

Keystone Pecan Company, Washburn, Pa.

Paper Shell Pecans

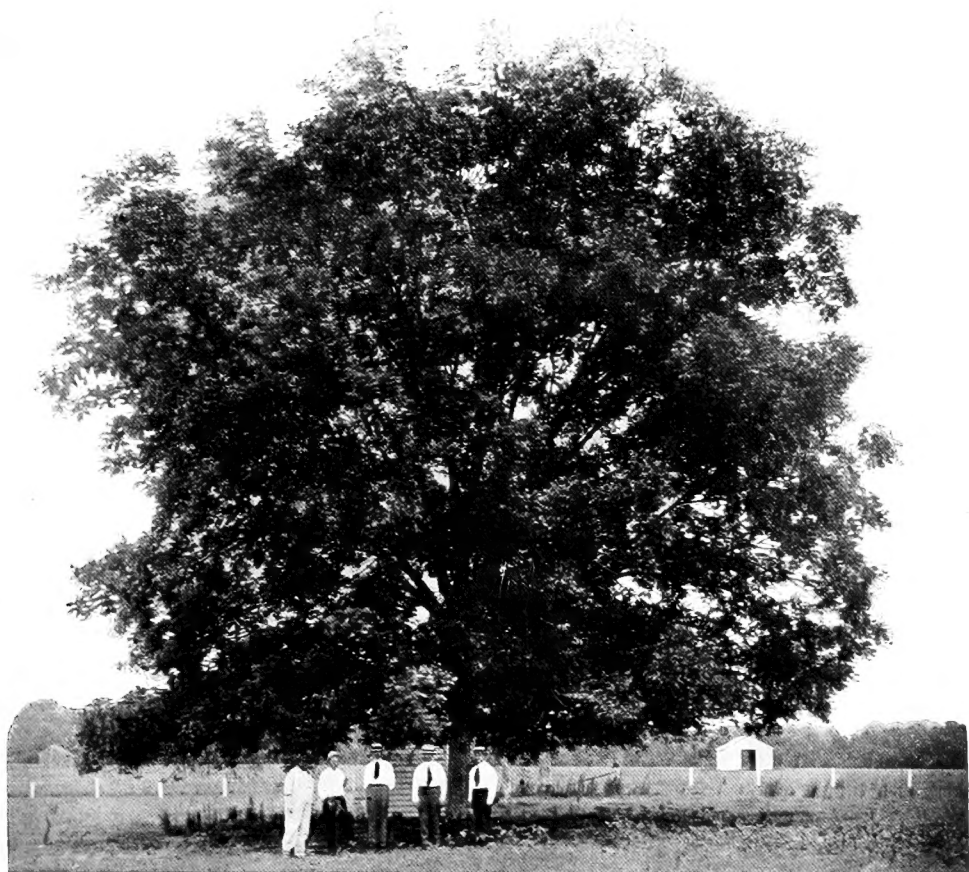
Paper Shell Pecans



THE first quarter of the east front of our bearing pecan orchard. As far as the eye can see, stretch row after row of fine, big pecan trees (compare with man for size); many of which have borne over two hundred pounds in a single season.

What better evidence could you wish of the adaptability of soil and climate to pecan growing?

All illustrations of pecan trees in this book were made from photographs taken on our plantation of nearly five thousand acres in Calhoun County, Georgia



The above photographic illustration shows a big, bearing pecan tree on our plantation, near the house. For size, compare with the men shown in the foreground.

FOREWORD

Food is the need of the day—of every day.

Food is the need of the future.

From the beginning of the world food production has been the most important of the activities of man—but food production has frequently taken uneconomic channels. Even before the war in Europe started, the tendency toward changing standards in food production was marked.

In the *Saturday Evening Post*, November 29, 1913, on page 56, we read: **“Tree crops is the next big thing in farming, says J. Russell Smith, after an 18,000 mile journey through the nut-growing countries.”**

The man who is alert to changing food standards, who realizes how largely the cattle herds of the world have been depleted, who has learned how long it will be after the war is over before they can be built up, will see in this condition an opportunity paralleled only in a small way by the noted investment opportunities of the past.

About a hundred years ago the **railroad** offered an investment opportunity

which the Vanderbilts were wise enough to see—and to seize. You know that the Vanderbilt wealth has lasted through generations—increasing year by year.

About fifty years ago there was a similar opportunity offered in **steel**—demanded by the rapidly growing industries. The names of Carnegie and Schwab head the list of the famous “thousand steel millionaires”—made rich by foresight.

Forty years ago **electricity** offered its opportunities to Edison—and to many others who have become extremely wealthy because they combined courage with foresight.

Marvelous as have been the fortunes in **railroads**, in **steel** and in **electricity**, we are to-day, says the Luther Burbank Society in its book, “Give the Boy a Chance,” “facing an opportunity four hundred times bigger than the railroad opportunity was a hundred years ago, eight hundred times bigger than electricity offered at its inception, fifteen hundred times bigger than the steel opportunity which Mr. Carnegie found—**because agriculture is just by these amounts bigger than those other industries.**”

From land—the most permanent basis of wealth—immense fortunes of to-day and to-morrow are being drawn. America is beginning to see a new vision, its agriculture is taking a newer, more profitable form.

What is the Biggest Future in Agriculture? When James J. Hill staked his all in apples and received in return a profit estimated at ten million dollars—he was merely a pioneer in the new type of farming.

Yet the pecan comes into bearing as early as the apple orchard and remains in bearing twice as long, says Bulletin No. 41, of the Alabama Department of Agriculture.

It is particularly significant that the strongest advocates of tree agriculture are those familiar with conditions in nut growing countries. Consider that fact in connection with this statement of Luther Burbank, the Edison of Agriculture: “Paper Shell Pecans of the improved varieties are the most delicious, as well as the most nutritious nuts in the world. They are higher in food value than any other nuts, either native or foreign.”

In the Country Gentleman, August 14, 1915, we read: “The tree that yields a pound or two of nuts at five years of age is counted upon for twenty to fifty pounds by the tenth year, and after that the yield grows beyond anything known in fruit trees, because the Pecan at maturity is a forest giant.”

In the face of such facts, is it not wise to consider carefully the interesting facts on Paper Shell Pecans found within?

Keystone Pecan Plantation
Calhoun County, Georgia

ELAM G. HESS, Manheim, Lancaster County, Pa.
President of Keystone Pecan Company
Member of National Nut Growers Association

“Pecan production is destined to become one of the most important lines of orchard development in the United States.”—Cong. Record of the United States, p. 1101, Vol. 54.

Right Foods—The Increasing Demand

No matter what may happen, the demand for nourishing foods is sure to grow so long as the population increases. Railroads, steel, electricity—all are recent developments, none of them indispensable to mankind. **But existence itself depends on nourishing foods.**

"Then," you say, "no business should be surer than that of supplying food to the growing population of America."

Correct, provided you supply the **right** food.

For food standards are changing. Prove that fact, if you will, by the figures of the U. S. Census Bureau for the years 1900 and 1910, a period unaffected by the world war.

Food Standards are Changing

During that period the population of the United States increased from 75,091,575 to 91,972,266—an increase of virtually 22 3/10 per cent. Therefore, the production of any foodstuffs should increase by the same percentage during that period to provide for the same consumption per capita.

Has the consumption of beef increased during that period? Apparently not—for there were 8.7 per cent. less cattle on the farms in 1910 than in 1900. Nor was there any material increase in imports. The price of beef increased in that period—but not so greatly as many other prices. For the **value** of all cattle on American farms increased only 1.6 per cent. between 1900 and 1910—an increase only one-fourteenth as great as the increase in population.

Less beef, less pork, more nut-meat

There was a loss of 7.4 per cent. in the number of swine on American farms and a decrease of 14.7 per cent. in the number of sheep—the inevitable result of which loss while population was increasing to the extent of 22 3/10 per cent. was an increase in price per pound in pork, ham, bacon, mutton, etc., which automatically cut off a large part of the demand.

A loss of 29 pounds per capita on animal flesh

President Wilson in urging the necessity for close study of the food problem pointed out the fact that there had been a loss of 29 pounds of animal flesh per capita per year. With such a record for a pre-war period, the present and the future outlook is even more serious.

Why Spend Millions For Imported Nuts?

"We are annually importing between 60,000,000 and 70,000,000 pounds of nuts at a cost of between \$12,000,000 and \$13,000,000, while we export nuts worth less than a half million dollars. *Why should we spend millions of dollars each year in buying nuts from foreign countries, when we can grow the pecan, the equal of any other nut, either native or foreign, in unlimited quantities?*"—Congressional Record of the United States, Vol. 54, No. 27.

Poultry Gains Fail to Equal Increase of Population

Poultry was the only exception among meats to the history of diminishing supply, increased prices and diminishing demand. Yet the gain in the number of all fowls on American farms was only 17 per cent., while the population was increasing 22 $\frac{3}{10}$ per cent.; while the American production of nut foods was increasing 55.7 per cent. in the same period without beginning to meet the demand.

Though the increase in value of the **American** nut crop was 128.1 per cent., still the increase in consumption required an increase in imports so great that in 1910 America was supplying only one-fourth of the nuts it was eating; while in 1900 it supplied half.

1900, nuts raised in America, value \$1,949,931; imported, \$3,484,651. 1910, nuts raised in America, value \$4,447,674; imported, \$13,246,742. Total nut consumption in U. S. for 1900, \$5,434,582; in 1910, \$17,694,416. Nut consumption in 1910 nearly 350% of 1900; increase in population 22 $\frac{3}{10}$ %. Nut consumption, therefore, increased over 15 times as greatly as the population increased.

This increasing consumption of nuts has even continued with added force since 1910, despite the derangement of the world's shipping which has affected many products adversely. In the American Nut Journal we read that in 1917 America imported nuts to the value of \$32,865,014—a figure nearly two and a half times as great as the importations of 1910.

Even the man, or the woman, who has learned by experience that nut meat is the healthiest form of real meat value is astonished when he or she takes these authentic figures of the United States Census Agricultural reports and import statistics to learn how many of the thinking people among his fellow countrymen have proved their belief in the same facts. And the man who has looked upon nuts as a holiday diet alone suddenly awakens to the fact that the statement, "**nut meat is the real meat,**" is backed by a public consumption nearly three and a half times as great in 1910 as in 1900; **an increase fifteen times as great as population made.**

Higher education in food values has led people to realize the necessity for different and more varied diet—and this educational development has been facilitated also by economic conditions.

As population increases, land becomes more valuable. As land becomes more valuable—intensive farming is practiced. Grazing becomes virtually impossible under such conditions; and despite all the efforts of the Department of Agriculture experts, cattle raising is pushed farther and farther from the larger centers of population. Increased transportation and costs of refrigeration mean increased meat prices—even the importation of large quantities of South American beef between 1910 and 1914, for instance, failed to keep meat at a low enough price where it could constitute the large food element which it once was on the American table.

Nut consumption increases 15 times as greatly as population

The public forced to cut down on animal flesh—grazing land scarcer

Food—The World's Biggest Problem

Every student of world affairs knows that the food problem—vitaly important during the World War—is even more important now. President Wilson, in urging Congress to appropriate \$100,000,000 for furnishing food to the new nations of Europe, made clear that the most vital need of the reconstruction period was providing food for those people unable to supply themselves.

All the facilities of our ports, all the available tonnage of the world are concentrated on shipping food, and despite this millions are starving in Europe because of the utter impossibility of getting to them bulky grain foods, or food requiring refrigeration. Remember that in some sections this condition may last for generations. Then consider that the "most concentrated of all natural foods" (pages 10 to 18) requires no refrigeration, supplies many times the nutriment per ton.

The lack of fats had been a large factor in losing the war for Germany. The neutral countries adjoining Germany and the Central Powers were also short of fats—even in neutral Denmark the number of swine had fallen in 1918 to one-fifth the number there in 1914, according to the monthly reports of the United States Department of Agriculture for June, 1918. To replace the lost swine and dairy herds of all Europe is a problem not of years, but of generations, when one considers the millions of acres of fertile land laid waste and the great loss of agricultural implements.

As the Red Cross Magazine for February, 1919, well pointed out,

"Peace means a spreading of the war on famine; it means sending the export capacity of our ports—20,000,000 tons—of food abroad, over three times our pre-war shipment." Meeting the idea that the end of the war meant the end of food saving, it points out that in Russia alone 40,000,000 people are starving; that there are 150,000,000 of the liberated people of Poland, Armenia, Roumania, Serbia, and Montenegro who need food from outside, in addition to those in France, Belgium, and neutral countries whom we have been helping. It shows that *"Europe's milk supply is now only about 35% of the normal."* It points to a *"fat shortage of three or four billion pounds,"* which must be overcome. It shows that in 1918 we sent abroad *"enough food to feed 22,000,000 people completely; in reality about 120,000,000 were partly fed."* That the 12,000,000 tons exported in 1918 must be increased to at least 20,000,000 in 1919. It shows that the world shortage of shipping makes it essential that America supply this amount of food to Europe; because other sources of supply are further away, complicating delivery.

***A fat scarcity
for years to
come***

***Must triple
our normal
food exports***

“Shall We Cease to Eat Meat?”

Available supply of pork, beef and mutton shrinking

asks Field Illustrated for March, 1919. A question of great significance, from a publication of unquestioned leadership on scientific cattle breeding. A question graphically illustrated by this self-explanatory chart.



Copyright 1919, Field Illustrated

Field Illustrated shows that, the country over, it takes an average of three acres to support a single full grown cow through the summer season alone. It shows that wheat is the great competitor of the meat crop, that wheat has driven livestock from the western ranges, and that during the past four years wheat has been driving the dairy cows and the beef steer from eastern and middle western farms.

“Whenever there is pressure for food,” concludes Field Illustrated, “and animals must compete with humans for the cereal products of the fields, then animals are pretty likely to lose out. An acre of corn will feed ten times as many people in the form of Johnny Cakes as it would if converted into meat.”

This statement is in striking accord with the conclusions reached by Graham Lusk, one of the two American representatives to the Inter-Allied Scientific Food Commission,” who wrote in Scribner’s Magazine for December, 1918, “It is, therefore, axiomatic that in times of scarcity one must not give to pigs food which can nourish human beings.” For further data, see pages 14 and 15.

Animals cannot compete with human beings for cereal foods

Why America Must Eat Less Animal Flesh

The call of the United States Food Administration for **meatless days**, for **porkless days** and for **every day a fat saving day**, during the war, taught a lesson that America will never forget.

Food experts have for years emphasized the fact that Americans eat too much animal flesh. Physical Culture says:

"About forty per cent. of our American bill of fare is of animal origin. In England the percentage is but twenty per cent. of the total food, in Continental Europe it is less, and in Japan it is not more than five per cent." Yet the Japanese have astounded the world in every test of endurance.

"The American soldier is eating 100 per cent. too much meat," said the world famous Dr. Wiley; while Dr. Gordon J. Saxon, director of the laboratory for cancer of the Oncologic Hospital, Philadelphia, was quoted by the Philadelphia North American as ascribing the wonderful resistive powers of the French soldiers to the fact that they lived on a meagre supply of high protein foods, like animal flesh, and were given an abundance of fats and carbohydrates. He lays stress on the excessive cost of our American diet with its high "animal intake," and this is also emphasized by the booklet, "War Economy in Food," issued by the U. S. Food Administration, which characterizes animal flesh as the most expensive of staple foods in proportion to food value.

As a people Americans are just learning that the cause of most of their bodily ailments is the securing of fat by eating animal flesh. As the Literary Digest well says in its March 9th, 1918, issue:

"Fats are chiefly valuable as fuel for the body. But in addition to being consumed and turned to energy, fats are also readily stored away by the body, alongside muscle and bone; as a reserve in times of illness or physical exertion.

Chief among the functions of protein is its importance as a builder of bodily tissues. It is structural. The part it plays is like that of iron in a locomotive."

Once built, the body, like the locomotive, needs only sufficient building material (Protein) to rebuild wornout portions; but it needs motive material (fat) in far greater proportion. **Yet the high animal flesh diet**, which was the American custom, **puts into the system a far greater amount of protein than is needed and too little fat.** The system cannot absorb this excess protein, and sluggishness, intestinal derangements, auto-intoxication and flesh-borne diseases are the inevitable result.

