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# 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 fascinating, sensible, profitable and permanent horticultural pursuit to be found. The trees are beautiful and easy to grow. The papershell pecans 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 than we had last year.

In our mad today we had a letter from the owner of an eighteen acre grove, thirty years old, saying this grove was making him from \$10,000 to \$12,000 per year in nuts. A few years ago the papershell pecan was practically unknown. Today it is in greater demand than any other nut, and bringing more money.



Our Young 10 Year Old Pecan Orchard

### No Nuts Bring Higher Market Prices Than Papershell Pecans

Perhaps you hadn't thought of it, but pecans—delicious papershell pecans—are the highest priced nuts in the world, and the richest in food value. No other nut approaches it either 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 sell for 50c, 60c and even more. As the prices advance, the profits for the pecan grower advance, too.



Heavily Loaded Branches of Papershell Pecans

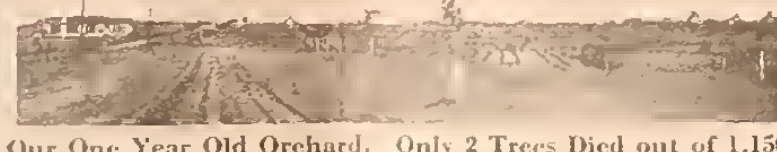
### Where to Grow Papershell Pecans

The pecan is of the same botanical classification as the hickory and scalybark. Where one will grow the other is sure to do well also, but thousands of pecan trees are growing and producing fine crops miles away from any native nut trees. If you can grow cotton on your land you need not hesitate to plant pecans. Describe your land to us and we will be glad to select best kinds for you or tell you frankly whether we think you can expect to reap good returns. One thing you can be sure of is that they can be grown profitably on any good sod in the cotton belt.



\$1,000 per Acre Refused for this Fine Pecan Orchard  
\$1000.00 per Acre Refused for Our Orchards

A great many pecan orchards have been sold for \$1,000 per acre. We refused it for our orchard because it was clearing 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 old age and give you a sure income.



Our One Year Old Orchard. Only 2 Trees Died out of 1,150 Planted

### Overproduction Impossible

The papershell pecan is generally admitted to be the finest flavored nut that grows, also the richest in food 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, if 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 advantage of it.



Some of Our Expert Tree Diggers

### One of the Safest of All Investments

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

Lightning, rains, wind storms and droughts do not ruin pecan orchards. Fruit trees, thousands of them, are lost each year by blight or disease, but not so with pecans. The man with the fruit farm must sell his product quickly or it will spoil on his hands. The pecan grower markets his crop leisurely, for pecans keep fresh for many months.

Unlike cotton, corn, and other things that must be planted each year, one planting of pecans lasts a lifetime. And the older the tree, the larger the yield. The heaviest yield on record was made by a tree whose age was estimated by horticultural experts at over 400 years.



Beautiful Cluster of Ripe Pecans



You See 3,500 Pounds of Pecans on This Truck—\$1,750 for the Load

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

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



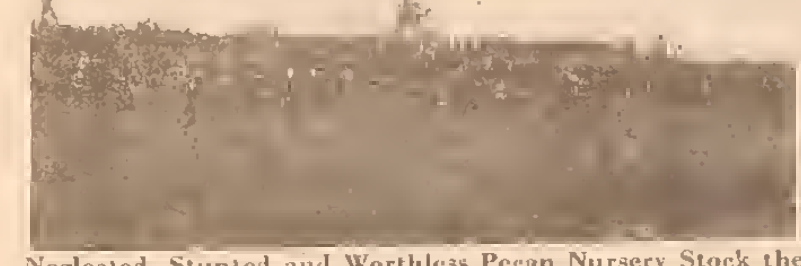
Our Bred-Up Trees Bearing Heavily Third Year Set Out



Our Vigorous, Healthy and Highly Bred-Up Trees—Compare With Picture Below

### Our Pecan Nursery Largest in the World

Over five million pecan trees are growing in our Nursery of 400 acres. 500,000 folders like this are mailed annually. Banks, Bankers and Mercantile Agencies rate us at \$500,000.00 and over. We do not owe a penny in the world but pay cash for everything and sell the same way. Our entire worth is behind our guarantee to you—the safest, surest and most liberal in the world.



Neglected, Stunted and Worthless Pecan Nursery Stock the Most Expensive

### Why We Grow Budded and Grafted Pecan Trees Exclusively

No planted pecan nut will reproduce the parent tree in all respects. You might plant the largest pecan nut in the world and when it came to bear nuts would be as small as the littlest one shown here. There's a reason and it is this: budded and grafted 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 period of time.

