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HARLAN FARMS NURSERY, Lockhart, Ala.

Gentlemen: Enclosed find check for $. Send by express or freight, whichever you consider better:

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Harlan Farms’ Trees Are Better Trees

To be successful in the grove, trees must be grown right in the nursery. Scientific knowledge, combined with years of experience and skill, are used to develop Harlan Farms’ Trees. They are given sufficient room to develop both roots and branches; they are well fertilized and cultivated, so as to develop thrifty trees that will grow if you do your part.

Harlan Farms’ Trees are grafted or budded from the best stocks. We guarantee them as such. The trees are carefully dug and securely packed, so that they should reach you in the best possible condition, ready to grow.

Plan now to start a grove of Schley, Stuart, and Success Pecans this season. Delayed planting means delayed profits, disappointment. Order today.

PECAN GROVES are Mortgage Lifter

U. S. DEPARTMENT OF AGRICULTURE.

WASHINGTON, D. C.
The text is too large to transcribe entirely here, but it discusses the benefits of pecan tree planting as a means to secure a steady income. It mentions the relative success of pecan groves in comparison to other crops, and highlights the potential for high returns on investment. The text encourages farmers to plant and tend to pecan trees, suggesting they are a reliable crop that can yield a steady income over time.
No More Profitable Investment

By starting a Pecan orchard now you will be making an extremely good investment. It is not necessary to take our word for it; get the inside story from the growers in your neighborhood. If they do not give you the facts, consult the State Experiment Station or the State Horticultural Society—either will give you unbiased statements. You will be surprised to find many an acre of Pecan trees worth $3,000 and increasing to 10 per cent in value annually. Pecan growing is such a good proposition that business men from Chicago, Pittsburg, and New York have made huge investments in Pecan groves, and are establishing groves containing 300, 500, 1,000 or more trees. Why? Those men have money to invest. They have made more out of their business than ordinary investments like stocks and bonds will bring. They believe that money invested in a young Pecan grove grows into money faster than it will by ordinary investments. Therefore they invest in Pecan groves, and some are going into it in a big way. If a Pecan grove is a good investment for them, it is for you. You can develop a grove much more cheaply than they can. You have the land; all you need is the trees—twelve to the acre. Among them you can grow the ordinary crops, or fruits, and in ten years or so you will find it so profitable you will want more acreage. The way to make investments pay is to get in on the ground floor. There is still space on the ground floor in Pecan growing; the sooner you start, the quicker the returns. Now is the time to put in acreage. Plant this winter.

Pecan Market Not Yet Developed

At present, most nut-buyers are acquainted with seedling Pecans only, but every year more planters are left-hand-sown and demanding the large, thin-shelled, well-flavored varieties. Many parts of the country have never seen these finer varieties so that it will be years before our home market is developed. In 1910 there were imported into the United States some 24,854,000 pounds of almonds and 71,891,000 pounds of walnuts, and it is estimated that some 25,000,000 pounds of Pecans were produced in the southern states that same year. This gives an idea of the tremendous amount of nuts used in a single year, and the market's surface has only been scratched. For many uses Pecans can be substituted for walnuts and almonds to advantage. Abroad the Pecan has been favorably received, the exported nuts having brought three or four times as much as other nuts, which indicates that there is a wonderful market for them in the more civilized and more profitably minded part of the world, but few are now being shipped.

Plant Ten Acres as an Old-Age Pension

Next to life insurance, no better provision for the later years in life can be made than planting Pecan trees. The high prices about twelve years ago have come into profitable bearing. If the better, thin-shelled varieties are grown, a crop of 700 pounds of nuts per acre may be expected; which at 40 cents a pound (a fair average of the price the dealers pay the growers) gives a gross income of $280 an acre. After deducting the cost of cultivating, fertilizing, and other legitimate expenses, there will be a net income of about $200 per acre, which will increase as the years go by.

HARLAN FARMS NURSERY, LOCKHART, ALABAMA

Should Be in Every Grove

GROW A LEGACY FOR YOUR CHILDREN

Pecan trees live to be 100 to 200 years old. The older the tree, the bigger the crops, thus making it the best kind of a permanent investment. Just think of having a grove of 10, 20, or 30 acres bringing in a comfortable income to pass on to your children, who, if they should not care to grow Pecans, pass it on to their children knowing that the third or even the fourth generation will derive a comfortable living from it. It's the best established permanent trust, and it can be done with less expenditure of cash than any other method we know. It is the least expensive permanent investment a man can make—'he who hesitates is lost.' Fill out the blank on the Haoke form and send it in today; next to having bought a life insurance policy, it will be the very best investment you ever made.

Catch-Crops Pay for the Orchard

Catch-crops are grown between the trees to pay for the cost of cultivation. A rotation of corn, cowpeas, and cowpeas may be grown. Properly handled, they will pay for everything, so that at twelve years of age, when the Pecan orchard is on a paying basis, it will have cost you nothing. Do you know of any other investment you can make that will be handed to you for nothing?

The Most Profitable Pecans

The profits from your Pecan orchard will depend entirely upon what kind you plant. There are large and small ones, thick-shelled and thin-shelled kinds, seedlings and named varieties. A typical market nut is one of large size, 1½ to 2 inches long and an inch or nearly so in diameter; a Pecan with a thin shell that cracks easily, and which contains plump, well-flavored meats that fill the shell. Home-high-quality sorts have all these qualities, but there are too many old-years—years when nuts are not borne. All much research and consultation among the growers and buyers of Pecans, we decided that the best three Pecans to grow for home or market purposes are: SHELLEY, STUART, and SHELLEY. It is better to grow only a few varieties in a Pecan orchard, but more than one should be grown to insure larger crops when cross-pollination and larger crops. Grow all three of these and you will have the best quality, highest paying varieties, and abundant crops.

We Do Not Sell Seedling Trees

Every tree we grow is budded or grafted; the buds are taken from fruiting trees which we know are true to name. They produce large and thin-shelled nuts that command good prices in all markets. We have received from satisfied customers many letters telling of the big money made from our trees. We trust that we can number you among such, because we know that once an orchard is well established there is no such firm investment as growing Pecans, you will be immensely pleased with the crop.

Plant Pecans Freely About the Farm

If land is not available for an orchard, Pecans may be used as markers between fields, in fence-rows, or hedges at the angles in the farm-lands. Line the road with them, or the lane leading from the road to the farm. Pecans grow anywhere, provided the soil is rich and has abundant moisture. They produce better nuts when crossed with others, but unaccompanied nuts will produce good nuts that will not slide away from the planter for his trouble, provided they are the finer sorts such as we recommend.

The Most Beautiful Shade Trees

The Pecan has no superior as a beautiful tree in the regions where it thrives. It is a graceful, tall, broad tree, casting a delightful shade. Why not plant them in the yard, to shield the porch or the side of the house, to hang a swing or a hammock under? The great beauty of the Pecan tree will add to the value of the place and it will bring in an income.

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. Dig all holes 3 feet deep and 2 feet across before you order trees. Have plenty of rich topsoil at each hole, and mix it thoroughly with the soil you place about the roots. Be liberal with the fertilizer; a Pecan tree requires a large amount of fertilizer. A Pecan tree after it makes a fast growth is practically immune to pests. When the trees arrive, keep the roots covered until the trees are placed in the holes (if necessary) one should hold the tree erect while the other uses the shovel. Tamp the soil firmly about the roots, and see that the hole is more than half full; to insure that there are no air-pockets about the feeder roots. Plant the tree a little deeper than it stood in the nursery.