The Paper-Shell Pecan The Satsuma Orange

and

The Mobile Plan

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The Paper-Shell Pecan *and* Satsuma Orange Orchards

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PREFACE.

WE will present to you in this booklet vital facts in regard to production of paper-shell pecans and Satsuma oranges.

The facts and figures given have been secured from the most reliable and authentic sources possible—among these being numerous bulletins and reports issued by the United States Department of Agriculture through its experimental stations—reports of meetings of National and State horticultural and nut growers' organizations and various publications dealing with these subjects.

We have also included valuable information relative to supply and demand, markets, importations, carefully gathered from successful growers and horticulturists and from government statistics.

As very little is known by the general public in regard to the exact possibilities of paper-shell pecans and Satsuma oranges, we have endeavored to bring as much information as is possible in this little booklet to the reader in a concise and interesting manner.

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Mobile and Chicago.

Mobile Farm Land Co. (Inc.)

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CHICAGO

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THE PAPER-SHELL PECAN

And How It Has Developed From the Original
Wild Nut to a Remarkable Com-
mercial Success.

HE first record of the pecan is discovered in the history of the early French settlers of this country.

Bienville, a French explorer, landing on the shores of Mobile Bay in 1699, found one of the staple foods of the Indians—a palatable nut growing wild in the dense forests around this beautiful bay.

This nut—now known as the common pecan—became one of the first articles to be exported to Europe by the early colonists and since that time many people in the South have been profitably engaged in the gathering and sale of the wild pecan.

Speaking of the tree itself—it is essentially an American tree—growing luxuriantly as a forest tree in the alluvial bottom lands of the southern Mississippi Valley—rarely being found north of Mason and Dixon's line.

It is a member of the hickory family (*hickoria* pecan), being extremely hardy, resembling in

general appearance the oak. An idea of its age can be gained from the fact that several large trees recently cut down showed by the annual "growth rings" that they were over 600 years old. These trées were still bearing and there is a notable tree in Mexico, which is five feet in diameter, bearing over a ton of nuts annually.

The pecan has a root system radiating from an exceptionally large tap root that goes deeply into the ground, drawing up moisture from the subsoil, making the tree proof against lack or excess of surface moisture.

As the pecan blooms late in the spring, the buds are never here injured by frosts, and a notable feature is the almost absolute freedom from insect pests and diseases.

Everyone is familiar with the small wild pecan, from one-half to three-quarters of an inch long, with its hard shell, and the thick and bitter inner partitions of the nut.

But, of the paper-shelled pecan, little is known to the average Northerner. Its development has been restricted almost entirely to the central Gulf Coast and this development has all occurred within the memory of this generation.

About forty years ago Colonel W. R. Stuart, a retired wealthy merchant of New Orleans living at Ocean Springs, Miss., became interested in the

The Late Colonel W. R. Stuart
Pioneer of the Pecan Industry

development of the wild pecan nut and began experimenting—with the idea of eliminating the hard shell and thick bitter inner partitions and producing a nut that would rival the English walnut in palatableness.

Colonel Stuart noticed early in his investigations throughout the South that occasionally a tree was found growing under favorable conditions that produced the kind of nut he had in mind.

He selected the best specimens of these nuts and planted them, caring carefully for the young trees—but you can imagine his disappointment when these trees reached the age of bearing at the end of seven or eight years—to find that the nuts produced were not like those he had planted, but were only ordinary wild pecans.

Realizing that the ideal pecan could not be successfully developed from seed, Colonel Stuart resumed his experiments from another angle.

He went back to the trees from which he had secured his seed nuts—and by taking scions or buds from these exceptional trees and grafting them onto seedling stock—he was able to secure the same excellent nuts—and solved the problem of propagation.

From this time on, many experiments were made by Colonel Stuart, Mr. Theo. Bechtel of

Ocean Springs, A. G. Delmas of Scranton, Miss., Oscar Oliver of Louisiana, C. E. Pabst of Ocean Springs—originating nearly all of the standard varieties of the paper-shelled pecan in the Mobile district among which are the Stuart, Mobile, Frotscher, Alley, Delmas, Success, Pabst, Russell, Lewis, Hovens, Jewett, etc., etc., many of the varieties being named after their originators.

