leaves shed until the trees start to budding again. This is about from the 15th of November to first of March with us here. The early set trees are the best, as

they have more time to get acclimated to their new location and have a chance to grow little roots and brace themselves before the Spring growth starts. Book your orders at once and plant your trees early, is our advice to you. You will never regret doing it. Remember, full planting and cultural directions free.

Many Different Varieties—What Variety is Best?



The Top of One of Our Large Bred-up Trees, Set Two Years. Note Profuse Blooming

There are more than fifty different varieties of the papershell pecan, and out of this number we have selected the kinds we list as the best all-around varieties. One variety will excel others in one particular or more, but fall so far short of equalling them in other ways that it has to be discarded as an undesirable sort. The varieties we list have all been tested and proved to be suitable to the different kinds of soil we have in the Cotton Belt of the South. Naturally one kind will suit one soil better than another, and it is for this reason that every buyer should tell the nurseryman the kind of soil he has and get his advice about variety. But we have no hesitancy in saying that the Stuart, Success and Bass Papershells are the peer of them all as all-around nuts, and are the safest of all to plant.

What Size Tree is Best to Set Out?

It has been our experience that the larger sizes of pecan trees where well dug and packed can be safely transplanted all over the South. We have for several years specialized in large pecan trees and our customers report unusually good results in living, growing and early bearing trees. Of course the large trees will bear earlier and will be more out of the way of the plow and of your stock. They will cost you more, but you will save from one to three years in their bearing, and in ten or twelve years one crop of one or two of the years you have saved will pay the difference in many large and small pecan trees. We have some of our extra large trees set one year ago this spring that have more than forty pecans each on them now. You can be sure that when you buy our big trees you will get a big fine root system and that the roots will be so well packed in damp moss that the trees will live and grow off fast if properly put out by you.

Your Trees are Pruned and Prepared for You

We endeavor to send out properly pruned trees, just as if we were going to plant them ourselves, leaving the planter nothing to do but 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 than the catalogue height, this is the explanation. Trees will be cut back more than usual this season because careful data shows that the trees live better where trimmed heavily and that in two or three years they are larger than trees not cut back enough at planting time. It is also necessary to make war packages this year so as to take up as little room as possible and give more room for necessities for our soldiers.

11

Terms and Conditions of Sale

TERMS are cash with order. We pay spot cash for everything and sell the same way. It saves us a lot of bookkeeping and annoyance and enables us to sell our high-grade bred-up trees cheaper.

HOW TO SEND MONEY—Send money any way that is most convenient to you. We do not have to pay exchange on checks.

WE CANNOT SHIP TREES BY MAIL.

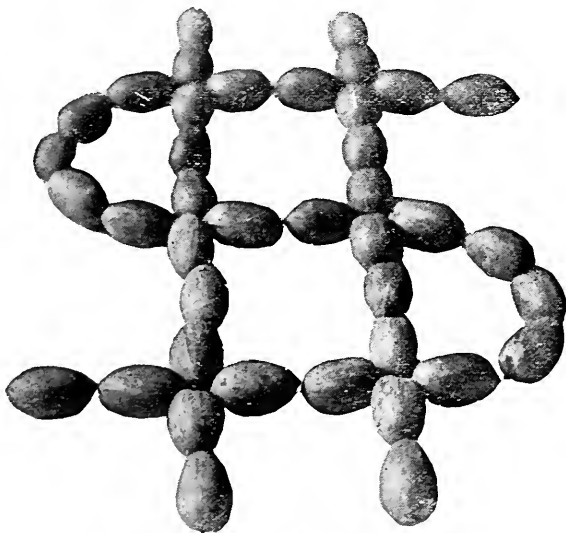
OUR SHIPPING FACILITIES are exceptionally good. We are near the depots of two railroads and have open stations both day and night. Also have long-distance telephone and telegraph service. You can get us over the telephone any time.

OUR TREES ALWAYS FRESHLY DUG—We can dig and ship your trees any day.

ORDER EARLY—The demand for our high-grade bred-up trees far exceeds the supply, and it is very imperative that you send in your order early. Those who order early naturally receive the choicest stock.

GUARANTEE—We guarantee every tree sent out to be well grown, properly handled and packed and true to variety.