"Fat is fuel for Fighters," said the U. S. Food Administration. It urged civilians to avoid waste of fats because fats are necessary to those who must withstand extremes of climate, stand in water soaked trenches and indulge in extreme physical activity.

As Good Health for March, 1918, pointed out, **"Fats are fuel foods! The daily requirement is two to four ounces."**

There is a way to get this required quantity of fat without the excessive protein intake which is the inevitable result of our high animal flesh diet. By following this plan America can multiply its industrial efficiency, and benefit the physical welfare of all.

Americans use twice as much animal flesh as any European nation

Excessive in cost, wasteful and the cause of illness

Fat is needed. Securing it through eating animal flesh, is the source of trouble

Fat is essential to withstand exposure

Two to four ounces daily are needed

Nut Meat Gives Fat And All Needed Protein

As Dr. Kellogg points out in his speech to the National Nut Growers Association, at Biloxi, Mississippi, Nature emphasizes the necessity of fuel foods and the need for less protein and albumen. And because of the growing knowledge of food values he adds:

*"To nuts, then, we must look for the future sustenance of the race. * * * Half a century hence the nut crop will far exceed in volume and in value our present animal industry."*

He emphasizes the fact that all experiments have proved that *"Nut protein is the best of all sources upon which the body may draw for its supplies of tissue building material,"* while at another point he adds, *"On account of their high fat content they are the most highly concentrated of all natural foods."* At great length, he compares the ease of assimilation of nut fats with that of the other source of fat, and concludes, *"nut fats are far more digestible than animal fats."*

Necessity is the mother of invention. If America had utilized in the past its full opportunities to grow pecans—the best of all nuts in high fat content with the perfect ratio of protein—we could ship to our soldiers abroad the nourishment most needed in most condensed form, protected from all contamination and free from all putrefactive bacteria. It would require approximately a tenth of the cargo space and would need no refrigeration. It would require no cooking; could be munched on the march, and would be assimilated more readily than animal fats and proteins.

It requires but a glance at any newspaper or magazine to realize that vegetable fats are taking the place of animal fats—and that the source of virtually all the new products along this line is nut oil, the peanut and the cocoanut being the largest sources of supply to date.

In our 1915 Pecan Book we quoted Prof. H. Harold Hume, State Horticulturist of Florida, Glen St. Mary, Fla., as saying:

"According to analysis, the Pecan is richer in fat than any other nuts,—70 per cent. of kernel is fat. The Pecan may at some time be in requisition as a source of oil—an oil which would doubtless be useful for salad purposes—but it is never likely to be converted into oil until the present prices of nuts are greatly reduced."

Since then pecan prices have had a decided tendency to increase because the demand is growing more rapidly than the supply; and the chances of the pecan being used for oil are more remote than ever. Yet one of the great reasons for the increase in demand is increasing public knowledge of the pecan and its wonderful food value. For the pecan is proved richer in fat than any other nut, with the right proportion of easily assimilated protein, and free from any irritating membrane such as makes some nuts difficult of digestion by those who have weak stomachs.

Nut production destined to exceed animal industry

Pecans supply the proper ratio of fat and protein

The public is changing from animal fats

Nut Meat is Superior to Animal Flesh

Nut meat is not a substitute for animal flesh, but is Nature's food product for supplying fats and proteins, superior in every way to animal flesh. As Dr. Kellogg, head of the famous Battle Creek Sanitarium, said:

"Nuts are rich in fat and protein. On account of their high fat content they are the most highly concentrated of all natural foods. *A pound of nuts contains on an average more than 3,000 calories or food units, double the amount supplied by grains, four times as much as average meats and ten times as much as average fruits or vegetables.*"

For example, according to Jaffi's table, ten different kinds of our common nuts contain on an average 20.7% of protein, 53% of fat, and 18% of carbohydrate. Among all nuts the pecan has the largest percentage of fat and the best balanced proportion of protein—12% protein, 70% fat, and 18% carbohydrate.

Meat (round steaks) gives 19.8% of protein and 15.6% of fat, with no carbohydrate. **A pound of average nuts contains the equivalent of a pound of beefsteak and, in addition, nearly half a pound of butter and a third of a loaf of bread.** A nut is, in fact, a sort of vegetable meat. Its composition is much the same as that of fat meat, only it is in much more concentrated form.

There can be no doubt that the nut is a highly concentrated food. The next question naturally is, can the body utilize the energy stored in nuts as readily as that supplied by meat products.

The notion that nuts are difficult of digestion has really no foundation in fact. The idea is probably the natural outgrowth of the custom of eating nuts at the close of a meal when an abundance, more likely a superabundance, of highly nutritious foods has already been eaten, and the equally injurious custom of eating nuts between meals. Neglect of thorough mastication must also be mentioned as a possible cause of indigestion following the use of nuts.

"The fat of nuts exists in a finely divided state, and in chewing of nuts a fine emulsion is produced so that nuts enter the stomach in a form best adapted for prompt digestion," says Dr. Kellogg.

*Nut Meat
is readily di-
gestible*

Pecans Furnish The Balanced Ration

"The pecan is a nut of immense economic value. The pecan furnishes practically a balanced ration. It is a highly concentrated and highly nutritious food. Compared with round steak, it contains one-twelfth as much water, two-thirds as much protein, from four to six times as much fat and has between three and four times as great fuel value.

Pecans contain most of the elements essential to the building of the frame and body tissues. The food value of pecans is rapidly becoming generally recognized, and it will not be long before the pecan will be extensively used not only as a substitute for certain classes of food, such as meats, but also a substitute for food of all classes."—U. S. Congressional Record, Jan. 12, 1917.

Nuts — A Staple, Necessary Food

*Long valued
for diabet-
ics—a good
food for all*

“There are abundant indications,” says the Journal of the American Medical Association for September 21, 1918, “that nuts, which have long found a valued place in the dietary of the diabetic without detriment to his health, will grow in popularity as foods for the well.”

*“Not luxur-
ies—but
among the
most nutritive
of foods”*

“The exigencies of war time have emphasized anew those properties of nuts as foods which remove them from the category of luxuries and place them on the list of substantial components of the day’s ration,” it adds in its editorial comments on the experiments of Professor Cajori, of Yale University. “It should be remembered,” it states, “that bulk for bulk they (nuts) belong among the most nutritive foods ordinarily available.”

Opposing the prejudice that nuts are difficult of digestion, it adds, **“Cajori’s studies lead him to the conclusion that if nuts are eaten properly and used in the diet as are eggs, meats and other foods rich in protein, they have a physiological value on a par with that of staple articles.”** Only in the case of the chestnut—because of its large starch content—was cooking desirable.

Commenting upon this article, Good Health Magazine for Jan., 1912, says, “For nearly half a century we have advocated the use of nuts as a staple element of the dietary of man.”

As Good Health points out, these conclusions of Professor Cajori are in harmony with the suggestions of the United States Food Administration that nuts “should be counted as part of the necessary food and not eaten as an extra.” “We are led to believe,” adds Good Health, “that the occasional indigestion following injudicious eating of cheese and nuts is probably often due to forgetting that they are very substantial foods, and eating them at the end of an already sufficient meal.”

*Ideal food
for nursing
mothers*

The experiments of Dr. Hoobler, of Detroit, Michigan, in the Woman’s Hospital and Infant’s Home, showed that for nursing mothers a diet consisting largely of nuts (50%) was far superior to any other dietary, and in every particular, giving nearly 15% greater flow of milk, with 30% greater food value, and that the mothers took the diet readily and enjoyed it. (Journal of the American Medical Association, Aug. 12, 1917.)



THE SECOND QUARTER of the east front of our big, bearing orchard. To realize the immense size of this orchard, add to this picture the trees on page one, and remember that these together show only one-half of one side of this orchard.

Nuts Versus Beefsteak

"Beefsteak has become a fetish with many people; but the experiments of Chittenden and others have demonstrated that the amount of protein needed by the body daily is so small that it is scarcely possible to arrange a bill of fare to include flesh foods *without making the protein intake excessive*. This is because the ordinary foodstuffs other than meat contain a sufficient amount of protein to meet the needs of the body. Nuts present their protein in combination with so large a proportion of easily digestible fat that there is comparatively little danger of getting an excess," states Dr. Kellogg.

In face of vanishing supply of animal flesh it is most comforting to know that meats of all sorts may be safely replaced by nuts not only without loss, but with a decided gain," he adds.

Among the other advantages of nuts and animal flesh which Dr. Kellogg cites are the freedom from waste products such as uric acid, urea, carmine, etc., which cause so many human ills.

Nuts are clean, sweet and aseptic, free from putrefactive bacteria; while ordinary flesh foods contain three to thirty million putrefactive bacteria per ounce.

Nuts are free from trichinæ, tape worm and parasites, and from the possibility of carrying specific disease which is always present with animal flesh. "Nuts," says Dr. Kellogg, "are in good health when gathered and remain so till eaten."

Animal flesh supplies too much protein for bodily needs

Nuts supply perfect proteins more abundantly than any other vegetable food

Nuts clean, sweet and pure — do not deteriorate like flesh

Nuts—The Safer Source of Protein

Why add to your load, the burden of the tired steer?

"Beefsteak has a certain food value," says Good Health for January, 1919, "though far less than is generally attributed to it, but in addition it embodies toxic elements, waste products from the animal's body, contained in the venous blood, always poisonous, which gives the beefsteak its red color.

"These elements are muscle poisons and brain poisons. They cause fatigue in the animal from which they are derived and in the man who eats them."

"An experiment by the late Victor Horsley, a London surgeon, proved that in concentrated form these poisons completely paralyze the brain cells."

"Do we need meat?" asks Alfred W. McCann, famous food authority

"Do we need meat," asks Alfred W. McCann, noted food authority, in Physical Culture. He answers his own question by pointing to conclusive proof of Anthony Bassler and others, that the human system cannot utilize over two ounces of protein a day. Yet four ounces of beefsteak, roast beef, pork or lamb chops, etc., contains all the protein the system can utilize, while cereals, milk, eggs, nuts, etc., add to the quantity. He proves by the figures of Secretary Houston, of the U. S. Dept. of Agriculture, and of Dr. Clyde L. King, University of Pennsylvania, that Americans consume 80 grams of protein daily, compared to 44 grams for France before the war; 14 grams for Japan; 26 for Russia; 27 for Austria. He indicts Americans as "Kidneycides," overtaxing the kidneys by this excess protein diet, and bringing on constipation, biliousness, headache, catarrh, rheumatism, etc. He emphasizes the disadvantages of animal flesh as a source of protein, shows how vegetable sources of protein are purer and safer.

"No," answers the world's most authoritative food body

The Inter-Allied Scientific Food Commission, the most authoritative food body ever gathered, "**voted that meat was not a physiological necessity.**" Dr. Graham Lusk, one of the American Commissioners to that body, suggests cutting the American meat ration in half.

In Scribner's Magazine for December, 1918, Dr. Lusk comments on fact that in England "**The reduction of meat in the dietary produced no unfavorable results.**"

He quotes the eminent Sir William Goode as "**emphasizing the probability that the food situation would become worse after the war and would need to be controlled for a long time to come.**"

Such evidence gives added force to the statement of Dr. Lusk on page 15.

How to Make Food Plentiful

The leading editorial in Good Health for March, 1918, emphasizes the fact that **"the cattle and pigs are eating up our foodstuffs."** Milo Hastings lays stress on the same point in "The Extravagance of Meat," published in Physical Culture, and quoted widely by leading periodicals.

"Why," cried the celebrated French food authority, Lapicque, **"should we sacrifice the life-blood of our sons * * * yet be unwilling to sacrifice our pigs?"** He showed that the food eaten by the pigs in France might support half its entire population.

According to Scribner's Magazine for December, 1918, T. B. Wood, Professor of Agriculture, Cambridge, England, showed that a fat ox uses 64 pounds of dry fodder to produce a single pound of dry human food; that if the fattening process is continued as long as was formerly the case it takes 100 pounds of dry fodder to produce a single pound of beef, after the water is eliminated from the meat. He showed that with sheep it takes 24 pounds to produce one pound of human food; with chickens 14 pounds (mostly corn and meal) to produce one pound, including all eggs laid and the carcass of the fowls when killed; with the pig 12 pounds to produce one pound.

It is because of such facts, and his close study of the food situation during the conferences of the Inter-Allied Scientific Food Commission that Graham Lusk, one of the two American delegates to that body (the most authoritative food body ever convened), said, **"There must be a turn towards vegetarianism."**

"It is therefore axiomatic," writes Dr. Lusk, **"that in times of scarcity one must not give to pigs food which can nourish human beings."**

Even before the war in Europe had so greatly reduced the world's population of cattle and pigs the food supply problem was impossible of solution for the future unless a severe reduction in the American consumption of animal flesh compensated for the constantly decreasing cattle range.

Field Illustrated for January, 1919, said, **"Until free grass was discovered in America beef was always a luxury, and its return to that category is probable."**

Noted English Authority shows waste in cattle feeding

"There must be a turn toward vegetarianism"

Will beef become a luxury?

Good Health for October, 1917, says: "Meat is the substitute." Among the natural foods that best serve the same purpose it points to the pecan, a pound of which contains 3633 calories or food units. "Compare this," it adds, "with the six principal flesh foods. These furnish an average of only 810 calories per pound, far less than one one-fourth the food value of a similar weight of pecans."

Grow Pecans—The Ideal “Fat” Food

Dr. Kellogg in an address at Biloxi, October, 1917, said that the officials of the United States Department of Agriculture foresaw this condition and the increasing prices for animal flesh over twenty years ago. Since then the increase of our human population and the decrease of our animal population has so greatly exceeded their estimated figures that the question, “**Is meat imperative to complete nutrition?**” has become an imminent one.

Animal flesh supplies protein and fat. We have shown on page 10 how nuts supply the necessary fat and protein. Dr. Kellogg emphasizes the fact that nuts supply proteins of such a character that they render complete the proteins of cereals and vegetable foods.

“**This discovery is one of the highest importance since it opens a door of escape for the race from the threatened extinction by starvation at some future period, perhaps not so very remote,**” adds Dr. Kellogg.

“From an economic standpoint,” he adds, “the rearing of animals for food is a monstrous extravagance. According to Professor Henry, Dean of the Agricultural Department of the University of Wisconsin, and author of an authoritative work on foods and feeding, one hundred pounds of food fed to a steer produces less than three pounds of food in the form of flesh. In other words, we must feed the steer thirty-three pounds of corn in order to get back one pound of food in the form of steak. Such an extravagant waste can be tolerated only so long as it is possible to produce a large excess of foodstuffs. It is stated, as a matter of fact, that at the present time scarcely more than ten per cent. of the corn raised in the United States is directly consumed by human beings. A large part of it is wasted in feeding to animals. This economic loss has been long known to practical men, but it has been regarded as unavoidable since meat has been supposed to be absolutely essential as an article of food.”

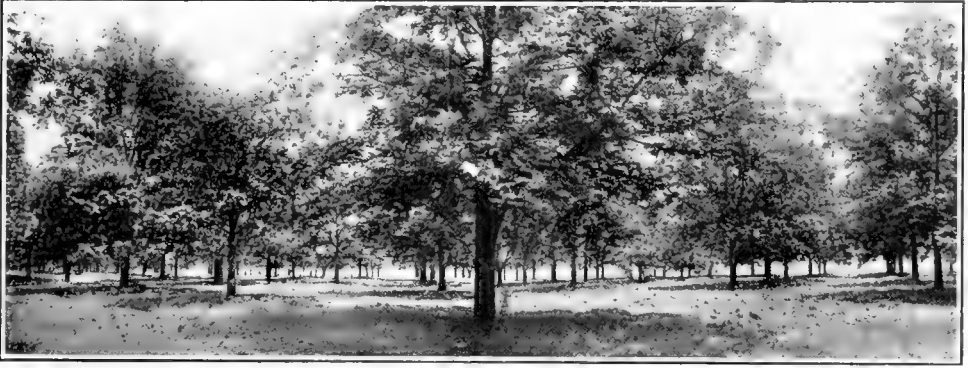
“Think of it,” comments Good Health, for June, 1918, “100 pounds of perfectly good corn, in exchange for three pounds of beef, *and the pound of beef when obtained is worth less as a food than a pound of the original corn.* Ninety-seven pounds wasted just to satisfy a cultivated appetite, *or appetite based on ignorance.*”

“In view of these facts,” stated Dr. Kellogg, “it is most interesting to know that in nuts, the most neglected of all well known food products, we find the assurance of an ample and complete food supply for all future time, even though necessity should compel the total abandonment of all our present forms of animal industry.”