These men have worked out the details of propagation, cultivation and fertilization past the experimental stage to a state almost reaching perfection, until today we have the paper-shell pecan—with a shell so thin that it can be crushed in the palm of your hand and the inner partitions are nothing but tasteless tissues.

It is as large as the average English walnut, but on account of the thin shell there is a much greater proportion of meat to each nut—and the meat being exceedingly sweet and rich and of a delicate texture, forty or fifty nuts making a pound, as compared to one hundred and twenty to two hundred of the ordinary pecans.

The reader will see from this that while the early growers who followed Colonel Stuart's first efforts and tried to grow the nuts from seed, failed, after waiting eight or ten years for the trees to produce the ideal nuts, yet with the study of its culture and the growing popularity of

Nuts, Actual Size (Note Thinness of Shell)

this nut, the pecan tree has been developed to the hardiest, longest-lived, and most dependable and productive nut bearing tree known.

THE COMMERCIAL SUCCESS OF THE PECAN NOW A CERTAINTY.

The Experimental Stage Is Past.

The United States Department of Agriculture, the State Agricultural Experiment Stations, and the success of nurserymen and private growers have lifted the growing of pecans in a commercial way up to a permanently established basis.

Nuts are becoming more universally recognized every day as a staple article of diet.

Many prominent physicians and sanitariums are recommending raw foods chief of which are nuts as an exclusive diet.

Many restaurants in this country serve nothing but raw foods and nuts, and more and more the public is being educated to the consumption of these nutritious foods.

With the continual destruction of our natural forests the nut bearing trees are growing scarcer each year.

It would require the planting of large groves every year in order to keep pace with the destruction of our wild nut trees to say nothing of coping with the continually increasing demand.

Manufacturers of candies, confections and table delicacies are opening up new sources of consumption almost daily.

Importation of nuts into the United States has more than quadrupled during the last decade, the value of the importation amounting to over \$15,000,000 annually.

Taking these facts into consideration, can there be a doubt in your mind that the growing of paper-shell pecans can be anything but a tremendous success?

When the people of this country import and pay heavy duty on \$15,000,000 worth of nuts every year, it is apparent that we have been overlooking one of the greatest opportunities for a successful commercial proposition that has ever been offered.

The Age of Bearing, Yield and Price.

The paper-shell pecan trees are produced from seed—the nurserymen beginning with the planting of the nut, and produces what is known as a seedling.

This seedling he carefully cultivates and cares for until it is two years old, when he root-grafts or buds into the seedling stock, scions or buds taken from a tree of known variety, cutting off the seedling trunk and diverting the entire

strength of the two-year-old root into the grafted or budded section, which now becomes the main trunk.

When this young tree has had a three-year growth, under proper care and cultivation, it is ready to transplant to the orchard. This is what is commonly known among nurserymen as a "three-year-old" grafted or budded tree, although in reality it is a five-year-old tree (dating from the planting of the nut), and if it has been grown under right cultural methods, it will invariably be larger and stronger than an average five-year-old seedling tree.

It is a much more expensive method to plant nursery grown trees than to begin with the nut, but it saves years of time and it is an absolute guarantee of desired results. In fact, it is the only safe and sure method to pursue.

If good, thrifty, "three-year-old" grafted or budded trees of the best varieties, grown in the nursery as above described, are transplanted to the orchard where soil and climatic conditions are suitable to the variety selected, and then properly cultivated, fertilized and cared for, they will yield, dating from the time they are set out in the orchard, as follows:

6th year.....	10 pounds
7th year.....	25 pounds
8th year.....	45 pounds
9th year.....	70 pounds
10th year.....	100 pounds

These figures are not estimates but are the tabulation of averages secured from figures given by scores of nurserymen, horticulturists and private owners of pecan groves.