MISTAKES—We take great interest in our work, and probably make as few mistakes as anyone, yet we are not infallible, therefore, stand ready to make good any mistakes that may occur as far as possible, or if any varieties ordered should accidentally not prove true to label, we will either replace the same free of charge or refund the purchase price, but are not liable for further damages.



Our Bred-up Pecans are Dollar Makers

TIME OF SHIPMENT—Unless otherwise instructed, orders received during the shipping season will be forwarded as soon as possible after receipt of the order.

SUBSTITUTION—If out of the varieties ordered we will send the ones we know to be the equal or superior unless instructed not to substitute.

NO CHARGE FOR PACKING OR DRAYAGE—We carefully pack and tag all trees free of charge.

VISITORS—We cordially invite you to come to see our big nursery. We will show you hundreds of little trees full of bloom, and nuts, and the finest bred-up nursery stock you ever saw.

OUR TREES FREE OF DISEASE—A certificate of inspection of the Mississippi State Entomologist guaranteeing our trees to be free of disease accompanies each bundle of trees. All inspection laws of other States are complied with.

R. W. HINTON, PRESIDENT

DIRECTORS:

R. W. HINTON
A. S. HINTON
H. C. YAWN
W. F. HAYNES
R. W. HINTON, JR.

A. S. HINTON, VICE-PRESIDENT

R. W. HINTON, JR., 2ND VICE-PRESIDENT

H. C. YAWN, SECY & TREAS.

PAID IN CAPITAL \$100,000.00

R. W. HINTON COMPANY

DEPARTMENT STORE

DEPARTMENTS:
DRY GOODS
OUTFITTERS
GROCERY
HARDWARE
FURNITURE

Lumberton, Miss., July 3rd, 1918.

We take pleasure in stating to those who may contemplate doing business with the I. E. Bass & Sons Company that the personnel of the Company is above reproach. They are men who do not and will not make any statement or representation that they will not back up. They are men of good business judgment and strictly honest. They have built up their business to its present proportions by honest, fair methods and by donning their overalls, working in personal touch with every department of their large nursery. They have spared no labor or expense in getting the very best parent stock with which to graft and bud their trees. Their pecan nursery consists of about 300,000 trees. About 95,000 of this number have already been budded or grafted and about 60,000 will be ready for shipment this season. The trees in their orchard are now bearing and we have never seen finer nuts.

This Company is financially responsible for its obligations and its customers will find everything just as represented. Respectfully,

HCY:GHR.

R. W. HINTON COMPANY,

H. C. YAWN, Secretary.

W. W. PIGFORD, PRESIDENT

J. B. SALMOND, ACTIVE VICE-PRESIDENT

UNITED STATES DEPOSITORY

L. C. PIGFORD, CASHIER

FIRST NATIONAL BANK

CAPITAL \$100,000.00

TO WHOM IT MAY CONCERN:

I take pleasure in stating that I have known Messrs. I. E. Bass & Sons, of this place, for ten years, and can cheerfully vouch for their integrity, honesty and ability. I feel sure that in any business transaction they will represent things exactly as they are, and give satisfaction to all customers.

Lumberton, Miss., July 3rd, 1918.

Yours truly,

J. B. SALMOND, Active Vice-Prest.

BANK OF HATTIESBURG
Hattiesburg, Miss.

References:

LAMAR COUNTY BANK
Purvis, Miss.

FIRST NATIONAL BANK
Lumberton, Miss.



The Schley

THE SCHLEY

Said to be the ideal pecan. It is an early bearer. Fills very fully. Cracks easily and very thin-shelled. The tree is a rapid grower and has beautiful foliage. The nuts bring the highest prices on the market and are of large size. The picture is of an actual nut. Our stock is mighty fine in this variety.

VAN DEMAN

A very large, long, soft-shelled nut of unusually fine flavor and exceptional quality. One of the finest eating nuts ever grown. It is very popular on the markets and is one of the safest of all for planting generally. The tree is a very rapid grower, healthy and a heavy bearer. No orchard is complete without some of our Bred-up Van Deman pecans in it.



Van Deman

Prices for Our Bred-up Papershell Pecan Trees

You can buy trees for less money, but you cannot duplicate the quality of our bred-up trees, the care we exercise in digging and packing and our prompt delivery of freshly dug trees. And as surely as you live you will remember quality long after you have forgotten the price you paid for the trees. Remember, too, that our trees are always full size, strong and thrifty and healthy and guaranteed to please you in every respect or not cost you one cent. No other nursery concern will duplicate this guarantee to you. Get your neighbors to club in with you and get trees in large lots at lower price.

