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From Bass heaved

U. S. DEPARTMENT OF AGRICULTURE.
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1924

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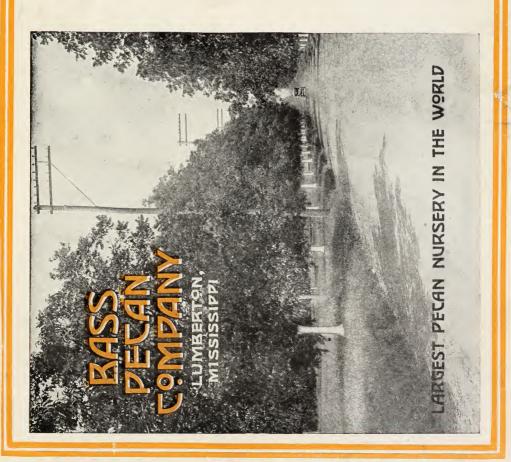
ALL A SECTION AND

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY, Horticultural Investigations.

GOVERNMENT PRINTING OFFICE



MORE THAN FIFTY VARIETIES OF THE PAPER-SHELL PECANS — WHICH IS THE BEST?



Looking Down One of the Rows In Our Nursery of Bred-Up Pecans

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

What Size Trees Should Be Planted?

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

Pruned and Prepared—Ready to Set Out

We endeavor to send out properly pruned trees, just as if we were going to plant them ourselves, leaving the planter nothing to do but set them out. The taller grades of trees should be top-trimmed, as it balances the top against unavoidable loss of some roots when the tree is transplanted. Proper pruning insures the tree living and a good growth. Where trees are properly pruned, handled and planted there is no reason why any of them should die. Our prices are made on the height of the trees when dug. When properly top-trimmed the height is often materially reduced. Therefore, if the height of a trimmed tree, when received, is less than the catalogue height, this is the explanation. Trees will be cut back more than usual this season because careful data shows that the trees live better where trimmed heavily, and that in two or three years they are larger than trees not cut back enough at planting time.

BASS PECAN COMPANY

Lumberton, Miss.



A Bred-Up Pecan Tree Loaded with Pecans on a Beautiful Highway

Soil Conditions Adapted to Pecans

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

How Far Apart Should Trees Be Set?

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

Cultivation and Fertilization

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

When Is Best Time to Plant Pecans?

You can set the trees out any time after the leaves shed until the trees start to budding again. This is about from the 15th of November to first of March with us here. The early set trees are the best, as they have more time to get acclimated to their new location and have a chance to grow little roots and brace themselves before the Spring growth starts. Book your orders at once, and plant your trees early, is our advice to you. You will never regret doing it. Remember, full planting and cultural directions free.

BASS PECAN COMPANY

Lumberton, MISS.

WHERE TO BUY IT WHERE TO SET IT

THE PECAN AND ITS CULTURE

By BASS PECAN COMPANY, Lumberton, Mississippi

Largest Growers of Pecan Trees in the World



Office Bass Pecan Company

Pecan Growing Very Profitable

Right now growing papershell pecans in the South is the most laschating, sensible, profitable and permaneut horticultural pursuit to be found. The trees are heantiful and easy to grow. The papershell pecaus bring the highest price of any other nuts in the world. They are easy to market. We believe we could have sold one hundred carloads more

In our mail today we had a letter from the owner of an eighteen acre grove, thirty years old, saying this grove was making him from \$14,000 to \$12,000 per year in nuts. A few years ago the pupershell pecan was practically unknown. Today it is in greater demand than any other nut, and bringing

Where to Grow the Papershell Pecan

The pecan is of the same botanleal classification as the hickory and scaly-bark. Where one will grow the other is sure to do well also. Thousands of pecan frees are now growing on land miles from any native but trees. Here, where our own orchards are, hickory is not a natural growth, but the

Our friends predicted failure for us in pecan growing here trees in this section. Nevertheless, we have one of the pretilest orchards in the world. You can be sure that any land that will grow good cotton will also be fine for pecans. We have never seen it fail.



Beautiful Cluster of Ripe Pecans

One of the Safest of All Investments

There is no comparison in the element of safety and certainty of results in raising peeans as compared to raising

Lightning, rains, wind storms and ilroughts do not ruin pecan orehards. Fruit trees, thousands of them, are lost each year by hilght or disease, but not so with pecans. The man with the Iruit larm must sell his product quickly or it will spoll on his hands, 'The pecun grower mariets his crop-lelsurely, for pecans keep fresh for many months.

