SB 401

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FACTS

ABOUT

Paper-Shell Pecans

**The Oak Ridge Pecan
Company**

ROAD LEADING OUT OF MONTICELLO TO OUR ORCHARDS.

FACTS ABOUT
Paper Shell
PECANS

...

YOUR OPPORTUNITY
GROWING
THEM

IN

SUNNY
FLORIDA

The Oak Ridge Pecan Company

34 Clark Street
CHICAGO, ILLINOIS

SB401
.03

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L. C. SCHELT

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FOREWORD.

It is the object of this little booklet to present to the public in condensed form, the vital facts about Paper Shell Pecans and our proposition of Pecan Orchards.

We lay before you a proposition which we do not believe can be equaled. It is not a "Get Rich Quick" proposition. It is a good, solid, substantial, legitimate business proposition.

The ordinary investor looks first to the security offered him, and next concerns himself as to the amount of interest or profit the proposed venture offers. Just at this point many turn away from the Pecan proposition because the interest does not begin to come in for a few years. However, time more than compensates for the initial delay, by abundantly rewarding the investor with increasing and large returns, when the necessary faith in the business has been demonstrated, by planting and caring for the orchard, through the period demanded.

Careless growers have lost money in thinking that there was nothing to do, but to plant an orchard, and their fortune would be assured. Not so, as it requires money, and hard labor, to produce a good orchard. Locality, climate, soil,

the right kind of trees, fertilizer, etc., and management by a man who knows the Pecan Business, are essential.

Our Orchard Proposition appeals to all classes of people. To the capitalists, because of its absolute certainty of large returns. To people of modest means, because it enables them to put their savings into an investment that grows in value each year, and in a few years will be a valuable, productive estate. To young men and young women, because it enables them to invest a portion of their earnings in an absolutely safe way, which in a few years will yield them an annual income equal, if not greater, than that for which they toil fifty-two weeks of the year. To the parents, because they realize that they can leave no better heritage to their children than a Pecan Orchard, which will continue to yield their children and their children's children a life annuity. To professional men, because they see in it the means of retiring from the strenuous duties of their profession before their health is entirely broken.

People of today realize that land is the source of wealth and absolutely safe as an investment. Many have a longing to "get back to nature" and have a country home, but the majority do not feel equal to the hard physical labor of farming, nor have they the horticultural knowledge necessary to the care of a farm.

THE OAK RIDGE PECAN COMPANY

A Pecan Orchard exactly meets all these requirements. It can be paid for gradually out of your regular earnings, and in a few years will begin to yield a handsome income.

Information on Pecans can be secured from the numerous bulletins and reports on Nut Culture that have been issued by the United States Department of Agriculture; from the reports of the Agricultural Experiment Stations of the Agricultural Departments of the Southern States; the National and State Horticulture Societies and the Nut Growers' Associations, and the various standard books on Nut Culture. Some of these we quote on the following pages.

The pictures herein are all from photographs taken within a few miles of our Orchards.

A visit to the South where actual results can be seen, will demonstrate what the Pecan Industry is doing.

The Oak Ridge Pecan Company.

THE PECAN.

Pecan (*Hicoria Pecan*) belongs to the hickory family. The tree is one of the largest of the forest, growing from 75 to 170 feet high, with wide-spreading branches and a symmetrical, dome-like top. The tree lives to be centuries old. A great many trees which have been destroyed, show by their rings of annual growth that they thrived from 500 to 700 years. It is not affected by cold and there is no tree so free from insects and disease as the Pecan tree.

Seedling trees do not come into bearing until they are twelve or fifteen years old, while the budded or grafted trees frequently yield at the ages of from three to five years.

One of the advantages of planting budded or grafted trees, and one which is not frequently recognized, is the fact that, as a rule, they are regular bearers, having no off years, as is the case with seedlings. This trait of regular bearing is one of the considerations which prompts the propagation of the now popular varieties.

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1. SCHLEY

2. STUART

3. VAN DEMAN

[NATURAL SIZES.]

The three on the right are Seedlings, showing the difference in size between paper shell and seedling Pecans.

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⑥

4. DELMAS

5. PABST

6. FROTCHER

[NATURAL SIZES.]

The three on the right are Seedlings, showing the difference in size between paper shell and seedling Pecans.

THE PAPER SHELL PECAN.

The Pecan Industry has been carried on for centuries, but the commercial growing of Paper Shell Pecans is hardly twenty-five years old.