“The planting of seven or eight million acres of nut trees might supply the whole country with an abundance of fat, so that it would no longer be necessary to waste corn in feeding to pigs to obtain an inferior quality of fat,” says Good Health.

*Nine-tenths
of our
corn fed to
animals*

*Seven or
eight million
acres of nut
trees would
supply all
needed fats*



A panoramic view in our large orchards, showing a fraction of one side which is not illustrated in the other pictures. Can you, looking forward fifteen years or more, see in this a picture of your own pecan unit trees sturdy and healthy, their branches thickly covered with pecans, filling out under the summer sun? The soil is the same, the climate the same, results should be better with the finer varieties planted.

Twenty Times As Much Food Per Acre

Consider what it would mean if America could take its many million acres of pasturage and get from each twenty times the food value! Of course, no thinking man would claim that every acre of pasturage is available for nut raising; but where the change can be made, that gain is possible.

As Dr. Kellogg points out, it takes two acres two years to produce a steer weighing 600 pounds; an average of 150 pounds per year per acre. The same acre planted to walnut trees would, he states, produce 100 pounds per tree per year for the first twenty years; which means 4,000 pounds of nuts from an acre of 40 trees. The food value of the 150 pounds of steer cannot exceed 150,000 calories or food units; while the nut meat from the same acre equals 3,000,000 calories in food value. As Dr. Kellogg concludes, "Twenty times as much food from the nut trees as from the fattened steer, and food of the same general character, but of superior quality."

Yet these comparisons are based upon walnuts, in which the yield per acre averages lower than on paper shell pecans and on which the food value is not so concentrated. As Dr. Kellogg previously pointed out:

"A pound of pecans is worth more in nutritive value than two pounds of pork chops, three pounds of salmon, two and a half pounds of turkey or five pounds of veal."

While the price of nuts is by some considered high, Dr. Kellogg directs attention to the fact that "even at present prices the choicest varieties of nuts are cheaper than meats if equivalent food values are compared."

Experiments by Dr. Hoobler, Detroit and at Battle Creek Sanitarium, prove that nuts "Possess such superior qualities as supplementary or accessory food that they are able to replace not only meats, but even eggs and milk," reports Dr. Kellogg.

**3,000,000
calories per
acre from
nuts; only
150,000
from beef**

**Pecans
make an
even better
showing**

**Nuts as a
substitute
for milk
and eggs**

Nut Meat—The Real Meat

*Nuts im-
ported 1917,
nearly ten
times as great
as in 1900*

It must be remembered that the period in which the use of nut meat grew over fifteen times as quickly as the population increased was before the war conditions made every man consider food values more carefully. Right up till 1914, the year in which the war in Europe started, there was a steady increase each year in the production of nuts and the import of nuts, yet prices kept soaring on all the better varieties because the greatly increasing supply failed to keep pace with the increase in demand.

Though the importation of nuts in 1910 had been valued at over thirteen million dollars, and this was nearly four times as great as in 1900—it kept increasing until in 1917 it amounted to nearly thirty-three million dollars. The importation of nuts in 1917 was nearly ten times as great as imports for 1900, yet these imports and the increasing American production failed to meet the demand.

*Pecan
nut-meat
a year-round
necessity*

These figures, from U. S. Government reports, show that any one who assumes that nuts are a holiday luxury is entirely wrong. That the public wants nut meat the year round, that the only drawback to a great increase in consumption is the shortage of the supply of fine nuts is proved by United States Department of Agriculture figures.

When J. C. Cooper wrote in the *Country Gentleman* for May 1, 1915, that "The demand for walnuts is growing much faster than the supply. We do not produce in America more than twenty per cent. of what we consume, and it will take fifty to a hundred years, with all the encouragement of the nut experts, to raise enough walnuts to supply the home demand," he states a condition which applies with manifold greater force to the consumption of Pecan nuts.

It is true that the California production of Walnuts doubled during ten years, while the importation trebled—yet in spite of this five-fold production English Walnuts constantly increased in price. Since then the price of walnuts has increased steadily every year, despite increase of supply. In November, 1918, the price per pound was 80% higher than at the same time in 1914, according to the Monthly Crop Report for December, 1918. Yet the 1918 crop was nearly twice as large as in 1914, according to Statistician H. E. Pastor, of the Pacific Rural Press.

The price of pecans increased 50% on the commonest sorts between 1900 and 1910; and from the December, 1918, Monthly Crop Report we see that the 1918 price per pound on all pecans was over 38% higher than for 1917; Georgia, which has the largest percentage of paper shell pecans, showing the highest price per pound.

The Finer The Nut—The Greater The Demand

It is true that in Walnuts a condition has come about as in other nuts—that the increasing demand is for the finer, higher priced grades. What are the points of superiority that have led to this great increase in public demand? Why are old established black walnut trees less valuable as profit producers than English Walnut trees only a quarter as old and producing only a fraction of the quantity of nuts?

Increased demand is for finer nuts

First—Thinness of shell and ability to get out the kernels whole.

Second—Superior flavor and food value.

Third—Attractiveness in appearance of the nut and of the nut-meat when removed.

Fourth—Ease of keeping nuts for longer periods and using them readily.

Now compare the Hess Paper Shell Pecans with the English Walnut on every one of these four points of public demand.

It is contained in a shell so thin that it is easily broken in the hands without the use of nut crackers. The partitions between the kernels average as thin as in the English Walnut, and the average person will, in less time, remove more whole kernels of the Paper Shell Pecan than of any other nut.

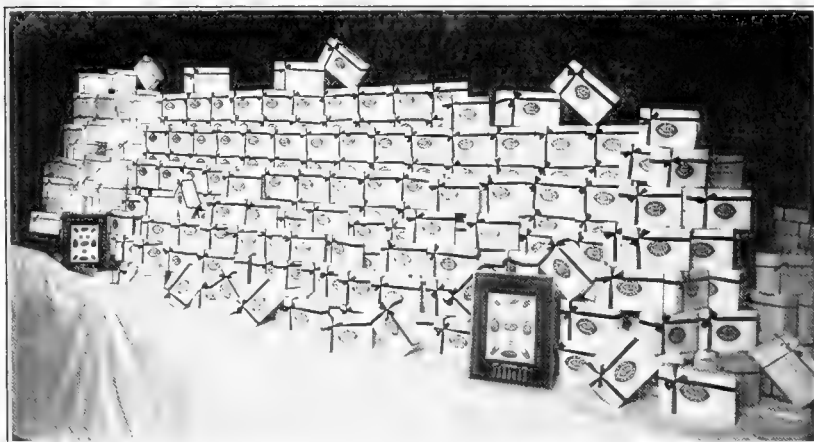
Paper Shell Pecans meet every need

As to flavor and food value let such experts as Luther Burbank answer. (See Foreword, page 4.) Remember that his answer is certainly unbiased, for he is a patriotic native of California where America's largest crop of Walnuts is produced—and that State produces no quantity of paper shell pecans.

As to attractiveness in appearance, of both the nut and the nut meat, you and your friends are the best judges. People who know both nuts have already handed in their verdict favorable to the paper shell pecan. In addition, the pecan has been endowed by nature with a shell which is air-tight—and therefore keeps many times as long without losing its fine flavor or becoming dry and tough.

"The Most Prized of All Nuts For Domestic Uses"

In Bulletin, No. 30, of the Department of Agriculture, Washington, D. C., we read regarding Pecans: "In the course of time, however, as they are more widely grown, they will become the most prized of all nuts for domestic use, and it is probable that when the supply is large they will be preferred abroad to the best Persian nuts."



IN THE COMPANY'S PACKING ROOM
One shipment of pecans, boxed, ready to send out

The Pecan—The Year-round Nut

The pecan is the one nut suitable for eating the year round. And the present tendency is toward the year-round use of nuts.

*Can be
raised at best
in a 40-mile
radius*

Another reason why the finer pecans are surer to maintain their high prices than any other nuts is found in the fact that Walnuts of the finest grades are being raised in quantities in California, Oregon, Washington and other States, and in England, France, Italy and South American countries—while the territory in which the paper shell pecan attains its highest state of perfection is confined to a 40-mile radius in southwestern Georgia, embracing Calloun and Dougherty Counties.

Is it any wonder that the State Entomologist of Georgia, Mr. E. Lee Worsham, whose name is virtually always included as one of "the three big men in his line of endeavor," wrote: "In my opinion the pecan growers of South Georgia have the finest horticultural proposition in the United States."

"Among the Highest Priced Horticultural Products of America"

Pecans of the second class bring \$12,500 a carload. As a result of the superior merit of this class of pecans and the limited extent to which they are grown, they are now netting the growers in certain districts a value per volume of product ranking them among the highest priced horticultural products grown on a large scale in this country. Carloads weighing 36,000 pounds each were recently (Oct., 1916) shipped from the Albany district of southwest Georgia to Chicago brokers at 35c. a pound or \$12,500 a car. These prices were for pecans of the second class, the firsts bringing still higher prices.—United States Congressional Record, Vol. 54, No. 22.

“What Is The Paper Shell Pecan?”

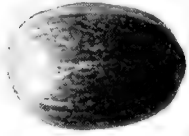
Mention Pecan to any one who has tasted the improved paper shell variety and they will assume that you are talking of paper shell pecans. For the person who cracks and eats paper shell pecans feels it almost a sacrilege to call the common wild pecan a **pecan**.

Yet there are thousands of Americans who have never tasted paper shell pecans, and who think of pecans only as wild pecans, grown largely in Texas.

Pecans are divided in three general but radically different classes, as the description and cuts below indicate.

The ordinary wild pecan is native to America. The earliest French explorers found that one of the staple foods of the Indians was this palatable nut which grew in the forests of the south, and in that portion of Mexico adjoining the Gulf States. Pecan trees in Texas and Louisiana have been found which were over five hundred and seven hundred years old—which were still yielding large crops of nuts.

*Wild Pecan—
a staple food
among
Indians*



Like the oak, no one ever knew a Pecan tree to die of old age.

There are in the Southern States wild pecan trees of which the records go back to the first civilization on this continent.

The pecan tree is so symmetrical and beautiful that it is called “The Queen Shade Tree of Many a Southern Home.” Its fruitage is so prolific that it is said to be “one of the most astonishing food engines in all nature, yielding literally barrels of nuts.”

“Your Pecan Is Superior To Our Walnut,” Says Burbank

In the American Nut Journal, May, 1915, we read: “LUTHER BURBANK is credited with the following statement regarding the pecan tree: If I were young again I would go South and devote my life to propagating new species of the pecan. Walnut culture is the leading horticultural product in California, makes more money for us and makes it easier than anything else, and your pecan is superior to our walnut. *The longevity of the pecan orchard and its immense earning power make it one of the most profitable and permanent of agricultural investments.*”

The Hardest of All Nut Trees

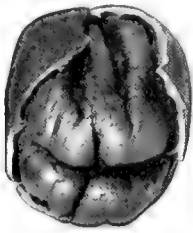
*Pecan trees
fear no
drought*

The reason for this long life is that the pecan is the hardest of all nut trees—free from all ordinary tree pests and diseases because it is of the hickory group, and the longest lived member of that group. The lack of surface moisture—the great enemy of most trees—is not a disadvantage to the pecan, for it has a remarkably long tap root which goes down so deeply into the ground that it draws moisture from the sub-soil. Since the blooming period is late in Spring, the buds are not injured by frost.

The wild pecan has been a popular nut, rivaling, because of its superior flavor, such other nuts as the walnut, chestnut, shell-bark, hickory-nut, etc. This popularity was secured despite its many drawbacks—for the shell of the wild pecan is hard and the partition walls between the kernels thick and bitter. There was too little meat and too much difficulty getting it—but the experts saw in the great demand for pecans, despite these disadvantages, **the promise of rich reward for improving the pecan.**

*Seedling
superior to
wild grown
Pecan*

The seedling pecan is the next step toward pecan perfection. Larger than the wild pecan, and thinner shelled, it equals or surpasses it in flavor, depending upon the variety of seedling under consideration. Selling at an average price of 35 to 45 cents per pound, which is double the cost of the wild pecan, it has so much more meat and it is so much more accessible, that it is always a better paying purchase for the housewife. So justly popular has the seedling pecan become that the wise dealer and the discriminating housewife will have nothing to do with the inferior, thick-shelled pecan, which is brightly tinted and polished to disguise the inferiority.



The Pecan Makes More Progress Than Other Nuts Made In Centuries

“With practically no improvement as a result of culture and breeding, but taken directly from nature, many of the wild pecans afford an exceedingly desirable product. Unconscious, and, therefore, unsystematic selection and planting of pecan seed about dooryards during a period of less than 200 years has developed varieties of such desirable quality that the pecans most successfully compete with other species, like the almond and the walnut which have been under cultivation for many centuries.”—Congressional Record for January, 1917.

The Paper Shell Pecan

Had the work of the experts not gone any further than establishing the improved Pecan Seedlings, it would have justified all their efforts—for the pecan seedling bore justifiable comparison with any other nut on the market in food value and accessibility; until the **Paper Shell Pecan was developed from budded trees.**

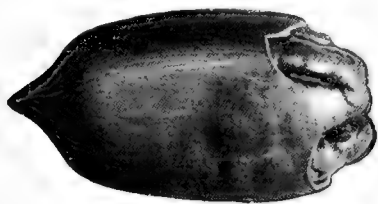
The Paper Shell Pecan has an air-tight shell so thin that it is easily broken in one hand by a gentle pressure. The kernel is large, easily removed and of flavor so much finer that any observing person can distinguish it from any other pecan by taste alone.

Instead of a bitter partition wall which imbeds itself in the nut when it is cracked, as in the wild pecan, the paper shell pecan has a thin, tissue-like membrane which is easily removed.

With the paper shell pecan a larger portion of the total weight of the nut is meat than with any other nut, with the possible exception of the finest almond. And this meat of the paper shell pecan contains seventy per cent. fat, while that of the almond contains but fifty-four per cent.

The paper shell pecan is the *Queen of all nuts.*

It has no equal from the standpoint of size, appearance, accessibility of meat, size of kernel, and fine flavor. The only disadvantage is the limited supply—for there is but a small territory in which soil conditions and climate are right. The walnut is raised in England, France, Italy and in large quantities in the three Pacific coast states, and in smaller quantities elsewhere. The paper shell pecan seems to flourish best within a forty-mile radius in Georgia, embracing Calloun and Dougherty Counties. Of the half million budded pecan trees in the world, two hundred and forty thousand, or practically half, are in this forty-mile radius. Were complete records of yield accessible, it would be seen that this half of the budded trees has produced far more than their portion of the crop.



The paper-shell Pecan—the Queen of all nuts

Quality unequalled but supply is limited

The State Entomologist of Georgia, Mr. E. L. Worsham, writes: "The Pecan Industry has developed beyond the point where it matters not what you or I believe. It is a success. Results are being produced of wide interest and of permanent character, and the industry in the Albany district in the hands of competent men has wonderful potentialities. The hundreds of thousands of dollars invested by shrewd business men in Commercial Pecan properties, after personal investigation, argues that the development being recorded in the Albany district is meritorious."

Hess Paper Shell Pecans

It is never difficult to convince any one who has tasted the Hess Paper Shell Pecan, and compared it with the other pecans, why these pecans should be selling for eighty cents to \$1.25 per pound and up, when the wild pecans are selling at twenty to thirty-five cents per pound. The only difficulty is that not one person in a thousand has ever tasted the improved Paper Shell Pecan, because the supply is so small compared to the demand.