Size	Each	Five	Ten	50-100	Each	Five	Ten	50-100
3 feet-----	\$.85	\$4.00	\$7.50	\$ 70.00	1.60	7.75	15.00	130.00
4 feet-----	1.00	4.75	9.00	85.00	2.25	11.00	21.00	175.00
5 feet-----	1.25	6.00	11.50	100.00	3.00	14.00	27.50	250.00
6 feet-----	1.35	6.50	12.50	110.00	3.50	17.00	31.50	300.00

For early bearing or quick shade buy our large and extra large sized trees. Special personal attention given to the selection of varieties and trees for customers who wish us to select the best kinds for them, when accurate description of land and desires are given.

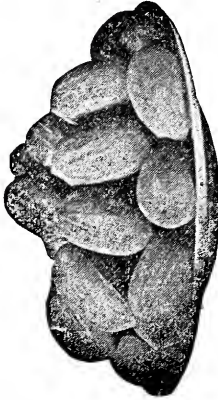
Book Your Order at Once

For the very finest trees, place your order with us at once. Ten per cent of the total amount of your order will reserve for you the choicest trees we have out of more than 95,000 budded and grafted trees of the highest pure-bred papershells. Remember, we absolutely guarantee to give you perfect satisfaction. If you are not pleased with our trees in every respect we expect you to return them at our expense and receive every penny back you have been out on them. Every customer must be a satisfied one. You cannot lose when you buy trees from us. Other varieties on back page at same prices.

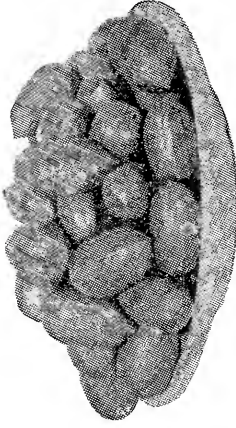
Pictures Below are of Natural Nuts

STUART

The Stuart is a very large, heavy pecan, of very good quality and an excellent filler. The tree is very vigorous and healthy and a heavy bearer. The Stuart Pecan is succeeding over a wide area and is the safest and most profitable of all for market plantings. No one can make a mistake in planting this variety very liberally.



Stuart



Frotscher's Eggshell

FROTSCHER'S EGGSHELL

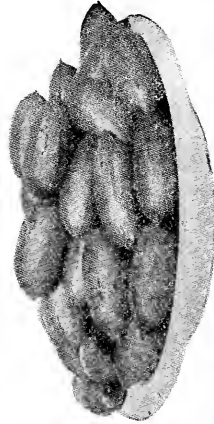
This variety, like Stuart, is succeeding over a wide area, and is one of the safest and most profitable of all varieties for commercial plantings. The Frotscher is a very large pecan—the largest papershell pecan known. The tree is a vigorous grower, and makes an ideal roundheaded tree, and is a regular bearer. This is the variety that is growing over the grave of the late Governor Hogg, of Texas.

THE BASS PAPERSHELL

For years we have looked for an unusually high-class papershell pecan to give our name. This pecan has been called the Mexican because we were not absolutely satisfied that it excelled, and wanted to be sure before sending it out under our name. For six years we have watched it carefully and it has proved to be not only the heaviest bearer we have ever seen, but one of the earliest to come into bearing. We have a number of trees bearing the second year set and they were only 4-5 ft. and 5-6 ft. trees when put out. The nut is very thin, large, long and of a beautiful color and shape. The flavor is unusually fine. It bears early and is a heavy every year bearer. The nuts ripen two or three weeks earlier than the other varieties and bring big prices on the earliest market. The nuts fill fuller than any of the other varieties. We sincerely believe this is the finest papershell pecan ever put on the market and are setting it almost exclusively ourselves.

SUCCESS

This grand nut has probably attracted more attention than any other nut recently introduced. Though not the largest nut in existence, the kernel has proved to be the heaviest in a test of fourteen leading varieties made during a series of years. Ovate in form, with thin shell of splendid cracking quality; kernel plump and heavy; flavor excellent, color bright and firm fine. Tree of good sturdy growth and heavy annual bearer. Select nuts, forty to the pound. Keeping qualities the best.



Bass Papershell



Success