The late Colonel W. R. Stuart (for whom the "Stuart" Pecan was named), of Ocean Springs, Miss., began experimenting along these lines. The early years of his work brought little but disappointment. He traveled all over the South in an attempt to find the best Paper Shell Pecans, and these he carefully planted, and set out in an orchard of about forty acres, with the hope that they would reproduce themselves. When the trees came into bearing his hopes were shattered, for the nuts were only ordinary seedlings. Thus he found that other means of propagating were necessary, and he then took scions and buds from the original Paper Shell Pecan trees, and root-grafted and budded these into seedling trees. These experiments were successful and the year before his death the Colonel had the satisfaction of gathering the first crop from these trees. The first step had been made toward the successful propagation of the Paper Shell Pecans.

The work was soon taken up by a great many others who had been closely watching his experiments. Pecan nurseries were started. The United States Department of Agriculture took an inter-

16 YEAR OLD "SWEETMEAT" PECAN TREE.

9 YEAR OLD "DELMAS" PECAN TREE.

14 YEAR OLD "SEEDLING": BORE 300 LBS. ONE YEAR.

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THE OAK RIDGE PECAN COMPANY

est in it, as did also the Agricultural Departments of many Southern States. Orchardmen took an interest in the Paper Shell Pecan. New and better varieties sprang up, and today, with proper cultivation and fertilization, the Paper Shell Pecan has almost reached Perfection.

The growing of Pecans for profit is today an established and well-understood industry. The Pecan has been transformed from a wild tree of the forest to an Aristocrat of Horticulture.

Mr. Burbank says that the improved Pecan is the most valuable of all nuts; that the walnut, chestnut or any other nut can never compete with the Pecan.

The Paper Shell Pecan is the KING OF ALL NUTS. As a table dessert nut it has no equal. It ranks first among nuts in food value. Confectioners consider it Best of All Nuts, as it retains its fine flavor after it is out of the shell. By pressing two of them together in the palm of your hand they crack easily, and the kernels come out whole, and, unlike the seedlings, are free from the bitter partitions, and are more delicious. There are from 40 to 60 nuts to the pound, while the seedlings run from 150 to 300 nuts to the pound.

“Few investments,” says Dr. Stubbs, Director of the Louisiana University and Agricultural

FIVE YEAR OLD STUART PECAN TREE, SHOWING CATKINS. THIS TREE HAS BORNE TWO CROPS OF NUTS.

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Colleges, “promise larger profits than an orchard of well-selected Pecan trees properly cared for to the time of bearing. We are familiar with Pecan nuts, but few consumers thus far have been able to secure nuts grown from grafted trees, as 95 per cent. of the Pecans on the open market are from seedling trees.”

(From U. S. Dept. of Agriculture—Year Book 1904, page 405.)

“Of our native nut-bearing trees, none promise to become of such pomological importance as the Pecan; and no other nut tree, either foreign or introduced, can be considered as fairly in competition with it.”

JEFFERSON STREET—LOOKING SOUTH. MONTICELLO, FLA.

THE OAK RIDGE PECAN COMPANY

LOCATION OF OUR ORCHARDS.

Our Orchards, which for many years have been used for raising cotton and corn, are located only six miles from Monticello, the county seat of Jefferson County, Florida, and only two miles from Pinhook, which is on the main line of the Seaboard Air Line.

NEW COURT HOUSE, MONTICELLO, FLA.

The altitude of Monticello is 207 feet. It is 25 miles south of Thomasville, Ga., and 31 miles east of Tallahassee, the capital of the State of Florida. Besides the Seaboard Air Line, a branch

THE OAK RIDGE PECAN COMPANY

of the Atlantic Coast Line runs into Monticello. Another railroad is now under construction through this part of the county.

Monticello is a pretty Southern town with a population of about 2,000. Its residents are people of refinement, and the social conditions are very good. Everywhere good roads are found, the cost of building roads and maintaining them being nominal.

Monticello is considered the Pecan Center of the World.

There are thousands of Pecan trees in bearing,

RESIDENCE OF SENATOR D. A. FINLAYSON, MONTICELLO, FLA.

THE OAK RIDGE PECAN COMPANY

and many large orchards are found near Monticello, which is ample proof of what the Pecan can do there. The trees there bear abundantly and early. Three-year-old trees have borne 12 pounds, and older trees bear as well in proportion.

(From U. S. Dept. of Agriculture—Soil Survey 1908.)

“In Monticello and vicinity there are about

FIRST M. E. CHURCH, MONTICELLO, FLA.