Unlike cotton, corn, and other things that must be planted each year, one planting of pecaus lasts a lilelime. And the older the tree, the larger the yield. The heavlest yield on record was made by a tree whose age was estimated by horti-cultural experts at over 400 years.

\$1,000 per Acre Refused for Our Orchard

A great many pecan orchards have been sold for \$1,000 per acre. We refused it for our archard because it was clear-ing us over \$300 per acre each year. We know of no other investment so safe, so sure and so profitable. Plant you an orchard this year and it will make you happy in oh "see and

No Nuts Bring Higher Market Prices Than Papershell Pecans

Perhaps you badn't thought of it but pecans-delleious panershell pecans-are the highest priced nuts in the world, and the richest in lood value. No other unt approaches it elther in quality, flavor or price. The price is going up steadily for the demand is increasing more rapidly than the supply. There is good money in raising pecans to sell at 20c or 25c per pound. You know they soll for 50c, 60c and even more. As the prices advance, the profits for the pecan grow-

Over-Production Impossible

The papershell peeun is generally admitted to be the finest llavored nut that grows, also the richest in lood value. Nuts and nut products are everywhere becoming more popular. The demand is established and it is increasing.

Such a thing as over-production is remote, it not entirely Impossible. We have the whole world for our market and 12 months in the year in which to supply that market. The South alone can grow the papershell pecans profitably. This opportunity is ours and ours alone. Will we take full ad-

Food Value of Fine Pecans

Dr. J. H. Kellogg, of the famous Battle Creek Sanitarium Dr. J. H. Rellogg, of the fainois Battle Creek Sanitarlum in Michigan, says: "I regard the peean as one of the very finest of nature's choice products. A pound of peeans contains more nourishment than any other known food. In the next century unts will largely, if not entirely, take the place of meats on the bill of fare—and the pecan will assume its rightful place at the head of the list of nourishing and digestible foodstuffs."

Be sure to plant you an orchard or at least a lew frees this year and share in the great profits in store for those who grow delleions papershell pecans for the market.



Our Beautiful, Vigorous Nursery Stock

Our Pecan Nursery the Largest in the World

There is no longer any question about our pecan nursery three million pecan trees growing. Out of this great stock we can and do ship only the finest trees possible to grow. We have made the growing of fine peean trees a study for years and have with us some of the best experts in the huslness. You take no chance when you hay from us. You get the very best money and experience can produce. We are now getting out 400,000 eatalogs per year. This will give you an idea of the enormous business we do.

Bass' Bred-Up Budded and Grafted Pecan Trees Bear Early

Hundreds of our trees are full of bloom in the nursery rows. Dozens of trees mature big, fine nuts in the rows. All of the trees are three to live years old from seed before we sell them. In two to five years more they will have a rool system from five to ten years old. Al this age they will hegin to bear heavily and pay you a profit. Only pure-bred budded and grafted frees mature so early.

Why We Grow Budded and Grafted Pecan Trees Exclusively

No planted pecan put will reproduce the parent tree in all respects. You might plant the largest pecan put in the world and when it came to hear puts would be as small as budded and grulted trees have been improved only in recent years and the tendency in pecans, as in all other things, is to breed back to the way they were produced for the longest



Compare Our Bred-Up Pecan With the Seeding

The only way we can be sure to get the big, fine papershell pecans is to take the binds or grafts from trees that pro-thue such nuts and hud or graft them into strong, thrilty and vigorous seedling trees. We are the only nursery tolks that plant only the big, improved variety of papershell pecaus to get our seedlings. Most unrecrymen plant the little "seed-ling pecan," shown here. By planting only the big, line pe-can we get pure-bred stock all around.



One of the Reasons Why Many Pecan Trees Are Worthless



Neglected, Stinted and Worthlers Pecan Nursery Stock
-The Kind We Do Not Grow

This is the kind of stock that you see al many peean nur-series—neglected, stunted, diseased. Who could expect to get a good pecan nichard with trees from a nursery like this? Below is a picture of a section of the Bass nursery. This is the way our nursery tooks. This is the kind of stock wo self. Which do you want?