As Luther Burbank, admittedly the foremost horticulturist in America, has well expressed it, **"We have now one Pecan where we ought to have a million to create a market. The demand for them is constantly increasing, and the price is advancing each year, for the demand is many times greater than the supply."**

The finest varieties of paper shell pecans

The Hess Paper Shell Pecans are selected varieties of the Paper Shell Pecan, grown and developed in the Pecan Belt of Georgia by expert horticulturists. These experts, who have made Pecan Culture their life work, succeeded after expensive experimentation in developing the Hess Selected Varieties from the finest varieties which were accepted as standards of high quality by the National Nut Growers' Association, such as the Schley and Stuart.

These varieties are naturally hardy, rapid growers, which will live for centuries because of their resistance to fungi, destructive insects, cold and drought. The Hess Selected Varieties combine with these advantages a purity of strain which assures uniformly superior pecans.

Note the color plate on cover, photographed from average nuts of the improved Hess Selected Varieties of Paper Shell Pecans. The large size of the nuts, the thinness of the shell, the almost entire elimination of the center partition, the finer flavor and the greater food value put these nuts in a class by themselves for quality. Do not take our word for their superior quality. Note what others say about Hess Paper Shell Pecans on the pages following:

"Cover A County With Trees" To Supply Demand

"Your shipment of Hess Pecans reached my house yesterday, so we had some of them with our coffee at dinner, and I take pleasure in confirming all you claim regarding the size and quality of these nuts. They are certainly superb, and a revelation of what specializing may accomplish in that line.

Now what you want to do is to cover with such nut trees a whole county in the most favorable part of the South for the purpose, so as to give the people an ample supply and I will guarantee they won't go far for any other nuts."

L. F. S., Ridgewood, N. J.

"The Finest Nuts I Ever Saw"

Dr. J. H. Kellogg

Dr. J. H. Kellogg, head of the famous Battle Creek Sanitarium, is a world famous expert on nuts. His writings, based on a half century of research, have shown that pecan meat is suitable for "every month in the year, for all climates, all work and all ages of mankind (except infants)," as Good Health stated. He has directed attention to the fact that pecans give all the food elements that animal flesh gives, in better proportion and with assured freedom from impurity and disease. He has made clear the vital importance of vitamins, found only to a very slight degree in animal flesh, but profusely found in nuts.

His unquestioned leadership in this field gives added importance to this letter:

MR. ELAM G. HESS, Pres.,
Keystone Pecan Co.,
Manheim, Pa.

Battle Creek Sanitarium,
Battle Creek, Michigan,
January 18, 1918.

Hess Pecans are the finest nuts I ever saw. What a blessing to the world it will be when these fine products of the vegetable kingdom come to be better appreciated by the public.

J. H. KELLOGG.

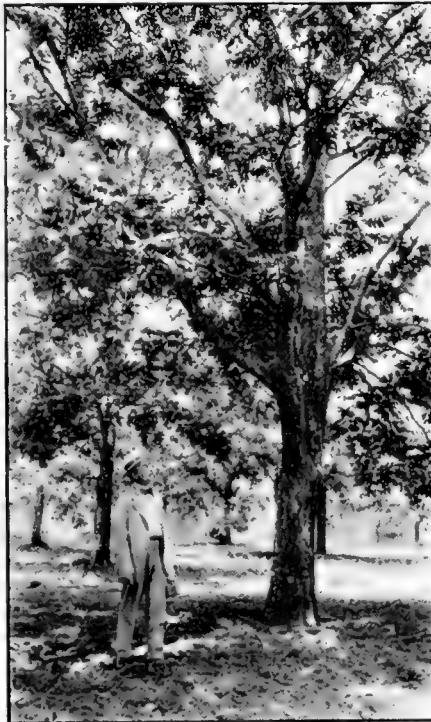
From Another Food Authority

New York City,
Dec. 27, 1916.

It is not strange that Hess Pecans are so much appreciated; they are so good to eat. I ate a dozen at my supper and feel that could everyone eat them every one would be benefited.

DR. ELMER LEE
(Editor Health Culture).

It is such nut trees as this that Dr. Kellogg, head of the famous Battle Creek Sanitarium, calls "the most efficient means of converting sunshine into foodstuffs."



Thos. F. Miller, of Allentown, Pa., under one of the trees in our large pecan orchard.

More Evidence of Hess Pecan Superiority

Covington, Ky., Jan. 16, 1919.

*Over 200
lbs. in a
single order*

The barrel of pecans that you sent me got here in good condition, weight just as you say—202 lbs.—all right. They are certainly fine nuts and fine to eat. Nuts and apples make a fine meal, take that from me. Friends of mine think they are the best nuts (pecans) they ever came across. My advice to the public—more nuts, less meats and there would be less sickness. I have lived on nuts, fruit and vegetables for the last four years and never sick. F. J. L.

Sawyerville, Quebec, Mar. 18, 1919.

Will you please take my order for twenty pounds of pecans from the next crop, and hope they in their time will arrive safely? The nuts are just splendid, and we never tasted anything like them before for flavor. R. G. B.

Seattle, Wash., Dec. 23, 1918.

*A wonderful
nut, must
have more*

I received your Christmas box of Paper Shell Pecans, and they are certainly a wonderful nut. I must have more of them. Will you kindly send me a half bushel? B. C. B.

New Orleans, Dec. 30, 1918.

I have received the box of pecans ordered from you recently. I like them so well that I enclose another dollar and request you to send a box to Mrs. G. D., New Orleans. C. F. L.

Newburgh, N. Y.

Enclosed find my check for which please send me a 1 lb. box of those delicious paper shell pecans. Have tried them before and know they are highly nutritious and appetizing. A. M. K., D. C.

Asheville, N. C., Feb. 16, 1919.

Received gift box yesterday—many thanks. The nuts are lovely, the finest I have ever seen. I will order more later when I return home to Washington. E. L. T.

Detroit, Mich., Dec. 10, 1918.

I received the three cartons of pecans that you shipped to me recently, and I am very much pleased with their quality. They are much better than anything I have ever seen in pecans before. T. H. L.



A Few Typical Cases of Re-orders

Detroit, Mich., Jan. 30, 1919.

I enclose check for 10 lbs. of pecans. Could you still take my order for another 10 lbs.? I wish you to place me on your orders for 75 lbs. of the pecans from next fall's crop.

W. H.

**Bought
20 lbs.—
orders
75 lbs. for
next season**

Kingston, N. Y., Sept. 10, 1918.

Last year I bought a pound package of your Paper Shell Pecans, and would like a larger order this year. Will you book my order for five pounds?

J. E. K.

Reading, Pa., January 6, 1919.

The 70 lbs. Hess Pecans received just before Christmas were eminently satisfactory and disappeared like hot cakes. I am enclosing check to cover the following order: 10 lbs. Ex. Fancy, 20 lbs. Fancy, 20 lbs. "A," 10 lbs. "B."

W. O. L.

**Had 70 lbs.—
orders 60
lbs. more**

Miss F. B., Atlantic City, N. J., writes Fall of 1918: "Had a 10 lb. box of your pecans last November. *Very* nice. Would like another 10 lbs." Shortly after receiving them orders another 5 lbs.; Dec. 10th sends \$5.00 for another 5 lbs. Dec. 18th writes: "They are delicious—will call again next year."

**10 lbs. one
year leads to
20 lbs. next**

Order received Dec. 11, 1917, from Dr. M. B., Wabash, Ind., for \$1 box of Hess Paper Shell Pecans.

Jan. 8, 1918, "Enclosed find check for \$5 for which ship pecans like the 12 oz. box recently sent me. They are the finest I ever ate."

Jan. 24, 1918, sent check for \$10 for more nuts.

Feb. 9, 1918, bought orchard units to assure supply and to have a home in the South.



The Highest Priced Pecans—Yet Demand Exceeds Supply

A few more commendations from many received

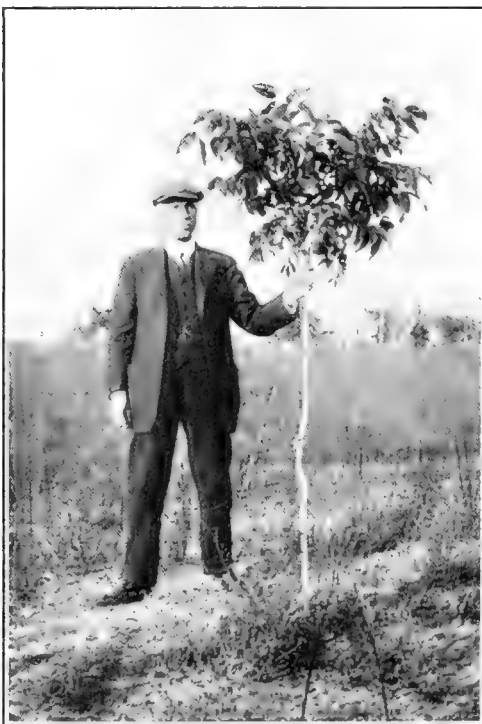
A high official of the city of New York wrote: "Such pecans never were seen before in our neighborhood. They are all you advertised them to be. I sent a box on to my daughter in Boston."

From a Philadelphian who "knows nuts," we heard: "The Hess Pecans, which terminated our Xmas Dinner, were highly appreciated. Being a lover of Pecans, I must say that Hess Pecans are far superior to any other Pecan I ever tasted; especially the Paper Shell kind found great favor among my guests."

Re-orders and the cash—prove superiority

From another, whose husband is at the head of a publication which enjoys national prestige as an exponent of the finest nuts and other foods by mail order, we received the following letter, along with the second order: "Enclosed find check for \$2.00 for which send me a 22 oz. package of your Hess Pecans. Kindly ship these at once as we wish them for Thanksgiving."

Why take more time with detailed copies of letters from customers ordering and re-ordering Hess Paper Shell Pecans. Is not the fact that re-orders were received in itself the best evidence of superior quality when it is considered that the selling price of most of these shipments was \$1.00 for 12 ounces, or about the rate of \$1.33 per pound?



The man whose wife wrote the last letter questioned whether any one would pay this price—for an addition of fifty per cent. of the price of the average paper shell pecan was too much, in his opinion. He questioned the price **before** he sampled the nuts and noticed how much they were preferred in his own home and among his friends. **After** that the price was forgotten and the recollection of superior quality led him to re-order, just as it did many others.

L. B. Coddington, a unit holder and First Vice President of the Company, standing by a pecan tree of 1915 planting. Photo taken October, 1917.

Tons of Hess Pecans Have Been Sold by Us

Shipments have been made to every State in the Union, throughout Canada, to various countries of South America, the Bermudas and Porto Rico, to England, South Africa and India, to Australia, New Zealand, etc.

*Sold all
over the
world*

Though our fine Gift Boxes have enjoyed a remarkable sale during the Holiday Season, our business is by no means limited to that period. Orders for large quantities are received throughout the year from individuals for use in their homes—and in many cases we have been compelled to refund money because our increasing supply was exhausted earlier each year.

Some purchasers of Hess Pecans have re-ordered twelve times in a single winter—while many others who first bought the dollar box have ordered in large quantities up to 200 pounds rather than be compelled to re-order so frequently.

For the past couple years we have had to confine our sales almost entirely to mail orders, because the supply has failed to increase quickly enough to meet the demand. But in 1914 we made a test in one American city of only 51,000 population (based on the 1910 census) through one wholesale grocery firm. Paper shell pecans had not been previously known in this section, their salesmen said that it was absurd to attempt to market a 12 oz. box of Hess Pecans at the retail price of \$1.00. Yet even in the poorer sections grocers re-ordered and re-ordered till our available supply was exhausted—the demand created by the nuts themselves astonished all concerned.

The city in which this test was made was not our home town. It does not stand above the average in per capita wealth—nor is there any evidence to show that the people of this city are more likely to be interested in pecans than any average American. To make such a test in a large city like New York was impossible—for the entire yield of our entire plantation, planted twenty trees to the acre, could not supply a week's demand there, if New York bought pecans in the same proportion as the city cited above. (See note below.)

*New York
City can
consume
the World's
supply*

We must take immediate action to increase the quantity of pecans offered for sale. Even with the wonderful increase in yield each year from established orchards, we cannot fill half as large a percentage of the demand as we did two years ago.

The Country Gentleman, of September 19, 1914, says: "Tyler is a Texas town with about 12,000 people who eat a carload of pecans every year. If New York ate Pecans at the same rate, it would consume our whole crop." (This refers to all the world's crops combined.)

Why This Phenomenal Demand For Finer Pecans?

A country-wide movement toward nut-meat as the "true meat"

How can this remarkable demand for the finest grade pecans—despite the higher price—be accounted for?

There are many reasons.

This demand for perfect pecans parallels an increased demand for nuts of all sorts—pecans in particular.

As any well informed person knows, there is a strong movement the world over toward nut meat as the true meat.

Some have joined in this for religious reasons, some for ethical reasons, others purely from dietetic or hygienic considerations—and many others because of increasing knowledge of food values.

The Seventh Day Adventists will refer you to the twenty-ninth verse of the first chapter of Genesis, which reads:

"And God said, Behold, I have given you every herb bearing seed, which is upon the face of all the earth, and every tree in the which is the fruit of a tree yielding seed; to you it shall be for meat." They reason that according to this passage "true meat" grows on trees, and in this belief they are joined by many others for ethical, dietetic and hygienic reasons.

By religious, ethical and hygienic organizations

The Millennium Guild, which has a small but active membership of thinking people in Boston, is typical of these ethical movements which have assumed great importance in parts of Europe. While they base their preference for nut meat on ethical rather than religious grounds, the members of these organizations simply abhor the idea of eating the carcass of any animals.

Everywhere in America there are large numbers of people, organized and unorganized, who will not eat the flesh of any animal for dietetic or hygienic reasons.

In sanitariums of all sorts there is a tendency to minimize the use of animal meat or do away with it entirely. In one system of forty sanitariums, there are practically no drugs used because the patients are put on a perfected diet system in which nuts are substituted for animal flesh. At Battle Creek Sanitarium alone, under Dr. Kellogg, over 100,000 patients have adopted the meatless diet. Nut meat is largely used there to replace animal flesh.

England Likes Hess Pecans

In Gardening, Illustrated, a prominent weekly published in London, England, we read: "The shells of the Hess Paper Shell Pecans are thin and easily broken and the body of the nut in this variety is larger, fuller and better flavored than is usual with pecans. The pecan may rightly be regarded as a food of very highest value. It contains 70 per cent. of fat. Its texture is delicate, and it can be digested easily. * * * The demand for the paper shell pecan is constantly increasing and is well in front of the supply."

Nuts Meet The Demand For Uncooked Foods

Many physicians who specialize in diseases of the intestinal tract are advising the use of uncooked foods. Dr. Kellogg, in his book, *Colon Hygiene*, sums up one strong argument in simple, non-technical language when he says on page 223: "Raw food resists the destructive changes which are produced by bacteria, while cooked food makes no such resistance."

Nut meat is practically the only source of both protein and fat, in large proportions, which it is safe to eat uncooked. This statement is readily proved on high authority. In the Congressional Record for January 6, 1917, we read: "Nuts occupy a unique position in the list of important food products, in that, with the possible exception of a few other fruits, **in the raw condition they alone afford a fairly complete and balanced food for human beings.**"

The most perfect uncooked food

It is because of such increasing public recognition of the great and varied advantages of nut meat over animal flesh that you find nut importations in 1917 nearly ten times as great in value as those in 1900; while the consumption of animal flesh has failed to keep pace with the increase in population.

Possibly you will find this increase in the consumption of nut meats even more surprising when you consider that there was practically twenty per cent. less butter sold from America's farms in 1909 than in 1899, according to U. S. Census figures. In other words, the consumption of butter, which is the principal table article competing with nuts in fatty content, was falling off to four-fifths during practically the same period while the consumption of nut meat was increasing so rapidly.

Less butter-fat demanded—more nut-fat

Perfected pecan nuts contain more protein than beefsteak, and almost as much fat as butter. Isn't it only natural that people should want their nourishment and fat in this concentrated form—hermetically sealed and kept pure by nature? Is there any such assurance of purity and cleanliness on butter—or on beefsteak?

Place a Hess Pecan on a hat-pin, light the nut-meat and notice that it burns like a candle because it is seventy per cent. fat.