3,000 Pecan trees, mostly seedlings. Recently numerous orchards of grafted stock have been set out, and the acreage is rapidly increasing.”

In a great many parts of the South, where

THE OAK RIDGE PECAN COMPANY

good soil can be found for the growing of Pecans, we found that they were in sections subject to occasional disastrous wind storms, from which the crop was liable to be destroyed, and this we took into consideration in selecting our lands. Our Orchards are located where destructive winds are unknown. Destruction by wind is the only means whereby a Pecan crop can be a failure.

SOILS.

Pecans will grow on a number of soils. On heavy, rich, or on wet soils, the trees seem

WAUKEENAH STREET—LOOKING SOUTH. MONTICELLO, FLA.

THE OAK RIDGE PECAN COMPANY

inclined to develop wood at the expense of the fruit. On the poor, sandy soils the trees do not bear so early, nor are they as productive.

Our soil is a Fine Sandy Loam, with a Sandy Clay Subsoil. The land is gently rolling, just enough for good drainage. In fact, after a great deal of study we found it to be ideal for Pecan growing.

(From U. S. Dept. of Agriculture—Bulletin No. 124.)

“Florida is believed to be well adapted to the growth of Pecans, especially in the western and northern parts.”

(From U. S. Dept. of Agriculture—Soil Survey.)

“The soils and existing conditions, as found in Jefferson County, are particularly adapted to the Pecan nut.”

The following affidavit is fair proof of what the soil will do:

STATE OF FLORIDA. }
JEFFERSON COUNTY. } ss.

Before the undersigned Authority, on this day, April 4, 1910, personally appeared John R. West, to me well known and who by me being duly sworn, says:—That during the year A. D. 1908 he gathered off of one Pecan tree, aged about 25 years, growing on his premises in the town of Monticello, Florida, nine hundred (900) pounds of pecans, and that he sold said pecans for 11c per pound, F. O. B. Monticello, Florida; and that off of another tree growing on his said premises, he gathered the same year, three hundred (300) pounds of pecans and sold the same at 18c per pound, F. O. B. Monticello, Florida, said last tree being twelve years old.

(Signed) J. R. WEST.

Sworn to and subscribed before me this 4th day of April, 1910, at Monticello, in said County and State.

(Signed) S. D. CLARK,
County Judge, Jefferson County, Fla.

25 YEAR OLD PECAN TREE, WHICH HAS BORNE 900 POUNDS OF
NUTS IN ONE YEAR. IN THE YARD OF J. R. WEST.

THE OAK RIDGE PECAN COMPANY

CLIMATE.

The climate, too, is ideal for Pecan growing. It has been found that Pecans come into bearing quite early in Jefferson County.

Our Orchards are located only 30 miles north of the Gulf of Mexico, which gives us the advantage of the cool sea breezes. This, together with the high altitude of 207 feet, makes it a very healthy climate to live in.

(From U. S. Dept. of Agriculture.)

“Normal Monthly and Annual Temperature and Precipitation.

Tallahassee.		
	Tem- per- ature F.	Precip- itation. Inches
January	51.5	3.51
February ..	54.6	5.73
March	59.7	5.59
April	66.0	1.99
May	74.5	3.48
June	78.8	6.36
July	80.4	8.23
August	79.1	7.44
September ..	76.7	4.64
October	67.8	3.42
November ..	58.9	2.58
December ..	52.8	4.10
Year	66.8	57.07

Northern tourists spend the winter months within its borders. During the coldest months of December, January and February the temperature occasionally falls to 20 F. and frosts are not uncommon. In July and August, the hottest months, the temperature rarely exceeds 90 F. in the shade, and 80 F. is the average. The nights are usually cool and often attended by a delightful breeze from the Gulf. Between 50 and 60 inches of rain falls annually, which is generally quite evenly distributed throughout the year. Short droughts may, however, occur during the growing season. The heaviest precipitation occurs in July and August, the normal for these months in Monticello being 7.88 and 7.10 inches, respectively.”

The climate of Jefferson County is generally mild and balmy. Many

THE OAK RIDGE PECAN COMPANY

PECANS AS AN INVESTMENT.

The element of security in an investment is of vital importance to anyone who cannot afford to take the risks which attend speculation. Many people have the idea that anything which offers

RESIDENCE OF MR. A. SIMON, MONTICELLO, FLA.

more profit than 4 or 5 per cent. is risky and should not be considered. This may do for general principle, and serve to place savings where others can use them. Still, it is not true, for there are many industries which pay larger dividends. Properly managed, Pecan Orchards will

A CLUSTER OF NUTS.