Fully 90% of the pecan trees sold each year are not the high-grade tree purchasers are led to expect. It is not over proportion independ on other concerns but we feel I our fluty to warn men and women, who cannot be expected to know the true situation, that there is great danger of paying good money for worthless culls as well as trees that are not true to variety. These culls that are worked off at a low price are stunded and a stunted tree in the nursery will make

Vigorous and healthy field grown breibing trees are the only kind it pays you to plant and this is the only kind we sell. Naturally, you pay a little more for them.



Our Vigorous, Healthy and Highly-Bred Trees-Compare
With Above

One Planting Lasts a Lifetime

Cotton, com, lruck-practically every thing has to be planted over again every year. Practically every thing except pecans. One planting lasts a lifetime. What elso can you put out that will make you good profits every year, steadily make ynu farger profits, and continue not only all your lifetime but on through the lifetime of your youngest child? What else will do that—except pecans? One thousand dollars has been offered for proof that any single pecan tree ever quit hearing, or died, on account of old age. You can't say this for any other fruit tree that grows,



Our Bred-Up Trees Bearing Heavily Third Year Set Out

Pecans Can Be Grown Profitably Anywhere In the Cotton Belt

The South alone can grow line papershell pecans proflably. No other section can grow the improved, bred-up pecans successfully. Where cotton grows pechas are sure to thrive and do well. If cotton grows successfully on the land in your section, then our fine papershell pecans will do well on your land. Pecans can be grown profitably anywhere in the cotton belt.

Old Age Is Coming-Poor or Rich?

Right now is the time to do some thinking and look the future squarely in the lace. No matter how much we hate to think of it, Old Age is just around the corner and coming lasier and laster. Will we be poor in our old age, and dependent on others for a llving, or will we provide now for the futuro and be able to live in comfort and leave a heritage to our loved ones? See yourself as you may be in a few yearsenergy and health gone. Perbaps money accumulated, lost, and you au object nl plty and charity.

Largest Yields From Oldest Trees

The improved brod-up papershell peeans usually begin to bear the second or third year set out. As the trees get older the bearings grow heavier. The largest crops of pecans on

record have all been made by the largest and oldest frees. And there is no record of any pecan tree dying or lalling to produce its aunual harvest of buts on account of old age. The older the peean tree

gets the less work and attention it requires. It is almost completely selfnourishing - sending its roots down into soil so deeply that Il feeds on elemeuts inreached by the root system of any other free or plant. Pecau grow This 100-Year Old Pecan Tree Produced \$100.00 Worth of Nuts
Last Searon

This 100-Year Old Pecan Tree Produced \$100.00 Worth of Nuts
Last Searon

The Produced Sub-Produced Su

Practice economy and at the same time heantily your ome by planting our bred-up pecan trees along the roadside, the fence lines, streets, drive and in all those waste

Pecan Money Is Sending Many Boys and Girls Off to School

Lots of folks are doing that and for three reasons. First, to make these waste places productive. Second, to make them beautiful. And third, because it is an easy, practical way to "grow" the money that their boys and girls will need later when they're ready to go off to school.

it takes a lot of money to send them to school. Yes, that's true. So also is this. Our bred-up peam trees, if planted now, will be bearing heavily when the kiddles of tollay are old enough for college. Fifty dollars worth of nuts cach year from a single builded and grafted pecan tree is not at all uncommon. Twenty irces producing \$50 worth of duts per year briugs in a total yearly reveaue of \$1,000.

The pecan trees will not only send the boys and girls off to school but they will keep on producing, year in and year out, indefinitely. And each year as the tree grows older, the nut crops will be heavier, and the profits bigger. Can you think of any other investment you could make for your chilidren's future that will equal that?