"At this age (eight to ten years) the best parts of the orchards under the most favorable conditions and in favorable years will not infrequently produce from twelve to fifteen pounds per tree. The average number of trees per acre of the orchards already planted is twenty. Twenty trees per acre, each averaging twelve pounds, yield two hundred and forty pounds per acre." Speech of Congressman Frank Park, Jan. 6, 1917, as reported in the Congressional Record.

Pecans For Sundaes And Candies, Etc.

The young women of America, who have changed so largely from soda water and ice cream to nut sundaes, may not realize that they are getting increased nourishment—but that is the case. That this is no small element in the consumption of pecans is evidenced by the fact that one druggist alone uses 1,500 pounds of crushed pecan meat per year for nut sundaes—while hundreds might probably use as many if the true figures were known.

Nut candies are in such great demand that the best confectioners are astonished. Unfortunately for them, certain nuts become unfit for use in summer and the confectioner must fall back on the homely peanut, which falls short in food value, or use the pecan—the finest of nuts, which nature has furnished in an air-tight shell, which assures satisfaction the year round. The confectioners of New Orleans—a hot weather city—long since learned their lesson and that city is almost as much noted for its pralines—a pecan nut confection — as for its wonderful fete, the Mardi Gras.

Pralines were too good to be confined to New Orleans alone. Along the boardwalk in Atlantic City and other watering places; and at the finer confectionery shops of the larger cities, they are in good demand.

There is no other way to make acceptable pralines except by using pecan nuts—the finest pralines require that the nuts be whole, which, in turn, indicates another need for paper shell pecans.



Enos H. Hess, second vice president, and some stockholders of the Keystone Pecan Plantation.

"A Greater Future Than Any Nut Raised In This Country"

"It is not many years since these delicious nuts, the Paper Shell Pecans, were first introduced to the people of the North, and wherever they have gone they have met with instant and cordial favor. The Paper Shell Pecan has a greater future than any other nut raised in this country. It is a most delicious nut." Geo. K. Holmes, United States Bureau of Statistics, Washington, D. C.

Maximum Food Values—In Condensed Form

One remarkable fact about the improved paper shell pecan is that it is at the same time richer in protein and fat than other nuts; yet is more digestible. People who say, "I cannot eat nuts because I suffer from indigestion," are surprised to hear of Pecans being prescribed by physicians—until they try the paper shell pecan themselves and find that it agrees even with the invalid. Unlike other nuts which contain less fat—it can be eaten in quantity without salt, without any ill effect. This is probably due to the fact that the improved pecan contains an oil which seems to possess many of the lubricating and healing qualities which are found in olive oil.

The digestibility of Pecan fat is an established fact—pecans are used largely at such scientifically conducted sanitariums as those at Battle Creek as a substitute for meat and corrective diet in troublesome cases of intestinal derangement.

Consider the many fortunes made in olive oil—then remember that even if scientific research should show that pecan oil is not so beneficial as olive oil, the pecan has many manifest advantages in its more appetizing form, assurance of cleanliness and purity, etc., which make its future promising.

No authority has ever questioned the nutritive value of the pecan. Even the wild pecan, which is far inferior in nutritive qualities to the paper shell pecan, has met with the highest recommendations from eminent authorities. But the fact that this nutriment was locked up within a hard shell, separated by a partition so strong and bitter that it was seldom possible to get out a satisfactory kernel, kept the wild pecan from enjoying the wide popularity it desired. The introduction of the improved seedling and paper shell varieties not only led to an interest in these improved varieties, but caused such an increased demand for all pecans that prices rose on even the poorest wild pecans. **But the public found that the cheapest pecans are the dearest in the end—and the demand for pecans has increased most rapidly on those grades from which the largest kernels, containing the utmost in nutritive value, could be removed whole.**

*Greater
digestibility*

*Convenient,
condensed
nutriment*

From one of the largest nut-tree nurserymen in the world: "The demand for Pecans of all descriptions is increasing faster than the supply. * * * The large Pecans that we raise bring from 50 cents per pound up to \$1.25. We do not think that the price will ever drop a great deal, though a great income can be had even at 25 cents per pound or even lower if trees are ten or more years of age. If one had \$1,000 to invest they would be satisfied with 7%, which is \$70, yet five or six trees will bring in this income. There are no diseases or insects that are bad on the Pecan, nothing like as bad as with the Apple, Peach, etc., nothing that is anywhere near ruinous. Pecan trees are naturally a wild tree and therefore very hardy."

A Test Which Proves The Best Pecans Cheapest In The End

*More value
for every
dollar spent*

The willingness of the general public to pay the maximum price for Hess Paper Shell Pecans can be attributed only to the fact that this improved variety of Paper Shell Pecans gives more in return for every dollar invested. You can prove this to your own satisfaction by comparison with any other pecans at any price.

There are five representative classes of pecans which should be considered in any test; below is a report on a test made of equal weights of all five grades. We have stated opposite each the retail average selling price generally secured for that grade of pecan. Hess varieties bring higher prices because of their superiority.

First. Common wild pecans sell at about 25c. per pound.

Second. Common seedlings sell at about 30c. per pound.

Third. Hess Selected Seedlings, at an average price 40c.

Fourth. Common Paper Shell Pecans retail at an average of about 75c. per pound.

Fifth. Hess Paper Shell selling at \$1.00 per pound and up.

The results of a careful comparison of these five grades, using an equal weight of each, disclosed the following facts:

*A Test
which shows
why*

A—Before Cracking.—Though size of the nut whole counts for but little in judging pecans, as compared to the quantity and quality of the meat within the shell; those making the test were interested to note that average Hess Paper Shell Pecans were exceeded in size only by a few of the largest pecans in class four—other varieties of paper shell pecans later found to have large shells only partially filled with meat, or with many kernels shrivelled.

It was noted that the brightest looking nuts proved in the end to be the poorest quality—for the cheapest wild pecans are dipped in varnish to make them look attractive.

B—Opening Process.—The Hess Paper Shell was found to open more readily in the hand without nut crackers, than did the other classes of nuts when nut crackers were used. When the fragments of shell were compared it was easy to see why—superior thinness of shell distinguishes Hess Paper Shell Pecans.

The meat in the Hess Paper Shell Pecans filled the shells completely, while large air spaces were noted in many other varieties.

“Why Are They So Different?” Sun Ripened.

“You cannot say too much for the Hess Pecans. I am delighted with them. They are by far the most delicious nuts I have ever eaten. I am quite interested to know how you grow them and why they are so different from other Pecans. I have eaten Pecans from near Evansville and Mount Vernon, but the ones you sent are far superior in flavor and thinness of shell.”

G. H. H., Ravenna, Ohio.

C—Separating Meat From Shell.—When the various lots of nuts were carefully opened, in separate piles, a careful comparison was made of the meat and shells in each pile.

The number of whole kernels was counted—no other pecan had four-fifths as many whole kernels as were found among the Hess Paper Shell Pecans. The common wild pecan and the common seedling had such hard shells that the meat was practically all broken to small fragments in opening the shells. No detailed comparison was necessary between these crumbs of nut meat, mixed with shell and pith, and the whole kernels or half kernels of the Hess Paper Shell Pecans.

D—The Pith Test.—In the Hess Paper Shell and the fourth variety—which costs nearly as much per pound—there was practically no pith—the partition taking the form of a thin membrane which was easily removed instead of the thick, bitter wall of the two cheaper pecans.

E—The Final Test.—When the nut meat, which was in appetizing or edible form, was separated from the shells and partitions in each case, it was found that for table use **the Hess Paper Shell gave the greatest weight of nutmeat for every dollar invested in the nuts, carriage and opening costs included.** The common paper shell variety which cost nearly as much as the Hess Paper Shell was a poor second, followed closely by the Hess Improved Seedlings, while the two cheap grades were in the end the most costly investment—because they yielded so small a quantity of satisfactory nut meat for each dollar invested.

This is also confirmed by many other tests, which show that even including small particles of nut meat, which are far from appetizing in form, the wild pecan and the common seedling yield less than four pounds to each ten pounds of nuts; the Hess Seedling Pecan and the common paper shell about five pounds to each ten pounds, and the Hess Paper Shell Pecan about six and three-quarters pounds of meat to each ten pounds of nuts.

With such superiority proven for Hess Paper Shell Pecans, it is no longer a question whether the public will pay the higher price. The question becomes rather, "Can the public afford to pay less for any other nut, and get less value for every cent paid?"

*The most
meat per
dollar from
the highest
priced nuts*

"The Finest Flavored Pecans Ever Tasted"

"The box of Hess Pecans came all right and we find them all that your advertisement represents them to be. They are good size and nearly all meat—almost no shell. Very nutritious and of a flavor far exceeding the ordinary Pecan. Our friends, without exception, pronounce them the finest flavored Pecans they ever tasted." E. B. P., Melrose, Mass.

The best investment for the housewife—and for you

That the public measures Pecan values rightly is proven by the remarkable success of our sales on Hess Paper Shell Pecans in the past. Our only problem now is to meet the demand for the highest grade paper shell pecans which is by far the best investment for the purchaser.

It is simply marvelous how hungry the world is for these fine tasting Pecans, and it will be hungry for many years to come because the increase in supply does not keep pace with the rapidly increasing demands for high quality Pecans. The present problem, therefore, is to produce more fine Pecans by planting more Pecan trees.

The center circular cut shows ten pecan nuts in one cluster, of which seven can be seen in cut. Photographed in 1913 by Mr. B. L. Johnson, Allentown.

At the left, Mr. Geo. Holloway, a unit holder, standing at a tree on our plantation which bore pecans the fourth year. Photographed Aug. 17, 1916. Budded 1912.

At the right, Mrs. Thos. F. Miller and Mr. L. B. Coddington standing by one of the trees in Mrs. Miller's unit, planted 1914. Photographed October, 1917.



Pecan Tree — Nature's Most Powerful Food Producer

The Country Gentleman, in an article on Pecans, published the following: "The nut is nutritious, very nutritious, and we already have numerous instances of one good big tree making more human food than the best acre of blue grass in all Kentucky. Plainly, the tree-nut method beats the grass-meat method of feeding man. Tree crops are to be the agriculture of the future."

The Big Problem — Establishing More Orchard Units

Like all tree crops of value, pecans do not bear the first couple of years after planting. It is during this period before bearing begins that care and attention are necessary—once well established, the Pecan is hardy as an oak.

More orchards a vital necessity

We have in our nurseries many budded trees of the proven valuable Hess varieties on two or three years' root, waiting to be set out in orchard units—average size being three to five feet high.

We hold 4,955 acres of fertile land in Calhoun County, Georgia—which has been examined by experts of highest standing and approved by such men as the government expert as of the rare character of soil necessary to produce finest paper shell pecans.

Corroborating these opinions is the fact that we have right on this property many pecan trees, bearing nuts in large quantities, despite the fact that they were planted thirty trees to the acre some twenty years ago. Now only twenty Hess Paper Shell Pecan Trees are being planted to the acre, because of their vigorous growth. These trees will undoubtedly increase in size and in annual yield every year till they are forty years old—and bear their maximum crop for a century or more.

The Keystone Pecan Company was organized and incorporated for the purpose of planting its property with Paper Shell Pecans on a co-operative and profit-sharing basis. That is, of the 4,955 acres, 3,000 acres will be sold to investors, the investor buying as few or as many acres as he desires. The company plants the property to Paper Shell Pecans of standard varieties, twenty trees to each acre unit. It cultivates and cares for the trees and the land for a period of five years, and the total charge for land, clearing, furnishing trees, planting, cultivating, care, etc., is \$400.00 per acre, payable in easy payments. After the five year period the company shares with the unit holder in the profits from the nuts as explained on page 39. Our unit plan is considered by conservative investors as the safest, most equitable and most profitable plan to plant our large Pecan plantation in the shortest possible time.

Co-operative and profit-sharing system

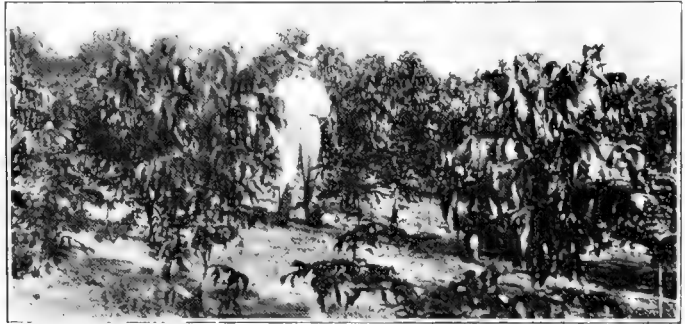
“The pecan industry is a husky infant with almost boundless possibilities. We are building an industry which for generations should yield its bountiful crop of delicious food and bring millions of dollars to our citizens.”

Congressional Record of United States, page 1478, Vol. 54.



A Corner of The Nursery

in which our young trees are grown. In the distance, our seedling orchard which is bearing profitable crops. (Above photo taken May, 1912.)



Two Years Later in The Same Nursery Corner

One of our orchard unit holders inspecting the nurseries in 1914. Note the size to which the two-year-old trees have grown.



Dr. and Mrs. Balliet, of Lehighton, Pa., inspecting some of their thirty units on our plantation, May 18, 1916.

We Sell You The Land And Farm It For You

Under this attractive plan the company agrees to sell to investors land up to 3,000 acres out of this plantation. **The interest of the company and its obligation to the investor does not cease with the sale of the land**, for the company binds itself to plant and is planting, every acre sold with the finest standard varieties—the Hess Paper Shell Pecans—twenty trees to the acre.

The company further obligates itself to do all the cultivating necessary—caring for the young trees and the land for a period of five years, **replacing at its own expense all trees that die, so that at the end of five years your orchard will have twenty healthy, thrifty trees.** All this is done without expense to the buyer. The profit from any nuts grown during this period will be paid to the Unit Orchard owner after deducting 12½ per cent. commission for gathering and marketing.

After the expiration of the five-year period, the company is to continue to operate the property on the most profitable basis, fertilizing and farming the land, cultivating and pruning the trees, as well as gathering and marketing the pecans, and will receive for this service 12½% of the profits; 87½% being paid to the Unit Orchard owners. Under the agreement and plans as outlined there should be enormous profits.

As the expense of developing will be distributed over a period of five years, the Company has arranged to sell the Orchard Units on small monthly payments, thus placing a golden opportunity within the reach of the investor of moderate means and giving him a chance to make his savings work for him as effectively as though he had a large amount of capital.

You become absolute owner of the acre of land in your orchard unit. The land is cleared from trees and stumps, the Pecan trees are planted, cultivated and cared for as a whole on a large scale. This is co-operation under a system that relieves you of every worry and which makes for economy and large profits.

All trees that die replaced without charge

Crops marketed for you

Sold on easy monthly payments

You own the land



At right, D. H. Kratz, of Allentown, Pa., owner of ten units, standing, June 10, 1918, in a cornfield on our plantation. "Nowhere else have I seen anything to equal it," wrote Mr. Kratz. The best kind of proof that soil and climate combine to grow wonderful crops on our plantation. See his letter on page 48.

The Practical Answer—The Unit Plan

Expert supervision, at lower cost than hired help, by our plan

There are many people who know of the great successes made in Pecan growing in this district, who would be glad to buy five, ten or twenty acres of our Pecan Plantation. The land in itself would undoubtedly be a good investment, because cases are on record showing increase of double and treble value on land which did not have a bearing orchard. But this would not be of any great advantage in solving the problem of supplying more of the finest pecans unless the purchaser had the knowledge, skill and time to bring his trees to the bearing point.

Even assuming that he could bring the trees to the bearing point, his ability to market his product advantageously could not possibly equal that of a co-operative group of orchardists, who have the most skilled supervision service and the advantages regarding marketing which come from collective effort.

Co-operative marketing assures higher profits

With several carloads to ship instead of a few barrels, the large orchardist is in a position to command the very lowest rate and to reach the market in just the right season.

Ask any member of the Citrus Fruit Exchange whether he has made more money since he joined those organizations than he did before, and he will tell you an interesting story which cannot fail to convince you of the advantage of collective marketing. Yet oranges and grape fruit, the products of the members of those exchanges, are perishable in such a short time that the benefits derived are small compared with those gained by co-operative marketing of the Hess Paper Shell Pecans.