### Visit Our Nurseries—Inspect—Our Expense

Visit any other pecan nurseries in the world, inspect and judge them thoroughly, then come to Lumberton and inspect and judge our stock the same way and if you do not admit we have the largest and finest lot of pecan trees in the world we will pay every cent of the cost of inspection. You know we could not make such an offer if we were not sure of ourselves. Buy from people who have the best and guarantee it. Then you will never be sorry or disappointed.



Stately, Majestic, Profitable Pecan Shade Trees Around This Fine Mississippi School

### Let Pecans Educate Your Children

Nothing else will assure your children an education like the fine papershell pecan trees. There are thousands of pecan trees now clearing on an average of over \$50.00 per tree annually. One Success tree last season produced 267 pounds at 16 years old that sold for 60 cents per pound, or \$160.20. One of our trees produced 76 pounds the 9th year set out, and the 10th year 39 pounds, a total of 165 pounds, worth \$99.00. We practise what we preach and set out more pecan trees each year. Last year we set out 1,150 trees in one orchard and lost only 2 trees. Our orchards are not for sale. They are to educate our children and make a comfortable old age assured. Recently we had a letter from a man who said he was clearing from \$10,000.00 to \$12,000.00 per year from his 18 acre pecan grove. Our best advice is to plant you an orchard. You will never regret it.



Root System of Our Pecan Trees Finest in the World

### The Finest Papershell Pecan Trees are Cheapest

Compare the two nursery pictures carefully. Then realize that it actually costs no more to dig a hole and set out the finest tree; it takes no more room than the sorriest tree; it bears earlier, bears more and bigger nuts that always sell the quickest on the market and for the most money. Why any man or woman will buy these neglected, stunted and diseased trees from nurserymen or their agents is beyond us. It is the poorest business judgment in the world and sure to bring disappointment and dissatisfaction. Take our advice. Get the best. They are the cheapest always.



267 Pounds of Success Pecans Off This 16 Year Old Tree \$160.20. Just One Tree. Think Of It.

### Pecan Trees Make Finest Shade Trees

Landscape gardeners rank the pecan as among the choicest shade trees for the South. It is naturally a straight, upright, vigorous growing tree and its foliage is remarkably rich and beautiful. Our bred-up trees grow larger and larger with age—in time becoming as majestic and friendly a "shade" tree as any oak or elm. On hundreds of school grounds in the South bred-up pecan trees are being set out both for shade and for nuts. Oaks, elms, china trees, etc., are being replaced by the hundreds with papershell pecan trees on the grounds of private residences.

### Pecan Land for Sale

We have several thousand acres of land right near our nurseries for sale. This land is ideal for pecans, satsuma oranges, grapes, peaches, pears and all kinds of truck, as well as general farm crops. Off of three acres in our pecan orchard we cleared \$750 on water-melons one season. This land can be bought on your own terms at \$20 to \$40 per acre. Fine improved land can also be had nearby at a reasonable price.

Lumberton is just 90 miles north of New Orleans on the Southern Railroad and Gulf and Ship Islands Railroad. Fine churches, schools and good roads and good people throughout this section. Investigate Lumberton and its possibilities.

### Our Guarantee Protects You

No other grower of pecan trees has yet dared to meet our guarantee of quality stock. You are absolutely sure of getting the finest when you buy Bass Pecan Trees. Compare our guarantee with any other grower or ask them to duplicate it. They will not do it. There is a reason. Read the following guarantee to you: "All our Bred-Up papershell pecan trees are guaranteed to be true to variety, strong, thrifty, vigorous, well dug, well packed and to reach you in fine shape. We further guarantee upon satisfactory proof to give you promptly in cash five times what you paid for any tree that might be untrue to variety." You take no chance with such a guarantee. We can make it because we have the finest pecan trees in the world and know it.



Compare Our Bred-Up Pecan With the Seedling

### Bass' Bred-Up Budded and Grafted 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 five years old from seed before we sell them. In two to five years more they will have a root system from five to ten years old. At this age they will begin to bear heavily and pay you a profit. Only pure-bred budded and grafted trees mature so early.

# These Are the Three Most Popular Varieties



Stuart



Schley

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 nuts are of medium size and bring the highest market price. Our stock of bred-up Schley trees make certain that those you plant will thrive and bear well if properly cared for.



Success

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 heavy bearer. The Success is one of the most popular varieties of our fine, bred-up papershell pecan trees.

The Stuart is ranked at the top of the entire list of fine papershell pecans as a commercial success. It is one of the oldest of the budded and grafted varieties and has been tried out thoroughly in more places than any other pecan. The nuts are large to very large, fill unusually well and always command a good price. The Stuart is a beautiful nut and the tree is the hardiest and easiest to grow, being very vigorous and healthy and a heavy bearer. A plate 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.