Sheep Grazing In a Fine Papershell Pecan Orchard

Turn Those Waste Places Into a Profitable Orchard

Everyhody who ilves in the country or in a small town has several "waste" spaces on his land. Spaces that are unsightly and unproductive. Our line, healthy papershell jecun trees, with their rich and luxuriam toliage, shapely tops and stately trunks, will not only beautity these waste spaces but will in a few sbort years bear a harvest of delicious nuts that will bring in enough money to pay all your taxes, pay your insurance, keep your buildings and lences palated and in repair and hesides leave you a nice fittle sum of Christmas money. One planting lasts a lifetime and that doesn't cour much. See other side of lolder for prices on our bred-up

HOW TO PLANT IT HOW TO GROW IT

Pecan Trees Make Finest Shade Trees

Landscape gardeners rank the pecan as among the chole-Landscape gardeners rank the pecan as among the choleest shade trees for the South. It is naturally a straight, upright, vigorous growing tree and its foliago is remarkably
rich and beautiful. Our bred-up trees grow larger and
larger with age—in time becoming as majestle and trieodly
a "shade" tree as any fine oak or elm. On hundreds of school
grounds in the South bred-up permit trees are being set nut
both for shade and for nuts. Oaks, elms, chipa trees, etc.,
are being replaced by the hundreds with papershell pecan
trees on the grounds of private residences. trees ou the grounds of private residences.



A Substantial Income for You—a Heritare For Your Children

Only 5% of us, the experts have figured it, arrive at old age with enough money or income to see us through until the end. In other words 95% of people are in actual want in their old age or must five in absolute, and often embarrassing.

Think what it would mean to you to provide now so that no matter what happens you would live in ease and comfort in your declining years. Hundreds of people in the South are taking the step now that will bring the assurance of that comfort to them.

This opportunity, which provides both substantial income fins opportunity, which provides both substantial income for you in your old age and will in turn prove a valuable legacy for your children, is open to everybody. The man of average means can grasp this opportunity just as well as the rich man. Take now—the step that means a life income for you, send the children off to school, and at last becomes a valuable legacy to help them get clarted in life.

Our Guarantee Protects You

There is not another firm selling pecan trees that will duplicate our guarantee to you. They all tell you they will give you a new tree or your money buck if they sell you a worthless or seedling pecan tree. You do not want another tree from a man who has fooled you once and made you walt years to find it out. You want damage and you are entitled to it. You do not want another tree from him or the price of

You want a guarantee like the following, backed up by a firm able and willing to back it and who has done it for years. In other words, you do not want to take a chance of getting worthless stnek—you don't do it il you buy from us. Read this guarantee and theu compare it with that of any other firm elling peean trees,

Our Guarantee to You

All our BRED-UP Pecan Trees are absolutely guaranteed to be true to variety, strong, thrifty, vigorous, well dug, well packed and to reach you in excellent condition. We further guarantee upon satisfactory proof that if any tree we sell you does not prove true to variety, to refund you promptly in eash
FIVE TIMES the amount you pay for it.

We Are Rated at \$200,000 to \$300,000

Look in your Dun Mercantile Directory and you will flad us rated at "\$200,000 to \$300,000, highest pay." This is the highest rating enjoyed by peem specialists. Buy your trees from a firm that is able and willing to back up encir trees. Every cent we are worth has been made out of the soil. People in this section say we deserve every success we have be-cause we have worked so hard, studied and systematized our business so well, and treated the men and women who work for us and patroulze us so well. We have thousands of customers and everyone we know of is our frlead,

Pecan Land For Sale

We have several thousand acres of land right near nur nurseries for sale. This land is bleat for pechns, Satsuma arranges, grapes, peaches, penrs and all kinds of truck, as well as general farm crops. Off of three peres in our pecan orchard we cleared \$750 on watermelons one season. This land cau be bought on your own terms at \$20 tn \$40 per acre. Fine Improved land can also be had nearby at a reasonable price.

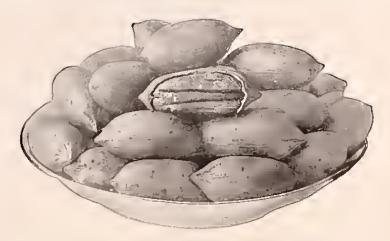
Lumberion is just 90 miles north of New Orieans on the Southern Rullroad and Gulf and Ship Island Railroad. Mine chireles, schools and good roads and good people throughout this section. Investigate Lumberton and its possibilities.

These Are the Four Most Profitable Varieties



STUART

The Shart is ranked at the top of the entire list of fine papershell pecans as a commercial success. It is one of the oblest of the hudded and grafted varieties and has been tried out thoroughly well and always command a good price. The stuart is a beautiful nut and the tree is the hardlest and easiest to grow, being very vigorous and healthy and a heavy bearer. A plane of beautiful Stuart papershell pecans is shown on the back cover of this folder. You are safe in planting the Stuart pecan for it is giving better results than any other variety in the South today. Our bred-up, budded and grafted Stuart trees are extra choice in every way.