Even considering that the constantly increasing demand for paper-shell pecans, which cannot be bought in the North for less than \$1 per pound, will not sustain the high price, we must believe it will at least assure a stable price. Let us put the price of the fancy paper-shell pecan down to the present retail price of ordinary seedling pecans—25 cents per pound—and we secure the following figures—based on the planting of 18 trees to the acre and a low average on yield and bearing age—from a five-acre orchard of paper-shell pecans:

After planting tree.	Pounds per tree.	Income per tree.	Income per acre.	Income per five acres.
6th year	10	\$ 2.50	\$ 45.00	\$ 225.00
7th year	25	6.25	112.50	562.50
8th year	45	11.25	202.50	1,012.50
9th year	70	17.50	315.00	1,575.00
10th year	100	25.00	450.00	2,250.00

We have seen nuts on a one-year-old tree in the nursery row, and know of a tree four years old from the bud which bore forty pounds.

Water Front Scenes

These, however, are exceptional cases. Seedling trees 25 years old often bear from 300 to 500 pounds. As indicating the extraordinary value of such a tree, we might mention one owned by Mr. J. W. Laurendine in Mobile County from which he sold in one season 400 pounds of nuts for \$400.00. He also received in the same season \$200.00 for wood to be used for the purpose of budding other trees.

You understand, of course, that the pecan is a large spreading forest tree and in its later life requires a great deal of space, although in the first twenty-five years it will not occupy all space allotted to it—when the trees are set out fifty to fifty-five feet apart each way.

It is, therefore, economical and profitable to combine with the cultivation of the pecan some sort of tree requiring little space and which will yield a profit from these waste spaces.

In all the range of horticulture, no more ideal tree for this purpose can be found than the

SATSUMA ORANGE.

The Satsuma Orange has been introduced into this country from Japan—it being a variety of the Mandarin—an orange grown in the northern part of Japan where there is danger of frost,

under conditions similar to those found in the Gulf Coast of Alabama. It is budded on the hardy, frost-proof native stock of the citrus *trifoliata*.

This produces a dwarfed tree about eight or nine feet in height that seldom shows signs of life until early in the spring, thus reducing the danger of frost to a minimum, and it has often withstood a temperature of 10 degrees above zero.

The Satsuma orange is slightly smaller than the ordinary sweet orange, slightly flattened, colored a deep yellow, and of a sweet and delicious flavor.

It has a loosely adhering rind and the segments are easily parted. This feature gives it the name of the "kid-glove orange."

Probably the greatest marketing advantage of the Satsuma is the fact that it ripens very early—in September and October—before any other varieties are on the market and naturally meets a large demand at good prices.

In addition to this early-ripening feature, it will hang on the trees until along in January, and unlike any other orange, it can be safely left on the tree until thoroughly ripe and then shipped without danger of decay, thus making it one of the most dependable shipping crops.

The Satsuma is easily cultivated, comes into bearing in about three years after planting, continuing to bear for a generation, and is notably free from disease and insect pests.

The pecan trees are planted fifty-two and one-half feet apart each way and half way between them we plant Satsuma orange trees, alternating the rows of pecans with rows of Satsuma oranges, and in this manner two hundred and thirty-four of these trees will be planted in each five acre tract.

On account of the fact that the Satsuma orange has such a sparkling and lively taste and can be put on the market long before any other variety, it naturally brings a high price—the average return being from 15 to 25 cents a dozen wholesale.

However, assuming the unusually low price of 12 cents per dozen and basing the yield of each tree far below the average, we give herewith a table of additional profits obtainable from planting 47 Satsuma orange trees to each acre or a total of 234 trees to each five-acre pecan orchard, including a column showing the total profits from both the paper-shell pecan and the Satsuma orange trees.

The Mobile Plan

After planting trees.	Oranges per tree.	In- come per tree.	Income per acre.	Income per five acres.	Combined crop pecans and oranges, five acres.
6th year	300	\$3.00	\$141.00	\$ 705.00	\$ 930.00
7th year	400	4.00	188.00	940.00	1,502.50
8th year	500	5.00	235.00	1,175.00	2,187.50
9th year	500	5.00	235.00	1,175.00	2,750.00
10th year	500	5.00	235.00	1,175.00	3,425.00

This table is not an estimate of possible or probable results. It is the very low average of actual, tabulated results covering many years' experience under all conditions—and in many instances the figures have run a great deal higher than any we have quoted.

