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Pecans Build You a Fortune
HARLAN FARMS NURSERY
Lockhart, Alabama

U. S. Department of Agriculture
Washington, D. C.

Bureau of Plant Industry
Horticulture

GOVERNMENT PRINTING OFFICE 332437
THE PECAN BUSINESS HAS MADE GOOD

THERE is no longer any argument about the success of the Pecan business. The doubts of the skeptic have disappeared before the steady rise of the industry. Both in debate and in practice the pros and cons of Pecan growing have been thoroughly thrashed out from every angle of growing, marketing, and money-making. Today, Pecan growing is an accomplished success, and the only question now is, how much space have you that can be practically devoted to it?

Since we began planting groves and producing nursery stock, we have seen the business grow by leaps and bounds. Have there been discouragements and backsets? Yes, plenty of them. Diseases and insects of various kinds have bobbed up during the last fifteen years. Poor soil, bad varieties, inexperience, over-enthusiasm—all have contributed to Pecan history, but faith and courage, strongly aided by scientific work in our experiment stations and agricultural colleges, have helped us over.

The planter today has invaluable facts to guide him that the pioneers did not have; he has ten chances for success where the old-timer had one.

We now approach the problem of marketing. Last fall we had a close-up of this difficulty, but it is sure to be met. Fortunately, we have two or three marketing organizations working on broad and helpful lines, and the producer has only to join in one of these, and if the majority of the growers will do this, there need never be a lack of market for our nuts.

We particularly urge growers to join in the cooperative plan. Sufficient tonnage, advertising on broad lines, and proper grading and selling under unified control will certainly place the industry where it belongs. We are members of the National Pecan Growers Exchange, Albany, Ga. Eventually, all will merge in one big association, and with a growing and enthusiastic membership, Pecan growers will profit.

Pecans Produce Regular Profits

Pecans are easily the most profitable crop a farmer can produce, when labor costs are considered. Once the trees of proved varieties come into bearing, they produce regularly every year—sometimes more, sometimes less—but a crop every year, and as a part of diversification are almost insurance against failure. What other crop can you grow with so little work and expense, yet that will pay you a big profit each year? You don't have to take our word for it; ask your neighbors who planted them several years ago, or your State Experiment Station.
These Profitable Pecans Should Be in Every Orchard

NELSON. This nut is extremely large, possibly the largest of all, and grows in the South. 60,000,000 Pecan trees are now growing in the South, 20,000,000 Pecan trees; most of these are wild or seedlings—Pecan sales have been built on these. Recent plantings have greatly increased the demand for these. Well maintained, yields the most per acre.

SUCCESS. It is rated for its good flavor and easy crackling qualities, its resistance to such and the easy bearing and prolific habits of the unusually hardy and disease-resistant trees which are very symmetrical in outline. Every owner of a tree that we send out is warranted to please you on delivery, or your money refunded.

MONEY-MAKER. A variety recommended for all use. The Moneymaker is a large nut, which is easily split and yields the most per acre.

SCHELIE. The nut has a thin, brittle shell, which is easily removed; highly recommended for early bearing and prolific habits. The growth of the trees is remarkable; the nuts are larger, sooner, and more uniform than any other variety. Do not cut hay or remove anything from the soil but the grain or fruit. Leave all litter to be turned under in the fall. Any Pecan tree is just getting into early manhood. Fruit trees require worming, spraying, pruning, and the crop must be picked when ripe or its value is lost. One or two people can gather the crop of a large Pecan orchard in one season. It doesn’t rot and spoil if not gathered today. Next week will find the nuts as sound as this week. There is no enemy to the Pecan, as it is immune to pests.

The Importance of Good Pollination in Insuring Abundant yearly crops is recognized by all authorities. Mixed orchards bear better than orchards of one variety.

Pecans as an Investment

Last winter we sold a block of our oldest groves at a price that is equivalent to paying for the original investment in our entire business 250 per cent, plus an income of 6 per cent on that investment for a period of fifty years. This was sold to a local business man, and he has made an investment that will pay him even more.

Look Ten Years Ahead

Is there anything else you can plant that will beat this? Fruit trees in the hands of experienced horticulturists are money-makers, but they require much more work and do not make profits.

Pecan Tree Bears at Seventeen

Next to life insurance, no better provision for later years can be made than by investing in a Pecan orchard of proved varieties on good soil. It requires about ten years to come into profitable bearing. We find from experience that 500 pounds per acre may be expected for the twelfth to fifteenth years, which is 20 cents per pound on the conservative estimate, will bring in $125 per acre gross, and with heavy fertilizing and unusual care, 1,000 pounds per acre is possible. Five to ten thousand pounds of nuts of the good varieties for sale every season brings a great demand for these. Preferably, it should be rich sandy loam, with a good stiff clay base to the soil, the better the results. Preferably, it should be rich sandy loam, with a good stiff clay subsoil, that can be built up by cover crops. Growing cover crops is the cheapest fertilizer.

Pecan Industry Permanent

We are almost to the point now where the Pecan orchards of the Gulf States are as important a National asset as the citrus groves of Florida or California, or the apple orchards of the Pacific states.

Soil Required

We do not know of any information concerning Pecan orchards that is more valuable than is found in the information they give you in their bulletins, and study the business as you go along.

Filler Crops Pay for Your Grove

Newly planted Pecan trees do not take up much room, being 60 feet apart each way, so it is an economical use of space for filler crops. Cover crops adapted to the section may be used, or ordinary field crops. It really helps the trees to grow better, and the soil, better the results. Preferrably, it should be rich sandy loam, with a good stiff clay subsoil, that can be built up by cover crops. Growing cover crops is the cheapest fertilizer.

How to Plant Pecan Trees

Pecan trees should be planted between the middle of November and the middle of March—the trees must be dormant.

Our Responsibility

We have been here for fifteen years, and you may ask any bank or commercial credit agency about our moral and financial standing.

HARLAN FARMS NURSERY, LOCKHART, ALABAMA
SATSUMA ORANGES

The Hardy Citrus Fruit

Profitable plantings of Satsumas have been made in this state and others bordering the Gulf of Mexico. There is no other citrus fruit of comparable size and quality which can be fruited commercially in this climate.

The tree is a rapid grower and a good producer. The crop is ready when it is ripe and is quickly marketed because of the urgent demand which has never been completely satisfied.

The fruit is of medium size, rich orange-yellow with a thin, easily removed skin, and crisp juicy flesh of refreshing quality.

An orchard of Satsumas is bound to pay good dividends because of the certainty of the crop and the steadily increasing demand for citrus fruits of all classes.

We offer well-rooted, heavy, three-year-old plants budded on Citrus trifoliata.

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<tr>
<th>Plants</th>
<th>Cost each</th>
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<td>10 to 49</td>
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<td>50 to 99</td>
<td>40 cts.</td>
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<td>100 and up</td>
<td>35 cts.</td>
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NOT LESS THAN 10 PLANTS SOLD

HARLAN FARMS NURSERY, Lockhart, Ala.

Gentlemen: Enclosed find check for $__________

Send by express or freight, whichever you consider better:

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<thead>
<tr>
<th>Number Desired</th>
<th>Variety</th>
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Ship to__________

Sign or print name here plainly

SPECIAL PRICES WILL BE MADE FOR QUANTITIES OF 1000 OR MORE

PRICES OF TREES F. O. B. LOCKHART, PACKED

Buy 12 trees for each acre. Pecans should be planted 60 feet apart each way.