Our experience with the Schley is that it is an ideal pecan, it is an early bearer. Fills very full. It is thin shelled and cracks easily. The buts are of medium size and bring the highest

market price. Our stock of bred-up Schley trees make certain that these you plant



Our Beautiful, Vigorous and Healthy Pecan Stock

PRICE LIST								
BASS' BRED-L	JP EARLY	BEARING, PAR	ER SHELL PEC	AN TREES				
Size	Each	Five	Ten	100				
2-3 Feet	\$,90	\$ 4.25	\$ 8.00	\$ 75,00				
3-4 Feet	1.00	4.75	9.00	85.00				
4-5 Feet	1,20	5,75	11.00	100.00				
5.6 Feet	1.35	6,50	13.00	120.00				
6.7 Feet	1.50	7,25	14.00	135.00				
7 Feet to Large	2.00	9.00	16.50	150.00				
Large	2.50	12.00	22.50	200.00				
Extra Large	3.50	17,00	30.00	275.00				
Extra Special	4.00	19.00	35,00	325.00				
NO O	RDERS A	CCEPTED FOR	LESS THAN \$5.	00				

Maybe you can buy trees for less money, but you cannot duplicate the quality Maybe you can buy trees for less money, but you cannot duplicate the quality of our bred-up trees, the care we exercise in digging and packing; and our prompt, safe delivery. Remember, too, that we guarantee every tree you get from us is field grown, hardy and well developed, properly handled and true to variety. They are guaranteed to please you in every respect or not to cost you one cent. Get your neighbors to club hi with you. In that way you can get the benefit of the lower respect or lover late. prices on larger lots,

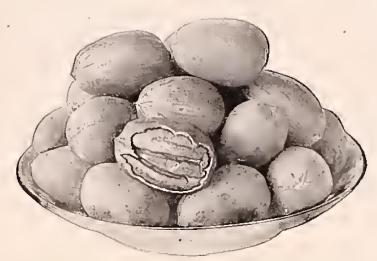
Satisfaction Guaranteed or Your Money Back

For the finest trees, place your order with us at once. Ten per cent, of the total amount of your order will reserve for you the choicest trees in our nursery. Remember, we absolutely guarantee perfect satisfaction. If you are not pleased in every respect with the trees we send you, we expect you to return them at our expense and we will refund you the full purchase price.



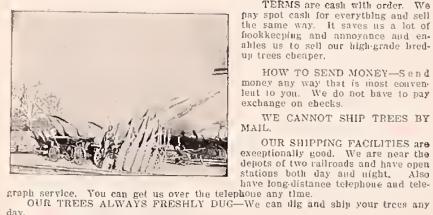
Bass Papershell

The Bass Papershell pecan is a new variety that has already proved to be one of the finest yet developed. In shape it is large and long and a beautiful color. It is tilin shelled and castly up pecan that hears as full or early. From all sections of the South we are getting that most flattering reports from growers of this fine pecan. The demand, so far, has always far exceeded the supply.



The Success has probably attracted more attention than any other variety of papershell pecan that has been recently introduced. Although It is not the largest nut, the kernel has proved to be the heaviest in a test of fourteen varieties made during recent years. The Success is ovate in form. It has a thin shell and cracks readily. The kernel is plump and heavy and of excellent flavor. The tree is of good, sturdy growth and a fleavy bearer. The Success is one of the most popular varieties of our fine, bred-up papershell necessities. shell necan trees.

Terms and Conditions of Sale



TERMS are eash with order. hay spot eash for everything and sell the same way. It saves us a lot of hookkeeping and annoyance and enables us to sell our high-grade bredup trees cheaper.

HOW TO SEND MONEY—Send money any way that is most convenient 10 you. We do not have to pay exchange on checks.

WE CANNOT SHIP TREES BY MAIL.

OUR SHIPPING FACILITIES are

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

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

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

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

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

NO CHARGE FOR PACKING OR DRAYAGE-We carefully pack and tag all

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

BASS PECAN COMPANY

Largest Growers of Pecan Trees in the World

LUMBERTON, MISSISSIPPI

BIRMINGHAM PRINTING CO.