Handful of Fine Pecans—  
A Beautiful Bouquet

## More Than Fifty Varieties of the Papershell Pecans— Which is the Best?

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

### 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.

### Cultivation and Fertilization

Pecan trees need cultivation just like other crops for best results. Frequent plowing or 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.

### Price List

BASS' BRED-UP EARLY BEARING, PAPERSHELL PECAN 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 ORDERS ACCEPTED FOR LESS THAN \$5.00

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 in with you. In that way you can get the benefit of the lower 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.

## 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.

## 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.

## Terms and Conditions of Sale

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

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

OUR SHIPPING FACILITIES are exceptionally good. We are near the depots of two rail-

roads and have open stations both day and night. Also have long-distance telephone and telegraph service. You can get us over the telephone any time.

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

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

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

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

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

SUBSTITUTION—If out of the varieties ordered we will send the ones we know to be the equal or superior unless instructed not to substitute. NO CHARGE FOR PACKING OR DRAYAGE—We carefully pack and tag all trees free of charge.

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





## The Finest Small Fruits for the Southern Home

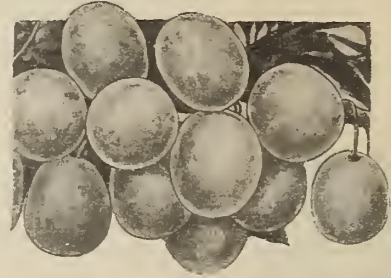
For years our thousands of customers throughout the South have been asking us where they could get a few fine peach, apple, plum, grape, fig, persimmon, pear, etc., for their home orchard. It was hard to tell them because often they were disappointed by the grower. To eliminate this trouble and assure our friends of the best that can be bought we have personally inspected some of the largest general nurseries and selected the following excellent stock. We know there is no better grown—you can get cheaper but not better. We guarantee it true to variety, free of disease and to please you in every respect or will promptly refund your money. We are offering these fruits not because we want to handle them but because of our desire to be of all the service possible to our good friends and customers. On large orders special prices will be cheerfully quoted.



### PEACHES

ELBERTA—Finest Market Variety  
 HALE—An Extra Fine Peach  
 CARMEN—Early and Extra Good  
 MAYFLOWER—Very Early and Profitable.

	Each	10
3 to 4 ft.	\$ .30	\$2.50
4 to 6 ft.	.60	5.00



### PLUMS

ABUNDANCE—Hardy, Prolific, Fine  
 BURBANK—An Extra Good One  
 RED JUNE—Finest of All.

	Each	10
3 to 4 ft.	\$ .50	\$4.00
4 to 6 ft.	.65	6.00



### APPLES

RED JUNE—Fine for Home Use.  
 EARLY HARVEST—Early to Ripen  
 DELICIOUS—Very Popular and Fine

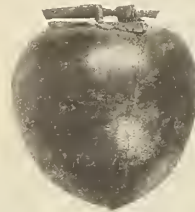
	Each	10
3 to 4 ft.	\$ .30	\$2.50
4 to 6 ft.	.60	5.00

**PEARS**

BARTLETT—Best Known, Early, Abundant

PINEAPPLE OF SAND PEAR—Blight Proof

	Each	10
3 to 4 ft.	\$ .40	\$3.50
4 to 5 ft.	.60	5.00



**JAPANESE PERSIMMONS**

TANE-NASHI—Best of All  
TRIUMPH—Very Early and Fine.

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

**GRAPES**

CONCORD—Best General Purpose Grape—Black

MOORE'S EARLY—Ripens Very Early—Black

NIAGARA—Rapid Grower, Fine Fruit—White

	Each	10
2 Year No. 1	\$ .25	\$2.00

**SOUTHERN MUSCADINE AND SCUPPERNONG**

SCUPPERNONG—Large Bronze Colored Berries

JAMES—Very large Black Berries

	Each	10
1 Year	\$ .35	\$3.00
2 Year	.50	4.00

**FIGS**



**FIGS**

CELESTE—Best of All

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

PRICES ON VERY FINE SATSUMA ORANGES ON REQUEST

**BASS PECAN COMPANY,**

LUMBERTON, MISS.

Largest Growers of Pecan Trees in the World

A detailed illustration of a woven basket filled with pecans. One pecan in the foreground is cracked open, revealing the light-colored nutmeat. The basket has a decorative, geometric pattern on its rim. The entire scene is framed by a decorative border with repeating patterns.

**"OUR BRED-UP  
STUART PECANS"**