Mobile is 770 Miles South of Chicago
(Twenty-eight Hours' Ride)

A Five-Acre Tract

Dots show Pecan Trees, crosses indicate Orange Trees. Pecan Trees
 52½ feet apart. 91 Pecan Trees and 234 Orange Trees
 planted in each five-acre tract

Speaks for Itself

Meat of the Pecan. Actual Size

ADVANTAGES OF PAPER-SHELL PECANS OVER APPLES, PEACHES AND PEARS.

Paper-Shell Pecan Or- chards

are not seriously injured
by *drouth*;

are rather benefited by
heavy rains;

survive all such light frosts
as we have;

have no serious *diseases*
or vital enemies when
bearing;

require little care, labor or
attention when they begin
to bear;

are *not perishable*, can be
gathered and marketed
when convenient and
prices are highest and be-
ing shipped in bags or
sacks the *expense* of box-
ing and crating is *saved*.

live and bear *vigorously* for
hundreds of years;

are *profitable* to a much
greater degree than any
other nut or fruit;

provides a *constantly in-
creasing income* through-
out the life of the owner
and the lives of his sur-
viving wife, children or
other descendants or de-
pendents; rendering him
independent for life and
protecting his posterity
against poverty and want.

Apple, Peach and Pear Orchards

are killed by *drouth*;

are ruined by *heavy rains*;

suffer from the intense cold
of the North;

are destroyed and often
completely exterminated
by *parasites and pests*;

*require constant care and at-
tention* and considerable
labor, including spraying,
pruning, etc.

are *perishable, harder to*
handle, must be picked
promptly, boxed, crated
and wrapped, and if there
is a "*glut* in the market"
the *returns are nil*.

and, even when supple-
mented by side crops the
returns are no earlier than
from pecan orchards so
supplemented;

yield *precarious profits* and
even under the most fa-
vorable circumstances,
less than the paper-shell
pecan;

even if they attain their
natural age, yield an *in-
come for only a compara-
tively few years*, which
may be cut still shorter
by the destructive activi-
ties of *parasites* and other
pests, which may at al-
most any time destroy
your orchard and your in-
come.

THE MOBILE PLAN

And What It Means to You.

The Mobile Farm Land Company has, after careful investigation, selected, with the advice of horticulturists thoroughly familiar with all districts in which pecans and Satsuma oranges can be profitably grown, a large tract of land near the city of Mobile and will plant this land, wonderfully adapted for the purpose, with pecans and Satsuma oranges and keep the trees under expert care for five years, turning over the five-acre orchards to the purchaser at the end of that time.

On each five acre tract will be planted 91 three-year-old grafted or budded paper-shell pecan trees of selected varieties, and 234 one-year-old Satsuma orange trees budded on hardy frost-proof native stock of the citrus trifoliata.

During the first five years of the trees' growth, when expert attention and care are needed and when practically all risks are encountered, the orchards remain under our care, we taking all the risks upon ourselves. After that period the risk is lessened fully 95 per cent and only until then are we willing to turn the five-acre orchards over to each purchaser with a guarantee of five years' growth and the health of the trees.

Avenue of Pecan Trees

Of course, the Mobile Farm Land Company may still be relied upon at the end of the five years to care for the orchard and market the crops on a percentage basis, if the purchaser wishes them to do so, as it will still be occupied in the immediate vicinity with its own orchards and farming industries.

As we have stated previously, the selection of all trees and the methods of cultivation will be under the supervision of a reliable pecan expert, and the Mobile Farm Land Company will have under his direction horticultural experts in both the raising of pecans and Satsuma oranges, and marketing them.

But more important than this—we have arranged with Mr. E. K. Dyar, lately superintendent of ex-Vice-President Fairbanks' large Illinois farms, to take charge of these orchards, and he will constantly supervise our vast farm and orchard enterprises and greatly assist in the building up of an ideal farming and orchard community as a suburb to the city of Mobile.

Mr. Dyar is a man of wide agricultural experience, of progressive ideas, technical knowledge and enthusiasm for this work, and taking all in all, no better man could be found in the length and breadth of this land to take charge of such an undertaking.

Three-year Old Satsuma Orange Trees

Six-year Old Satsuma Orange Trees

The Suburban Location of Our Property.