There are other advantages of collective effort which exceed even the advantages in marketing. Among them is the advantage of skilled supervision at minimum cost. The professional or business man can live in the North, enjoying the income which **his** specialized efforts assure, yet be growing his pecan orchard in the South under the supervision of expert pecan horticulturists, whom he could not possibly afford to retain for a plantation of less than a thousand acres and with labor costs minimized as a result of such skillful management.

Live at home, raise Pecans in Georgia

He need not lose one hour from his regular business to supervise the gathering and marketing of his crop of pecans. While he makes money at his own business, his orchard unit also makes money for him without sacrificing his time. Yet he is assured every advantage of co-operative marketing; he knows that Hess Pecans are known from the Atlantic to the Pacific, and that the demand constantly exceeds the supply.

Our Plantation Is Divided Into One-Acre Units

Each acre is plotted off on the plan of our property and indicated with an Orchard Unit number.

In each of these units twenty trees are planted.

The purchaser of an Orchard Unit secures absolute ownership of his land, but the entire plantation is operated as a whole. This plan enables us to clear the land, plant, cultivate and care for the young trees at a fraction of the cost which would be necessary if the units were operated separately.

Judge the economies effected by our plan of co-operative management by the fact that **our charge** for clearing the acre unit, planting the twenty budded pecan trees, replacing any that fail to thrive not for one year only, but for five years, and cultivating and caring for your trees for five years **is only \$400, while the average selling price of a good acre unit, with pecan trees four or five years old, is \$600.**

**A \$600
orchard unit
for \$400**

Why can we develop and sell you a unit worth \$600 for \$400?

The cost of land, cost of clearing, cost of setting trees and developing a small orchard is of such magnitude as to be almost prohibitive to any person with a small income. Under the Orchard Unit Plan this cost is reduced owing to the scope of the undertaking. Machinery and stock that would cost an average of \$400 an acre for a ten-acre orchard costs only \$20 an acre for a 2,000 acre tract, the cost of an orchardist and the operating expense being in the same proportion. A small orchard managed on a small scale cannot produce pecans within fifty per cent. as cheaply as if that small orchard is a Unit under large plantation management.

**Possible
only under
our plan**

The company gains also by the natural increase in value of the nearly 2,000 acres of fertile pecan growing land which it is planting for itself—and which it holds as pecan orchards under the same conditions which apply on any unit in the three thousand being sold. All are on an equal basis—co-operative effort in growing and marketing is assured by our enormous interest in the investment made by us in our own units.

“One of the Safest Industries” — “The Profit is O. K.”

“The Pecan industry is in its infancy, but is being developed very rapidly in this immediate section. It is considered one of the safest industries in South Georgia, and the profit is O. K. once you get the trees in good bearing condition.”
L. J. Cooper, President First National Bank, Waycross, Georgia.



One of Our Units Ready to be Cleared

In this picture Mr. Geo. Walker is shown at the left; in the center is the Sales Manager of the Pecan Company, Thos. F. Miller; and to the right, M. G. Esbenshade, Secretary and Treasurer.



ABOVE. Dr. M. W. Brunner, of Lebanon, Pa., a unit owner, looking at a young pecan tree on his own unit of the Keystone Pecan Plantation.

AT RIGHT. Illustration showing Three Months' Growth — Thirty-Six Inches. This photograph made second week in June, 1918. Since the preceding spring the tree made the entire growth above the point at which Mr. Warschburger and Mr. Best are holding their hands.



MEN IN PICTURE. At left, Mr. N. H. Warschburger, of Canton, Ohio, owner of four units. At right, James J. Best, of Canton, Ohio, owner of twenty-one units.

\$10 Down Per Unit, \$5 Per Month

Each Orchard Unit will cost \$400 under the following conditions: \$10 down when application is made for the Orchard Unit, and \$5 per month per Unit until it is paid in full. No interest is charged on deferred payments. Should one prefer to pay cash for one's Orchard Unit, a discount of ten per cent. will be allowed on the amount of cash paid, and the deed will be delivered at once.

*A discount of
10% for full
cash payment*

Upon receipt of an application, together with the first payment, an Orchard contract will be prepared and executed and forwarded. Upon the completion of the payments, the deed will be delivered.

As the selling price to-day of a perfect four- or five-year-old orchard is \$600 per acre, based on actual sales, one can readily see that since our compensation is only 12½ per cent. of the profits, we must have unbounded faith in the Unit System and its application to orchards as well as being absolutely sure that Pecan Orchards in this locality will be highly profitable. We have the required faith and we know the profits are sure or we would not make this offer.

A photographic report on the property showing the progress of the trees on the plantation will be forwarded to each unit holder each year during the development period, later the Company will issue an annual crop report.

Remember that the four hundred dollars cover every expense of developing your unit to bearing age.

The contract of sale plainly states that the purchaser may after the first five years locate his home on his units and look after his own trees, managing his property entirely independent of the company. But we believe that our management and our methods of marketing will prove so economical, efficient and satisfactory that the unit owners will always want the company to manage their units and harvest and market their pecans for them.

If any unit owner, who is paying for his unit on the monthly payment plan, and who has made all his payments promptly on the dates called for by the contract, should die after eight monthly payments in addition to the initial payment, and all subsequent payments having become due up to the time of his death have been paid, but before his entire contract price of \$400 has been paid in full, the company will upon satisfactory proof of death furnish to his heirs a deed to his unit or units and all further payments on the same shall cease. This protects the family or estate of the unit holder who meets his monthly payments promptly against all possibility of loss due to his death.

*Units full paid
in case of
death*

Each Unit Increases In Value \$100 Per Year

Remember that according to the most authentic information your orchard unit increases in value each year at the rate of \$100 per annum; while you make your payments at the rate of only \$65 the first year and only \$60 each year thereafter.

From the minute the purchaser puts down the first \$10 the contract of sale protects him—his is the opportunity to gain from the increase under the value of these units and to reap the profits from the constantly increasing crops of pecans, as soon as the trees begin to bear.

Pecan Orchards Sell At \$1000 Per Acre

As closely as can be figured out a pecan orchard unit which is well established should sell at \$1,000 or thereabouts. This figure is based upon actual sales of or offers for pecan orchards, most of which were planted with seedlings or varieties which are not so profitable as the finest grade paper shell pecans.

From Waycross, Ga., we hear from A. C. Snedecker:

"I do not know of any bearing or near-bearing groves for sale here or elsewhere. A four-acre grove thirteen years old, and not especially desirable, was sold at auction a few weeks ago to settle an estate, for \$4,050.00."

The Atlanta Constitution (one of the foremost newspapers in America) on January 27, 1910, published an offer of \$80,000 for a pecan grove of eighty acres, which the owner, Mrs. Ramsey, declined, as she would not know how to so profitably and safely invest such a large amount elsewhere.

The Americus Times Recorder reports that Mrs. C. W. Gunnels, of Terrell, Ga., only a few miles from the Keystone Pecan Company's property, refused a cash offer of \$20,000 for her grove of eleven or twelve acres, or very nearly \$2,000 per acre. Most of these trees were seedlings, with but a few budded trees—yet Mrs. Gunnels says she has an assured income from her pecan trees and knows that the trees will produce even larger crops as they grow older.

An Attorney, of Albany, Ga., was authorized to pay \$5,000 for five acres of Mobile top-worked trees. This offer—\$1,000 an acre—was refused.

An Increase in Value of \$100 Per Year Per Acre

Mr. E. B. Adams, Secretary of the Albany, Ga., Chamber of Commerce, writes: "Each season the Pecan groves enhance in value, it being agreed by eminent Pecan authorities that properly cared for Pecan groves increase \$100 an acre in value each year."

This is an investment where *your principal increases and your income gets larger as the years roll by.*

There is good reason why \$1,000 an acre is considered so low a selling price by the average owner of a bearing orchard that it is only in rare instances that sales are consummated.

A thousand dollars at interest yields at most \$60 or \$70 per year, while, on conservative figures, an orchard unit, which costs you only \$400 under our co-operative plan, should yield the seventh year, \$64; the eighth year, \$88; the ninth year, \$168; the tenth year, \$346.60; the fifteenth year, \$1,000; and the twentieth year, \$1,800.

The table below shows a conservative estimate of the probable yield of an acre orchard unit. These figures are not guaranteed, but are, to the best of our knowledge and belief, accurate and authentic.

Average Yield of Orchard Units

	Per tree, based on average records of varieties developed	Average yield per tree, nuts at 40c. a pound	Average income per tree	Income per unit
4th year	a few nuts			
5th year	2 to 3 lbs.	2½ lbs.	1.00	20.00
6th year	4 to 5 lbs.	4½ lbs.	1.80	36.00
7th year	7 to 9 lbs.	8 lbs.	3.20	64.00
8th year	10 to 12 lbs.	11 lbs.	4.40	88.00
9th year	18 to 25 lbs.	21 lbs.	8.40	168.00
10th year	37 to 50 lbs.	43½ lbs.	17.33	346.60
15th year	100 to 150 lbs.	125 lbs.	50.00	1000.00
20th year	150 to 300 lbs.	225 lbs.	90.00	1800.00

\$722.60
income at the
end of ten
years

Possibly the figures in the table astound you. You think there is some mistake in them—because it is almost unbelievable that in less than ten years the aggregate sales from the unit should bring an income almost as great as your original investment, so that in effect you own your unit and get the subsequent returns without any of your money being invested.

At the end of ten years your \$400 investment has yielded you, on the basis of the above conservative table, \$722.60. This means an average of over \$72 per year for every year since your first payment of \$10 was made—or over \$144 per annum for every one of the five bearing years. **This last figure is equivalent to the interest on \$2,400 at 6 per cent.**

These figures are astounding. Yet good authorities prove our table most moderate in its figures of yield. Note these records:

K. Powell reports 465 pounds of Pecans from one tree in its twenty-second year. O. Lindsay reports 638 pounds of Pecans from one tree in its twenty-first year. J. B. McLean reports 900 pounds of Pecans from one tree, age approximately 40 years. J. B. Wight secured 7797 pounds of Pecans by 1912 from a tree planted in 1892. The Country Gentleman reports the sales of one season's crop from this tree as yielding \$150.

H. A. Halbert, Coleman, Texas, says: "I consider the Paper Shell Pecan industry the safest, most profitable and lasting of all the industries that spring out of mother earth. I never had a Paper Shell Pecan tree yield me more than \$253.25 in one year, and never less than \$10 per tree after the native trees have been budded five years to Paper Shell Pecans."

Good author-
ities prove
our estimate
moderate

Results Should Far Exceed Our Figures

Further evidence that our figures of yield are most moderate is given by the following reports from the Albany Herald, the largest newspaper of the pecan growing district:

Yields reported twice to eight times as great as our table

One orchard in the district shows a sale of over 1,000 pounds of pecans at 50c. to \$1.00 a pound, from 7 acres of trees 7 years after planting.

H. W. Jackson reports a yield of 50 lbs. per tree when 7 years old, of 35 to 100 lbs. when 8 years old.

J. R. Pinson reports a yield of 685 pounds from 246 trees in the fifth year.

R. P. Jackson states that his 249 pecan trees yielded 1056 pounds the fifth year—an average of $4\frac{1}{4}$ pounds per tree, while our table shows $2\frac{1}{2}$.

Theo. Bechtel reports a yield of 30 lbs. of pecans the 7th year, and of 100 pounds in the tenth year, which latter crop sold for \$60. His yield for the tenth year is more than double the figures in our table.

W. T. Jackson reports that one tree gave 11 pounds the 4th year, and 41 lbs. the fifth year; while his average per tree for his trees is 6 pounds the 4th year, 13 pounds per tree the 5th year; 28 pounds the 6th, and 53 pounds the 7th.

Surely such statements, showing yields twice to eight times as great as our tables, prove our tables of yields extremely conservative.

Our table based on 40c. per pound market average 50c.

This is also true of the selling price. We have indicated a selling price of 40c. a pound, while past experience indicates that 50c. has been the average for various mixed grades and less desirable varieties not commanding so large a retail price as the Hess varieties.

We are intentionally conservative. We want the investor in one, five or more of our orchard units to be agreeably surprised that the yield is greater and the price per pound higher than our table shows. Our interests and those of our investors are identical—selling a unit at our low sale price benefits us little unless the return which is secured from the gathering and sale of nuts is satisfactory.

Why Do We Sell Orchard Units ?

We can answer that in a few words.

To raise money for development purposes.

To make it possible for us to meet the demand which already exists for the finest paper shell pecans. We want to plant our plantation of nearly 5,000 acres to paper shell pecans as quickly as possible in order that we may share in the profits from selling car loads of pecans instead of tons. Every recent year we had to return the money received with orders for pecans because our supply was exhausted early. Some of our customers have already asked us to reserve paper shell pecans out of the coming crop to be delivered next holiday season. We have no doubt that even when our entire acreage is in bearing that we will be as short of supplying the rapidly increasing demand as we are now.



Photo taken January 25th, 1918. Showing planting crew.

This wagon contains about five hundred dollars worth of dormant pecan trees. At that season transplanting is in full swing; thousands of holes are dug, ready for these budded and grafted trees of the finest varieties of pecans. See letter of Herbert Marsh on page fifty.

Our Investors Are Found All Over The World

Far-sighted people, who, after thorough investigation, have invested in Pecan Orchard Units under our co-operative plan, are found not only in every section of the United States, but in Canada and in many foreign countries.

You will find them from Sandford, Maine, on the East to Oakland and Lompoc, California, on the West; from Miami, Florida, and El Paso, Texas, on the South, to Montreal and Calgary, Canada, on the North. In New York, Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Toledo, Detroit, Chicago, St. Louis, New Orleans and other large cities you will find those who are providing for the future by putting their money in Keystone Pecan Orchard Units.

The strongest believers in our co-operative orchard proposition are keen business people, with ability to get at the facts, who have visited the plantation themselves, and have seen for themselves our bearing pecan orchards, our nursery, our planted units, their intensive care and cultivation. On their return many have bought additional units—or recommended the investment to their friends. The progress made is so evident that it becomes our best argument.

Prospective investors and owners of orchard units are welcome any time at the plantation in order that they may see for themselves just what progress has been made and is being made. It is necessary that we shall have undisputed control of the orchard during the first five years—the only period when close cultivation is required—in order that we may make good on our guarantee and turn over to you a successful orchard at the end of that period. But we shall be glad to have you establish a bungalow or cottage on the ground at any time afterward.

A few typical letters from unit owners who have visited the plantation are found on following pages.

Investigations on the grounds prove our statements conservative

We are glad to have you visit the plantation



One Year's Growth

ABOVE AT LEFT. A tree planted January, 1913, photographed June 21, 1917.



ABOVE AT RIGHT. Same tree, photographed June 10, 1918. Both cuts are same scale — for comparison.

Man at left, D. H. Kratz, of Allentown, Pa.

"Surprised that so large a plantation can be kept under such excellent cultivation,"
writes the owner of ten units planted in 1916.

June 11, 1918.

Keystone Pecan Co., Manheim, Pa.

After comparing what I saw on your plantation yesterday with what I saw in other orchards to-day, I am entirely satisfied. I am surprised that so large a plantation as yours can be kept under such excellent cultivation. It is a remarkable sight to see the pecan trees on your plantation stretching for miles, as far as the eye can see, with the space between thoroughly cultivated.

On the 10th of June I stood in a corn field on your plantation on which the stalks were so high over my head that I had to reach up to hold the uppermost ears (see cut, page 39). Nowhere else have I seen anything to equal it. The corn noted on the preceding three days on my journey south averaged only a few inches high in Pennsylvania to several feet high in the Carolinas and North Georgia. I can explain this difference only by the wonderfully rich, mellow, sandy loam on the plantation which is easily turned by the plow, and draws the moisture down from the air and holds it.

I am sure conditions on your plantation are unquestionably right, as I have seen so many big bearing trees, and have looked at hundreds of branches and have seen them loaded with clusters of pecans—many of them five each, some eight to the cluster.