THE OAK RIDGE PECAN COMPANY

not only pay larger dividends, but the security, as well as the dividends, increases with added years. Nature keeps up the repairs, as well as adds to the value of the property.

“Commercially the Pecan and the English Walnut are of the greatest importance. The demand for these is widespread, increasing and permanent. The finest varieties of the Pecan have hardly reached the market as yet. Each year large quantities of foreign nuts are brought into this country, and a correspondingly large amount of money goes out. The possibilities of this industry are vast. This is now being recognized by the many, and investments by careful men in nut orchards have been very largely increased during the last year.”—(Read by H. C. White, President of National Nut Growers’ Association, at Convention of 1908.)

(From Government Bureau of Statistics, Washington, D. C.)

“NUT IMPORTATIONS.

1900.....	\$2,973,843
1901.....	3,756,137
1902.....	4,214,676
1903.....	5,038,726
1904.....	5,473,306
1905.....	6,154,515
1906.....	7,228,607
1907.....	9,315,891
1908.....	9,563,742”

THE OAK RIDGE PECAN COMPANY

As time passes it becomes more evident that the overproduction of nuts is a great way off in the future. With all the plantings and stimulated call for native nuts, prices are steadily

A PECAN ORCHARD NEAR MONTICELLO. PICTURE TAKEN IN
THE FALL.

increasing, while the importations are growing rapidly.

Mr. J. B. Wight, at the National Nut Growers' Convention, said: "People want Pecans. They are willing to part with their silver and

THE OAK RIDGE PECAN COMPANY

gold to get them. Substantial purses have been filled with the sales from one tree, and this not simply in a few isolated cases. Here and there all over the Southern country are individual trees that have enriched their owners \$50, \$75 and \$100 a year. If one tree behaves so, then why not a dozen? And if a dozen, why not a thousand? Who will gainsay the soundness of this logic? And so men desiring to claim the glittering shekels as their own have set out trees by the tens, and the hundreds, and the thousands."

NUTS AS FOODS.

"In nut-growing we are supplying a need for food that is universal; and the food that we furnish is in a form so palatable and attractive that it cannot be surpassed even by the best efforts of our most accomplished cooks. The present generation is calling for more nuts. It is learning that in order to be physically strong we must "get back to nature"; and, in getting back to nature, the demand for nuts grows faster than the supply. Were nut-growing a fad, it might fail, as all fads have their day. But, based as it is, on human needs, there should be no apprehension that the demand for nuts will drag so long as there are appetites to satisfy or mouths to be filled."—(Read by J. B. Wight, President of National Nut Growers' Association, at Convention, 1909.)

MAP SHOWING LOCATION OF OUR ORCHARDS.

THE OAK RIDGE PECAN COMPANY

COMPOSITION OF PECANS COMPARED WITH OTHER FOODS.

	water	protien	fat	sugar starch etc.	crude fibre	ash	fuel value per lb calories
	per ct.	per ct.	per ct.	per ct.	per ct.	per ct.	
Pecans	.4	12.1	70.7	8.5	3.7	1.6	3,300
Beef steak ...	65.5	19.8	13.6	...	...	1.1	950
Eggs	65.0	12.4	10.7	...	...	.7	680
White bread..	35.3	9.2	1.3	55.2	.5	1.1	1,215
Potatoes	78.3	2.2	.1	18.0	.4	1.0	385

You will observe from this comparison that Pecans furnish even more fuel value per pound than either beef or eggs. A pound of Pecans will go farther than three pounds of beef.

PRICE AND CONTRACT.

We sell our Orchards at from \$225 to \$250 per acre, according to location; those on the main driveway being higher than the others.

Terms for a five-acre Orchard are \$100.00 down and the balance in 60 equal monthly payments covering the five-year developing period. Payments may be extended over the five-year period if desired.

The above price includes taxes, interest and any other expenses for the period of five years.

After the five-year period, should the purchaser so desire, we will continue to take care of the Orchard, cultivate, harvest, market the crops, and will look after his interests in every detail, for either a cash consideration or a percentage of the crops.

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TREE ON LEFT GRAFTED ON ONE YEAR OLD STOCK.

TREE ON RIGHT GRAFTED ON TWO YEAR OLD STOCK.

BOTH SHOW ONE YEAR GROWTH FROM GRAFT. ALL TREES USED
IN OUR ORCHARD WILL BE LIKE THOSE ON THE RIGHT.