It is hard to realize that the opening of the Panama Canal which will revolutionize the shipping routes of the world, is only three or four years distant.

A glance at the bird's-eye view in this booklet will show at once that Mobile is destined to be the chief port for Panama business, especially for the enormous coal traffic which is to grow out of that enterprise.

The cheapest tidewater coal in the world will be found at this port, through the expenditure of \$15,000,000 by the United States Government to make available to navigation the great Alabama coal fields. Private capital to an equal extent is developing dock and other facilities to meet the demands incident to the opening of the Panama Canal.

The orchards of this company will be adjacent to the Mobile Farm Land town site of Dawes, near to the City of Mobile, already a city of 75,000 people, counting its legitimate residence area, and affording every facility for commerce, professional and other business, education and amusement.

Within reach of these properties are the finest fishing grounds of the south; the famous oyster

beds of the Mississippi Sound and every outing feature which can appeal to the sportsman.

The county of Mobile has now in hand a special fund of \$500,000 to be expended in extending its magnificent hard roads which have made this section famous.

The chief of these highways will pass directly through the company's lands, connecting the public highways of Mississippi with those of Mobile. This improvement will furnish to our properties a system of automobile highways of inestimable value from every point of view.

The orchards will be so laid out as to front a 60-ft. Boulevard which will be amply shaded at the sides by the trees within each grove.

Near the orchard preserve will pass our farm land branch of the Mobile and Ohio Railway, connecting with the Government Street Car line in the City. Over this branch will be operated suburban motor service for both express and passengers, while regular freight service over the M. & O. will also be afforded.

Soil and Climate.—Other Living Advantages to be Enjoyed.

An analysis of the soil of our orchard reserve shows it to be what is known as the Orangeburg Sandy Loam, underlaid with a porous clay sub-

Pecans as Shade Trees

soil. According to government experts, this is the most ideal soil for pecan and citrus culture, and for all manner of staple crops, such as cabbage, potatoes, oats, corn, melons, figs, peaches, small fruits and garden truck.

The rainfall averages about 56 inches the year, distributed so evenly that this section has no dry season.

Temperature seldom gets below freezing and rarely rises above 90. Our experience and that of hundreds of settlers from the far north, is that this temperature, modified as it always is by the strong gulf breezes, is not anything like as trying as temperature 10 degrees lower in the north, while the mild air from the Gulf Streams assures winter conditions most ideal.

Unlike all the coast lands where elevation and drainage are not satisfactory this land is free from insect pests.

A plentiful soft water supply is found at a uniform depth of about 40 feet, and analysis shows this water to rival in purity the famous Waukesha and Poland Springs waters.

This region has been lately the subject of the strongest commendation for its possibilities in poultry raising. Scores of poultry farms have been moved to this section, where an all year around green feeding season assures ideal condi-

tions, not only for raising and fattening, but for egg production.

The proximity of these lands to the great city of Mobile and to its famous Spring Hill College—only 7 miles away—should be carefully considered by every purchaser with family responsibilities. The health of this plateau is a matter of medical record for a hundred years, attested by this college, which has never lost a student from malarial diseases.

Not only will these groves be extremely valuable on account of their income, but within five years the advance of the city suburbs to the west over this high plateau will enhance their value tenfold.

The Mobile Farm Land Company can be relied upon to undertake any other improvement of the purchaser's orchard which he may desire. It will build him any sort of a home, and undertake to have it cared for in the absence of the owner.

When it can be said of a section that it will produce with less labor and greater certainty all the necessities of life and most of its luxuries, that its conditions for health, comfort and pleasure are unexcelled, and that its desirableness for residence purposes is accentuated by the proximity of a great and growing city, what more can the investor require when he has as an assurance

for the safety of his investment the absolute trustworthiness of an association of the leading citizens of that city who are to undertake to plant, develop and care for his investment, and who esteem the investor's visits or sojourn at his orchard one of the chief advantages to Mobile, growing out of the orange and pecan grove undertaking.

Cost and Contract.