The whole problem of securing thrifty trees seems to depend on establishing a good root system, and in your soil, with your thorough care, you certainly seem to be solving it.

D. H. KRATZ,
1446 Linden Street, Allentown, Pa.



Man at right, James J. Best, of Canton, Ohio, at one of the trees planted in January, 1918, on his twenty-one acre units. Photograph taken week of June 14, 1918*

What an owner of twenty-one units, planted in 1918, says after inspecting our plantation

June 14, 1918.

Keystone Pecan Co.,
Manheim, Pa.

I have seen for myself the progress of my twenty-one units, planted in 1918, and am entirely satisfied. That there is good soil here is proved by the fine, high corn on my own acres and all around, also by the way my pecan trees are taking hold.

JAMES J. BEST,
403 Cherry Ave., S. E.,
Canton, Ohio.

What the owner of four units, planted in 1917, writes after two visits

Keystone Pecan Company,
Manheim, Pa.

Albany, Ga., June 23, 1917.

I have traveled throughout the finest sections of Europe and have seen America's finest orchards, but nowhere have I seen anything to compare to what I saw to-day. I am glad to have had the chance to compare the other pecan orchards first, for the comparison is decidedly in your favor.

The soil all over your plantation is a fine dark sandy loam. I could dig with my foot down almost to the depth of my knee, and all the way down I saw an even quality of soil. Not a stone anywhere as big as a walnut. I did not see a single unhealthy tree on the entire place, and I did see a larger number of big pecan trees than on the best orchards anywhere. Everywhere I looked, on the trees that were old enough to bear nuts, I saw branches loaded with young pecans. I see now that you have a great advantage in learning by the experience of the other growers, what to do and what not to do. Where they have been successful, you will surely be more successful with all these advantages and your finer soil.

N. H. WARSCHBURGER.

June 14, 1918.

MR. ELAM G. HESS,
President Keystone Pecan Co.

I am certainly pleased at the great improvements on the plantation during the past year, and the wonderful growth made by the pecan trees. In both of my visits I have noted especially the healthy condition of the trees and the thorough cultivation of the rows between.

I have seen the surveyor at work on the villa site, and am glad that my suggestion in this respect has been adopted.

N. H. WARSCHBURGER,
116 Earl Pl., S. E., Canton, Ohio.



Man at right, N. H. Warschburger, of Canton, Ohio, at one of the trees planted January, 1917, on his four acres. Photograph taken week of June 14, 1918.

Letter from Herbert Marsh, Calgary, Can., Feb. 9, 1918, after a visit to our plantation in midwinter



Mr. Marsh, owner of two units, in our big orchard, January 25, 1918. "When my pecan trees get this size they will shelter me against want while I live in the balmy south. So large is this old, bearing orchard of the Keystone Pecan Company that it took till lunch time to traverse it and take our photographs."

Because I have seen so many big, bearing pecan trees right on your plantation, have examined the soil here and in various units on all parts of the plantation.

Never before have I seen such soil. A man could scrape a hole deep as his knee by the use of his shoe alone, and all through find it a black, rich loam of the kind that holds moisture.

Yet the thousands of holes dug ready for the planting of small trees showed, in every case I examined, the same clay bottom and rich subsoil to which the deep descending pecan roots are so adaptable.

I was astounded to see how deeply the pecan roots, but that tap root which it sends down so far underground is good assurance against drought and storms alike.

After looking over the bearing orchards throughout this district; after noting your ideal location, your more even character of soil; your wonderful precision in planting which makes cultivation so easy, I am convinced that I am most fortunate to have become an investor in a Keystone Pecan Orchard.

My Dear Mr. Hess:

Now that I am back in Calgary I feel that the least I can do is to put briefly in writing, my impressions of your Georgia Plantation.

I must admit that before I went down to see that plantation, I was mentally from Missouri. Before I originally invested in a Keystone Pecan Orchard I investigated the matter from every angle I could think of. I doubt whether any man who invested with you investigated more thoroughly than I did.

But my friends kept reminding me that it is a long way from Calgary to Georgia. "Have you seen it for yourself?" they asked.

Now I can say "Yes, I saw it all, and it all looks so good that if I had ten times as much money as I have, I would carry fifteen or twenty times my present acreage."

Of course, it was a welcome surprise to find Albany such a fine hustling town; with a climate all through this locality so mild that within four days after I left Calgary, where the temperature was 25 degrees below zero, I was going around without a coat or hat much of the time on the plantation. Oh, for a home in the Sunny South, on the shores of the beautiful Lake Marcella!

But to have such a home requires money. And after what I saw I know that my growing pecan trees will earn me the money. I KNOW this now.

Very truly yours,

HERBERT MARSH.

An Ideal Southern Home

Practically every thoughtful man looks forward to the time when he may have a home where the winter rigors of the Northern climate shall not sap his vitality. No one need apologize for this longing—or consider it a sign of lack of vigor or backbone.

For the tendency toward establishing homes in the South is not based alone on this desire for an agreeable, equable climate. It is founded on sound economic principles.

In the North, the winter consumes the food which the summer produces. In the fertile sections of Southern Georgia a succession of crops properly planned, makes the whole year productive. You

can accomplish more in one year than in several years in the North. Vegetation is so rapid that in two years a home is surrounded by a growth of trees, flowers, shrubbery and growing crops which it would require five years to develop in a cooler, Northern clime.

While the people of many Northern cities are chilled to the marrow in Winter, and swelter under the heat and humidity of Summer, the Government statistics show a surprisingly slight variation between Winter and Summer in Southern Georgia. Here there is no enervating humidity compared to that found in the Northern and Central Atlantic States.

Here is the ideal home—"where the sun shines bright, and the meadow's in bloom"—where good fishing and hunting abound—where the call of the "Bob White" is heard from September to March—where the outdoor life is the natural, healthful life the year round.



The plantation house of the Keystone Pecan Company. From left to right: Elam G. Hess, President of the Company; M. G. Esbenschade, Secretary and Treasurer; and Thos. F. Miller, Sales Manager.

*Where
winter does
not consume
what the
summer
produces*

*Fishing and
hunting
aplenty*

Not A Crop Missed For Fifteen To Twenty Years

U. S. Bulletin, page 319, in speaking of the Mantura Pecan, says:

"Up to 1907 it has not missed a crop for 15 to 20 years, the crop for the previous ten years having averaged 100 pounds, and for several years 150 to 275 pounds."

***Fine town
nearby***

Here with the fine southern town of Albany only a short distance away, with fine roads extending roundabout in all directions, you may live on a typical plantation.

While Nature, soil and sun combine to produce profitable crops on the Pecan trees which have been turned over to you a bearing orchard, you may fish, boat or swim on the beautiful Lake Marcella—a twenty-five acre lake right on our plantation. The water for this lake originates in Crystal Springs, the banks of the lake are devoid of swamps and are surrounded by beautiful groves of live oak, covered with the beautiful Spanish Moss—an air plant which, like other parasitic growths, cannot grow on the pecan tree.

We expect eventually to erect a club house or hotel on the banks of this lake where unit owners may be accommodated should they wish to spend their vacation here hunting and fishing, enjoying the delightful climate of Southern Georgia during the cold winter season of the North. See illustration on rear cover.

When you live amid such surroundings—you really live.

***A southern
home-site***

The country all about is so attractive that many a man in the North would be glad to pay \$400 for an acre on which to build a southern home. If he planted on that acre only enough pecan trees to yield an average income of \$24 per year, he would have six per cent. interest from his money. **One tree should yield more than \$30 per year, on an average, from the tenth to the twentieth year.** Why be satisfied with a single tree when there is room for twenty trees and a small bungalow on your acre?



NO WAITING FOR NIBBLES. Lake Marcella is well stocked with gamey fish. Within a few minutes after he made his cast, he made this catch.

Investigate The Company And Its Management

Because the most conservative statement of yield from our pecan units sounds too good to be true, we have found that it was necessary to urge prospective purchasers to investigate every phase of the company.

For this reason, the men who have invested most largely are always the men most capable of getting at the real facts—and acting on their own knowledge—lawyers, bank officials, doctors, dentists, ministers, school-teachers, business-managers, merchants, bookkeepers and others of the most intelligent classes are becoming owners of one, five, ten and fifty unit orchards because their investigation has shown:

First. That the Company is financially strong—a \$150,000 corporation, which received its charter in 1911 from the Superior Court of Georgia. Subsequent to the incorporation, the Company purchased what its officers believed to be the finest plantation in Calhoun County for the growth and development of Paper Shell Pecans. The plantation, with recent additions, consists of nearly 5,000 acres of land, which is being gradually developed and planted in Pecan Orchards. From the date of the purchase the Company has expended large sums of money annually upon the development of the property and each passing year sees a greater expenditure upon property development and permanent property improvement. Latest approved methods are sought and applied; and notwithstanding all this, the plantation is subject to a lien of only thirty thousand dollars. For the purpose of safeguarding the unit owners a special trustee was appointed whose duty it is to see that the company's receipts from orchard sales are appropriated to the development of the orchards sold, the planting of new orchards and the reduction of the lien until the same shall have been extinguished entirely. This result will be achieved before the Company shall have conveyed one-half of its orchards,—a unique record among modern business concerns. The Trustee plan was specially devised for the protection of Unit buyers, and we know of no Company that has devised a safer plan. It is the result of the most careful consideration given in the interest of the Unit buyer. When you are safe, we are safe also.

Second. That the orchards are under capable supervision. The active officers of the Company were close students of pecan growing for years previous to 1911.

"Pecan growing is subject to none of the perils of stock or cattle raising, such as hoof and mouth disease. The pecan is of the hickory family. It defies drought and frost. Yet Pecan meat is growing in popularity, while the production of animal flesh fails to keep pace with the population."

*Why your
investment
is secure*

Realizing the fact that the making of profits depends in part on the skill of the orchardist, the Company employed as Consulting Horticulturist an educated, practical horticulturist, having a large pecan grove of his own, where he earned a reputation as an orchardist that secured him highest recommendation of well known authorities. The fact that such a man accepted the position with the Keystone Pecan Company is a tribute to the possibilities of this plantation, for he is too ardent a lover of pecans and regards his reputation too highly to engage in an orchard proposition where there is the least element of chance.

For resident plantation manager they chose a pecan man of excellent reputation, who has demonstrated exceptional ability in handling the problem in all its phases.

Third. That the Company has the character of soil, the kind of budded trees, and the shipping facilities needed to fill the demand for better grade pecans which come from all over America and abroad. The immediate district in which our plantation is located is the natural home of the pecan. We have an excellent warehouse site on the Central of Georgia Railroad, at Bermuda Station.

Fourth. That this Company had recently proved by actual sales, made from advertising, that these finer grade pecans could be sold to the retail trade at prices fifty per cent. higher than most pecan growers secure for their finest product—because of superior quality of the nuts and superior methods of merchandising.

Fifth. The Company has demonstrated also that its management is capable and efficient. Every one is interested heartily in the success of the orchards. All are men of unquestioned honor and ability; as inquiry in their home cities will prove. They are, as the following pages show, men old enough and experienced enough to capably manage the business, yet young enough to retain their business capacity and vigor for many years to come.

See also proof of Financial Responsibility on page 58.

"The Supply Will Never Equal The Demand"

From the President of the Albany, Ga., Chamber of Commerce, J. A. Davis, we hear: "The strongest evidence of my belief in the future of this wonderful development is that I have just planted a grove of one hundred acres. I know of no agricultural or horticultural industry which, with proper attention, holds promise of returns half so large as the pecan in Southwest Georgia. Both our soil and our climate are peculiarly adapted for the production of the finest nuts in most abundant yield. These nuts are the size and quality which make them absolutely the finest nut on the market. They will always command a fancy price because the supply will never equal the demand."

Our Consulting Horticulturist is One of The Foremost Authorities on Pecans

No man is better known as a practical authority on pecans than Wm. P. Bullard, consulting horticulturist of the Keystone Pecan Co.

His length of experience in the field, his intimate practical knowledge of every step of pecan culture, his achievements not only in producing successful pecan orchards, but also in marketing the crop, have brought him national and international recognition. He has held with honor the position of Secretary of the National Nut Growers' Association.

The American Nut Journal, of Rochester, N. Y., in Oct., 1918, said that he is "a grower of many years' active practical experience, and is familiar with all the problems of production and selling from the growers' standpoint."

Out of his long practical experience Mr. Bullard has written much for the most authoritative publications on the subject of pecan growing, and has addressed important nut gatherings on the subject.

He is widely known as a careful, conservative man, inclined to emphasize the importance of thorough cultivation and fertilizing during the first five years, in order to establish orchards that will produce beyond the average. It is only because of the known desire of the Keystone Pecan Company to produce such orchards for its unit owners, and its favorable reputation that men of this calibre have associated themselves with it.

Reference: Georgia National Bank, Albany, Ga.

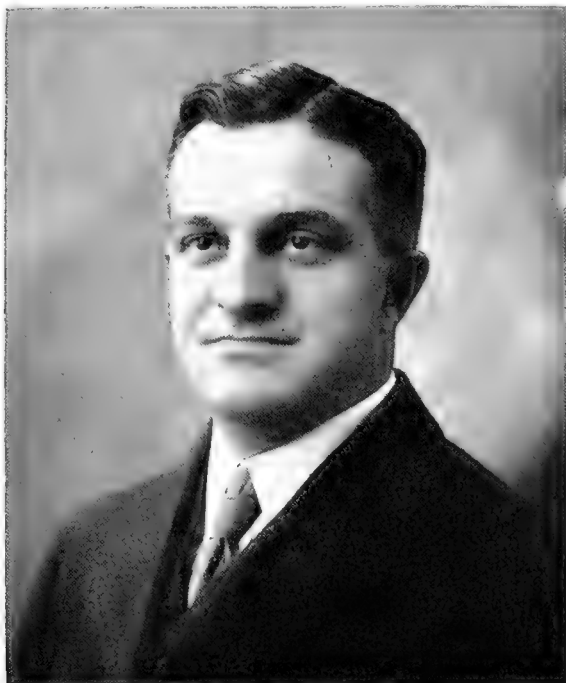


Wm. P. Bullard

Consulting Horticulturist Keystone Pecan Company, former Secretary National Nut Growers' Association.

In Health Culture for December, 1915, we read: "There is but a small territory in the United States in which soil conditions and climate are right for Pecans. Of the half-million budded pecan trees in the world nearly half are in Calhoun and Dougherty Counties, Georgia. Sufficient is known of the yield to claim that this half of the budded trees has produced far more than one-half of the crop.

"The chief interest in the pecan centers in its high food value for mankind. The flavor is greatly in its favor; also the pecan surpasses all others in the percentage of fat, the comparison being made with walnuts, peanuts, filberts, almonds, and coconuts."



Elam G. Hess

Elam G. Hess, President of the Keystone Pecan Co., is a resident of Manheim, Lancaster Co., Pa., and is well and favorably known, not only throughout Lancaster County, but in many parts of America. Mr. Hess, who is forty-two years of age, worked on his father's farm in Lancaster County until he was eighteen years of age. He taught public school for five years, prepared for college at Perkiomen Seminary, graduating in 1902, and in 1906 graduated from Gettysburg College. He had acted as a traveling salesman during his summer vacations for Underwood & Underwood, New York, and had built such a reputation for fair dealing among the best class of trade that he was appointed field manager, along with Mr. Thomas F. Miller. After serving in this capacity for two years, he was sent to England to represent the same company.

In his travels he was impressed with the opportunities which existed for finer grade pecan nuts, and began to make an exhaustive study of their production and their selling possibilities—one result of which has been the formation of the Keystone Pecan Company.

Mr. Hess devotes his entire time to the success of the Company, and is an acknowledged authority on pecan nuts, their growth and their marketing.

Reference: Keystone National Bank, Manheim, Pa.

A. S. Perry, Secretary of the National Nut Growers' Association,

writes under date of February 2, 1918, to Mr. Hess: "I have noted with a great deal of pleasure your full page ad. in the January number of *Physical Culture*.

"Such publicity is certain to be of great benefit to the entire industry, and I cannot resist the impulse to write you and thank you for it.

"While I have never seen your place, yet I am familiar with the soil and other conditions in Calhoun County, and do not know of a better pecan country.