In case of the death of purchaser, we agree to carry out our part of the contract in every detail, waiving further payments until after the

THE OAK RIDGE PECAN COMPANY

end of the five-year period, if so desired by the heirs. The proceeds from the crops will be applied on the deferred payments until paid.

We agree to furnish trees of the best varieties, and shall plant twenty trees to the acre. We will carefully prepare the land for the trees, and will carefully plant, cultivate, fertilize, prune, spray, and replant trees that die, so that at the end of the five years, we will turn over a perfect stand of growing trees. The Orchard will get scientific care for the five years. We will do all this for the above price and on the easy terms mentioned above.

GRACE IN PAYMENT OF MONTHLY INSTALLMENTS.

We will allow 30 days' grace in payment of monthly installments during the first six months; 60 days' grace during the next twelve months, and 90 days' grace thereafter.

TITLE.

The title of our land is unquestionable. A good and sufficient Warranty Deed will be given to the purchaser when the payments have been completed. Deed and title can be taken up by the purchaser any time after half of the payments have been made.

THE OAK RIDGE PECAN COMPANY

HORTICULTURIST.

In order to make a **success** of a **Pecan Orchard** a man **must know his business**. The trees must be properly cared for. So many have set out Pecan trees in a careless manner and left them

RESIDENCE OF J. A. GRANGER, SHOWING PECAN TREE WHICH
BORE 600 POUNDS IN ONE YEAR.

to the indifferent attention of hired help, to be run over and broken down by stock, and to be smothered by weeds and grass.

To be able to realize large returns, and to get the trees to bear early, the Orchard must be properly cultivated. Good, healthy trees must

THE OAK RIDGE PECAN COMPANY

be planted in the right manner. And they must be judiciously pruned, and shaped up while young. They should be sprayed properly. The kind of fertilizer and the amount to use are also important.

The work of developing our Orchards is being carried on under the direct and personal supervision of our Mr. John A. Granger. Mr. Granger is widely known as an authority and expert on Pecan Culture, having had many years of practical experience. He is, also, one of the proprietors and General Manager of the Jefferson Nursery Company, of Monticello, Fla., who are Pecan Specialists.

INCREASING VALUE OF A PECAN ORCHARD.

An Orchard such as we set out is worth \$100.00 per acre at the end of the first year. It increases in value at the rate of \$100.00 per acre each year. Thus a Pecan Orchard is worth \$500.00 per acre at the end of the fifth year. These are not alone our figures, but the actual values at which Orchards have been sold; and even at these prices it is hard to find an Orchard for sale.

Mrs. Ramsey, of Lee County, who has an Orchard of 80 acres, 10 years old, has refused an offer of \$1,000.00 per acre.

FIVE YEAR OLD PECAN ORCHARD, PROPERTY OF J. R. JOHNSON. THIS GROVE IS IN BEARING. SOME TREES HAVE HAD CROPS FOR TWO YEARS.

THE OAK RIDGE PECAN COMPANY

F. L. Simons, of Jefferson County, declined an offer of \$500.00 per acre for his Pecan Grove. The grove is now five years old.

Mrs. Grunnels, of Terrell, who has a fine grove of 11 acres, 13 years old, declined an offer of \$20,000.00.

While a Pecan Orchard requires a little patience at the beginning, yet it has an ever-increasing value, and it produces results altogether out of proportion to the original investment.

ESTIMATED EARNINGS FROM A FIVE-ACRE ORCHARD.

The following estimate of earnings is made on a basis of 35 cents per pound, which is far below the price at which the Cultivated Pecans will sell for some time. Cultivated Pecans now sell at from 50 to 75 cents per pound wholesale, f. o. b. Monticello, Fla. They sell in Chicago, retail, at from 90 cents to \$1.50 per pound.

	PER TREE	PER TREE	PER ACRE	PER ORCHARD
4th year.....	1 lb.	\$.35	\$ 7.00	\$ 35.00
5th year.....	3 lbs.	1.05	21.00	105.00
6th year.....	10 lbs.	3.50	70.00	350.00
7th year.....	20 lbs.	7.00	140.00	700.00
8th year.....	35 lbs.	12.25	245.00	1,225.00
9th year.....	50 lbs.	17.50	350.00	1,750.00
10th year.....	70 lbs.	24.50	490.00	2,450.00
11th year.....	100 lbs.	35.00	700.00	3,500.00
12th year.....	125 lbs.	43.75	875.00	4,375.00

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	PER TREE	PER TREE	PER ACRE	PER ORCHARD
13th year.....	150 lbs.	52.50	1,050.00	5,250.00
14th year.....	180 lbs.	63.00	1,260.00	6,300.00
15th year.....	220 lbs.	77.00	1,540.00	7,700.00
16th year.....	250 lbs.	87.50	1,750.00	8,750.00
17th year.....	275 lbs.	96.25	1,925.00	9,625.00
18th year.....	300 lbs.	105.00	2,100.00	10,500.00
19th year.....	325 lbs.	113.75	2,275.00	11,375.00
20th year.....	350 lbs.	122.50	2,450.00	12,250.00

BETTER THAN LIFE INSURANCE.