The company will develop any tract or tracts of land purchased, plant as described herein with three-year-old Pecan and one-year-old Satsuma orange trees, and for a period of five years from the date of purchase pay all taxes, keep up all necessary improvements, replacing all trees that may die or be destroyed, fertilize, cultivate and give proper care to all such purchased tracts in every particular.

All this will be done at the company's expense, and under the direct supervision of its horticulturists. It can readily be seen this is a service that no man unless himself an expert and constantly on the ground will give to his own property. Further it is needless to say this is a service no man could afford to pay for if the whole cost fell upon his individual property, excepting of course, his holdings were very large. The company maintains at all times a highly perfect-

ed and competent organization for the development of its own property, and for this reason it can develop orchards for others in connection therewith at a cost far below that for which an individual could ever do it, or have it done.

A revenue producing estate, the first two crops for which will more than reimburse him in full for all the money invested, will be passed into the hands of the purchaser at the end of the five year period. Payments may be arranged so as to extend over a three year period if desired.

The company enters into a contract with the purchaser which is liberal and equitable, covering as it does a period of five years. It especially provides for two serious contingencies which are of deep concern to every purchaser—financial embarrassment and death. The company agrees with the purchaser in case of death to carry out its part of the contract in every detail. If so desired by the heirs all further payments are waived until after the five year period, proceeds from the crops of the 6th and 7th year will be applied on deferred payments until satisfied, any balance will then be paid to the heirs. In any event the property will be deeded over to the heirs or assigns at the end of the seventh year.

The company further agrees if at any time

In Mobile

after two years the purchaser finds himself financially unable to carry out his part of the contract, to return to him at a stipulated rate all moneys which he has paid on his contract.

The company agrees that the purchaser may live upon the property during the five year period of development if he desires, but must in no way interfere with the cultivation of the trees.

The company further agrees that after the five year period should the purchaser not desire to maintain a continuous residence on the property, to act as his resident agent for either a percentage of the crops or a cash consideration, caring for the property in a first class manner, cultivating, harvesting and marketing the crops, and in every way looking after his interests. None of this property will be sold to people who would in any sense of the word be considered undesirable. This is a feature that is important and is made a part of every purchaser's contract.

CONCLUSION.

This short sketch has been confined to a branch of horticulture—Pecans and Satsuma oranges—essentially a gentleman's occupation.

After the first five years the labor is light. There is no mad rush of work in this industry at any season of the year. The harvest season is never hurried on account of weather or market conditions. The pecans when ripe fall off the tree to be gathered at leisure and can be marketed when convenient. It is not necessary to gather the Satsuma orange when ripened. It can be allowed to hang on the trees for months, to be picked and shipped at the convenience of the owner. There is always a market for both the pecans and oranges, and the freight rates are always low. There is little expense attached in the shipment of these crops, as no refrigeration is necessary for either. Pecans can be shovelled into a box car like grain and the oranges can be crated and shipped in a very inexpensive manner. It must be appreciated that this is an immense saving over ordinary fruit. If you will investigate our proposition carefully, we are very sure you will become the owner of a five or ten acre tract, and that you will recommend the investment to your friends, whom you will desire for future neighbors.

**TEMPERATURE AND RAINFALL AT
MOBILE.**

The following figures are taken from reports made by the United States Government:

Average Temperature for Past 15 Years.

January	51.0
February	53.6
March	61.4
April	66.9
May	74.4
June	79.8
July	80.8
August	80.5
September	77.4
October	68.1
November	59.5
December	53.3
Annual average	67.2

Average Rainfall for Past 15 Years.

January	4.51 inches
February	5.77 inches
March	5.29 inches
April	3.40 inches
May	3.68 inches
June	3.00 inches
July	6.10 inches
August	6.36 inches
September	2.02 inches
October	3.09 inches
November	4.74 inches
December	4.74 inches
Annual average	56.59 inches

YOU ARE INTERESTED IN

The commercial possibilities.

The suburban location.

The healthfulness of climate and water.

The bungalow we build for you.

The home for retirement.

The boating, sailing and outing features.

The Mobile Bay with its fish and oysters.

The insurance feature of our contract.

The absolute guarantee against loss.

The responsibility and reliability of the company.

MOBILE FARM LAND CO.,

514-516 Commercial National Bank Bldg.,

Chicago.

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