"A. S. PERRY, Sec'y."



L. B. Coddington

L. B. Coddington

First Vice President of the Keystone Pecan Company

is a resident of Murray Hill, New Jersey, where he has been successfully engaged in the Wholesale Rose Growing Industry for twenty-four years. The cut flowers from his greenhouses are sold wholesale in New York City and Brooklyn and nearby towns. He is well known as one of the largest rose growers in the United States.

Reference: Summit Trust Co., Summit, N. J.

Enos H. Hess

Second Vice President of the Keystone Pecan Company

lives on the farm on which he was reared—R. F. D. No. 3, Lancaster, Pa. He is 49 years of age. He is noted as a truck farmer, selling his own products to Lancaster City consumers at famous Lancaster Markets, which he attends twice a week.

Formerly a director of the Ideal Cocoa Company, Lititz, Pa.

Reference: Farmers' Trust Co., Lancaster, Pa.



Enos H. Hess



M. G. Esbenshade

M. G. Esbenshade

Secretary and Treasurer of the Keystone Pecan Company

lives on the farm in Lancaster Co. on which he spent his boyhood days. (R. F. D. No. 3.) He is noted throughout the county and beyond as a successful grower of tobacco and potatoes. He is 44 years of age, a graduate of Lancaster Business College, a director of the Farmers' Association of Lancaster County, one of the founders of the Agricultural Trust Co. of Lancaster, of which he is a director.

In his extensive travels throughout the United States he has visited nearly every State. Mr. Esbenshade has received valuable first hand information on the growing and marketing of large food crops—especially nuts. In 1895 he traveled widely in Florida, paying special attention to orange and citrus fruit groves and pineapple fields, and in 1897 he worked with the large growers of wheat in Dakota and California and in the apple orchards of Colorado. In 1905 he made another trip south, studying the groves along the Gulf

Coast in which wild and seedling pecans were raised, since which time he has made several trips throughout the South with special reference to Paper Shell Pecans.

Reference: The Agricultural Trust Company of Lancaster, Pa.

Willis G. Kendig

Director of the Keystone Pecan Company

is the well known corporation lawyer of Lancaster. He is widely known as a lawyer of keen discrimination regarding commercial enterprises, and the fact that he and so many associates from the richest agricultural county in the United States place their money in this Georgia pecan orchard is evidence of its worth. Mr. Kendig is 44 years of age; the son of a doctor of Salunga, Pa., who also enjoyed a most excellent reputation in his field.

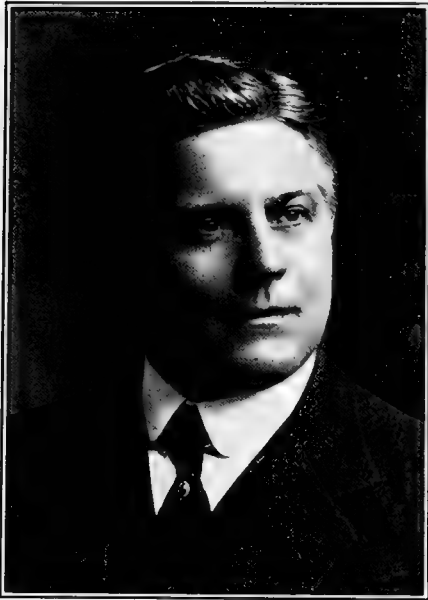
Reference: Fulton National Bank.

Proof of Financial Responsibility

The books of the Keystone Pecan Co. are audited semi-annually by Certified Public Accountants Vollum, Fernley, Vollum and Rorer, of Philadelphia, New York, Chicago, Milwaukee and Denver.

A complete statement showing the financial responsibility of the company can be secured from the best known mercantile agencies, Dun's and Bradstreet's.

The United States Investor of Jan. 4th, 1919, said: "The Keystone Pecan Company is ably managed, and purchasers of units appear to be very well satisfied with results. The officers of the company are in excellent standing, and it is our opinion that they are doing everything possible to make the enterprise a success and to give satisfaction to all who have bought lands."



M. G. Hess

M. G. Hess

Director of the Keystone Pecan Company

is 54 years of age. He resides at Manheim, Pa., and was for about twenty years cashier of the Keystone National Bank of Manheim.

He is now Treasurer and General Manager of the Manheim Mfg. and Belting Co.—a highly successful business.

Reference: Manheim National Bank.

B. L. Johnson

Director of the Keystone Pecan Company

resides at Allentown, Pa., and is Sales Manager for that district—embracing important counties in Pennsylvania and New Jersey—for the Burroughs Adding Machine Company, a \$16,500,000 corporation, which is known all over the world. Mr. Johnson is known throughout the Allentown district as a self-made man, who has at an early age held positions of trust and responsibility because of his earnest and efficient work and his remarkable business judgment.

Reference: Penn Counties Trust Co.



B. L. Johnson



F. G. Young

F. G. Young

Director of the Keystone Pecan Company

is a dealer in real estate and real estate investment securities with offices in the Woolworth Building, Lancaster, Pa. After thoroughly investigating the possibilities of nut culture and especially pecan nut culture in southwest Georgia, and the constantly increasing demand for nut meat, became connected with the Keystone Pecan Company.

A native of Indiana, where he engaged successfully with the Blickenderfer Mfg. Co. with offices in Indianapolis, and subsequently at Cleveland, Ohio.

He has resided in Lancaster for about thirteen years, and is known as a highly successful salesman.

Reference: Union Trust Co., Lancaster, Pa.

Joseph Seitz

Director of the Keystone Pecan Company

is a native of Lancaster Co., residing at Mountville, Pa., formerly a farmer, now a dealer in leaf tobacco.

Reference: Northern National Bank, of Lancaster, Pa.



Joseph Seitz



Thos. F. Miller

Thos. F. Miller

Sales Manager of the Keystone Pecan Company

is 45 years of age. A graduate of State Normal School and also of Lebanon Valley College, and taught public school three years. He has had long, successful experience in selling, and was sixteen years in the employ of Underwood & Underwood, and was associated with Elam G. Hess, President of the Company, as Field Manager, appointing and drilling hundreds of successful salesmen for their Travel System. He resides in Allentown, Pa.; member of the Chamber of Commerce, of Allentown, and is favorably known as a man of high ability and good reputation. Note his letter below.

Reference: Merchants National Bank.

Thos. F. Miller

968 Jackson Street, Allentown, Pa.

Allentown, Pa., May 24, 1915.

ELAM G. HESS, Pres. Keystone Pecan Co.,
Manheim, Pa.

Dear Mr. Hess:

Your communication asking me to write a letter stating "How I became interested in Paper Shell Pecan culture and in the Keystone Pecan Company" received.

My interest in this new industry and my ambition to some day own a pecan orchard dates back before the Keystone Pecan Co. was in existence. My study of this improved nut, its food value, the whole world to supply, its advantages over other tree crops, in harvesting, packing, shipping, not perishable, besides the long life of the trees and the small expense of up-keep after the fifth year, and the wonderful yield satisfied me that it was the safest and most profitable industry I know.

When you conceived and formed the Keystone Pecan Company with its co-operative plan I saw my opportunity and invested and purchased Units. Having been in business with you for so many years and knowing your capacity to plan big business and your ability to carry your plans to perfection, also the other members of the company being known as clean, honest and progressive business men, gave me explicit confidence.

When you wanted me to become sales manager I decided to visit the plantation. In October, 1913, in company with some of my friends, I made my first visit. We were delighted beyond expression with everything. Competent management which seemed to be working out a perfect system. The trees and tons of pecans and acres of vigorous thrifty young trees were evidence enough to convince anyone that this is the soil and climate where pecans do their best. *My friends with me invested, and to my knowledge every one who has visited the plantation since has invested as much as their circumstances would permit.* Some have assumed heavy obligation so that they and their family would be provided with a permanent and increasing income through life and possibly a century or more thereafter. We feel that we must work hard now to support our units for a short time, but later *they will work for us and support us.* The enthusiasm of those who have been on the plantation and investigated and know the men back of it, and who have invested their own money, is the strongest kind of evidence of the merit of the proposition.

Yours sincerely,

THOS. F. MILLER.



THE ARRIVAL AT THE LAKE. Excellent automobile roads will be established around the parkland of wonderful trees which borders Lake Marcellia. The horizontal branch on the tree shown is covered with ferns and with an exquisite red flowered trumpet vine in full bloom.

No Investment Could Be Safer

Think it over. Let your own judgment decide. Ask yourself these questions in regard to any investment you have under consideration:

What is the security back of my investment? In the Keystone Pecan Co. there is an acre of land which becomes **yours** on the payment of \$400. Remember this—you own the acre of land itself.

Land is the safeguard of this safe investment. Land cannot burn up, cannot be stolen; land cannot be wiped out by panics. The biggest trusts base their bond issues and their mortgages on land—yet the manufacturing plants which are built on that land may, due to panic, fail to produce enough to pay interest on the bonds or mortgages. Many of the largest industrial companies have suspended or decreased dividends since the European War started—yet nature continues to provide foodstuffs and man still needs to eat them.

Productive land is the best of land investments. Tree crops are the profitable crops, which make land most productive. Note that the Country Gentleman tells of single trees making more human food than a whole acre of Kentucky blue grass.

Orders Ten Pounds — Wants Prices On Larger Quantities

"Have also received the box of Hess Pecans, which I find satisfactory as illustrated in every respect. Kindly send me a 10 pound carton of same variety. Also kindly give me your prices on larger quantities." A. B., Portland, Oregon.

*Productive
land—yielding,
needed
food of
highest value*

The pecan is the surest of profitable crops—because after the first five years, during which we assume all the risks, the pecan requires practically no attention. Gathering the nuts and selling them represents the bulk of the effort required after the first five years.

You cannot be deceived on this score—because we bind ourselves by contract to do this work for $12\frac{1}{2}$ per cent. of the profits. Would we deceive ourselves—could we afford to take any chances if we did not know that the pecan is as hardy a tree as the hickory or oak, and a surer profit payer than any other crop of any sort?

We could not give such a guarantee on a fruit tree—for every farmer knows that apples and peaches are subject to many perils of frost, storm, blight, borer, and of loss in shipment. Pecans are hardier than hickory nuts, they cannot be shaken off the tree till ripe. Citrus fruits—like oranges and grape fruit—are liable to frost, and spoil so quickly that it is impossible to hold them long before marketing. Paper Shell Pecans can be held a year without losing their delicious flavor and nutritive value; for nature has provided them with a perfect container (shell) which shuts out impurities and prevents deterioration.

There can be no glut of fine pecans—because they can be raised only in limited territory, they have the whole world for a market and the whole year for a selling season. As the famous Luther Burbank well says (see page 24): **“We have now one pecan where we ought to have a million to create a market.”**

An assured increasing market for perfected pecans, at an excellent profit, is back of every dollar you invest here.

Who Should Invest In Pecan Orchards?

The young man. To provide an income for later years, “He must,” says the American Fruit and Nut Journal, “look to a business that will increase in value and returns. The improved Pecan orchard fulfills all these requirements. It is safe, pays little at the beginning, but increases its income gradually, and when ten or fifteen years old will yield ten times more than the same money would in almost any other business.”

*The young
man*

“On many articles of food, from meats to fruits, the cost of loss in transportation eats the heart out of the profits. Pecans require no refrigeration; kept in any cool, dry place without loss or deterioration, can be shipped all over the world—fear no competition from abroad for they are grown only in the most limited districts in America.”

Who Should Invest In Keystone Pecan Orchards?

(Continued from page 55.)

*The man of
middle-age
and above*

To provide now while his earning power is at its greatest, for those years when his energy begins to ebb—**let him plant his money where it grows.** As J. B. Wight said before the American Pomological Society: **“Plant a pecan grove, and when you are old, it will support you.”** * * * It will lighten your burdens while here, and when you are gone your children and your children’s children will rise up and call you blessed.”

*Husbands
and parents*

To provide an annuity for their wives and families, which will exceed in annual return any equal investment for the purpose and which will yield a growing income each year. No father wants to look forward and see the home broken up for lack of income, the wife deprived of comfort and the children deprived of education—because he put off till the morrow, which never comes, this investment for their protection.

*Business and
professional
people—all
men or
women with
foresight*

Business and professional incomes vary greatly. There should be some provision for the years of reduced earning power—when conditions beyond your control cut to a mere fraction the satisfactory income of last year. Because pecan orchards have their foundation in land, because Nature yields her crops abundantly despite wars and panics, because the demand for Hess Pecans, which we have proved within, was not affected by the hard times in the winter of 1914-'15, you know that here is a dependable source of income. The period of uncertainty on pecans is the first five years—when we assume the risk!

“For want and age save while you may,
No morning sun shines the whole day,”

says Ben Franklin. Are you saving for the “rainy day?” Ask yourself that question—and insist on a fair answer.

Accept no excuses—excuses will not provide for you and your loved ones in years to come.

Don’t say, “I’ll begin to invest when I get a larger income.” If your income were reduced a tenth to-day—you would manage to live on the balance. Put that tenth now where it will protect you against “the slings and arrows of outrageous fortune.”

Orchard Unit Applications Are Enclosed For Your Convenience

Select Which You May Desire, Full Cash Payment Or Deferred Payments

Keystone Pecan Company

Southern Office, on our Plantation
Calhoun County, Georgia

President’s Office
Manheim, Lancaster County, Pa.

Northern Office
Woolworth Building, Lancaster, Pa.

Please Mail all Applications and Checks to Keystone Pecan Company, Manheim, Lancaster County, Pennsylvania

DEFERRED PAYMENT

Pecan Orchard Unit Application

To ELAM G. HESS, Pres.
KEYSTONE PECAN CO.
Manheim, Pa.

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I hereby apply for (How Many) Orchard Units of the Keystone Pecan Company, situate in Calhoun County, Georgia, and I agree to pay for the same at the rate of Four Hundred Dollars (\$400) per Unit, as follows :

Dollars accompanying this application, the receipt whereof is hereby acknowledged by the Company, and Dollars per month, payable on

(\$10 For Each Unit Desired) (\$5 Per Month Per Unit) the first of each and every month until the entire purchase price is paid, at which time I am to receive a Warranty Deed in fee simple for the Units purchased. It is understood that each Unit shall be planted to twenty (20) Paper Shell Pecan Trees of the standard varieties. If my payments are made promptly on the first day of each month, the Company hereby agrees that my Unit shall become full paid in case of my death, as fully explained on the reverse side of this application.

Signed

Application accepted for the Company by

Street and No.

City and State

CASH PAYMENT—10% DISCOUNT

Pecan Orchard Unit Application

To ELAM G. HESS, Pres.
KEYSTONE PECAN CO.
Manheim, Pa.

, 191

I hereby apply for (How Many) Orchard Units of the Keystone Pecan Company, situate in Calhoun County, Georgia, and I agree to pay for the same at the rate of Four Hundred Dollars (\$400) per Unit, on the following understanding :

That accompanying this application I shall make remittance of \$360 per Unit and shall receive full paid receipt and deed for Unit, the Company allowing ten per cent. for cash with application.

Signed

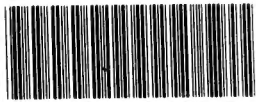
Application accepted for the Company by

Street and No.

City and State

Units Full Paid in Case of Death

¶ If any unit holder, who is paying for his unit on the monthly payment plan, and who has made all his payments promptly on the dates called for by the contract, should die after eight monthly payments, in addition to the initial payment and all subsequent payments having become due up to the time of his death have been paid, but before his entire contract price of \$400 has been paid in full, the Company will, upon satisfactory proof of death, furnish to his heirs a deed to his unit or units, and all further payments on the same shall cease. This protects the family or estate of the unit holder who meets his monthly payments promptly against all possibility of loss due to his death.



Looking toward Lake Marcellia from the proposed site of the clubhouse on the western bank. So vast is this fine forest of pine trees that the broad lake looks like a silver thread when seen through the trees.

Shade is plentiful and the frequent cooling breezes are laden with the healing ozone of the pine forest.

At left, County Surveyor Charles G. Bennett, Court House, Albany, Ga., is explaining turpentine process to Mr. Best, owner of 21 units. See his letter on page 49.