A well-known horticulturist has said: "Stop making it necessary to pay life insurance presidents \$100,000 a year to take care of your surplus money. Remember that every tree planted on the land adds to the selling price of that land. This selling price rises regularly, at an increasing ratio, as the years go by. But if I am not greatly mistaken you will not be willing to sell at any price after your trees come in bearing."

(From Atlanta Journal.)

"The premium on a life insurance policy of \$5,000.00 invested in a Pecan Grove will soon earn annually an amount equal to the face value of the policy and the annual increase. Parents and guardians of children will find in this industry safety and surety of annual income throughout life, which can be reached by no other investments. Investigation will furnish proof of

20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1										
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40										
80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61										
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100										
134	133	132	131	130	129	128	127	126	125	124	123	122	121	120	119	118	117	116	115										
135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154										
COMPANY'S ORCHARD										COMPANY'S ORCHARD										COMPANY'S ORCHARD									
28																													

PLAT OF OUR ORCHARDS. EACH BLOCK CONTAINS FIVE ACRES.

THE OAK RIDGE PECAN COMPANY

all we have said of this valuable industry, the value of which is beyond the figures we have set in the public prints.”

EASY TO SHIP.

Do not confuse a Pecan Orchard with an orange, peach, apple or any other fruit orchard, all of which are subject to frost and must be marketed as soon as ripe. With a Pecan you have twelve months of the year in which to sell your product, and you have the WORLD for a market.

You also save the expense of lumber for making crates and barrels (lumber is getting higher each year), while Pecans can be shipped in sacks. Pecans can be shipped in ordinary freight cars, while fruits require the extra expense of ice and refrigerator cars. Nor do you need to depend on the commission man to sell your Pecans.

The commercial life of an apple orchard is about twenty years, and the peach only seven or eight, while the Pecan will live and bear profitably for hundreds of years.

CONCLUSION.

We have tried to make clear the fact that the hardest part of Pecan growing is up to the time of bearing. In the nursery they have to be stratified and then planted, and afterward grafted

VIEW OF JEFFERSON NURSERY, SHOWING THE STAKING OF TREES, FOR THE PURPOSE OF SECURING
ERECT AND STRAIGHT GROWTH.

THE OAK RIDGE PECAN COMPANY

or budded. And then the single little bud on the scion must be carefully watched and reared. They must be staked and tied, so as to make good, straight trees. After they are dug from the nursery they go sometimes into competent hands and sometimes not. They rightfully should be left in the hands of the nurseryman to be planted into the Orchard, and there cared for by him until the time of bearing, which is the fourth or fifth year.

After they are bearing the work is easy. There is no hard labor or no great rush of work during the entire year. The harvest season is never hurried by weather or market conditions, nor hampered by labor troubles. When ripe the nuts fall to the ground, to be gathered and marketed at one's leisure.

There is always a ready market for them, and they can be sold f. o. b. the railroad station.

We have figured out for you the profits which can be derived from an Orchard at the different ages of the trees, and these figures we have made as conservative as possible. The expense of gathering and marketing the crop is as small or smaller than any crop grown.

It is to the progressive, clear-headed business man that we can most easily sell an Orchard. No doubt because they can grasp the merits of

PECAN GROVES.

THE OAK RIDGE PECAN COMPANY

the Pecan Industry the quickest. And those who buy get so deeply interested with the results that they want to increase their acreage.

If you are interested, and wish any further information about Pecans, or if you want to see the Government reports, call at our office and we will be pleased to give you any information we possibly can.

Trips to our Orchards are made several times during the year, and anyone wishing to go can make arrangements at our Chicago office.

So often we come across people who say: "I could have been wealthy now if I had grasped my opportunity when I saw it, instead of putting it off until some future time." Such remarks you hear now, and will hear for years to come, about the Pecan Industry.

GRASP YOUR OPPORTUNITY.

**The Oak Ridge Pecan Company,
34 Clark Street,
Chicago, Ill.**

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