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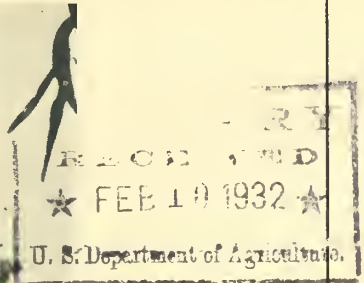
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Time is Money!

MAHANS Save Time!

Mahan
Trees
Bear
the
Heaviest
Crops



Mahan
Trees
Bear
the
Earliest
Crops

A four-year-old Mahan tree, bearing 15 pounds of nuts—180 pounds per acre the fourth year. Can you beat it?

THE MAHAN PECAN
IS PROPAGATED AND OFFERED EXCLUSIVELY BY THE
MONTICELLO NURSERY CO., Monticello, Florida

MAHAN PECAN Greatest Horticultural Blessing South Has Ever Known. It Bears In Two Years.

THE TREE—Most vigorous of all pecan trees. Its lungs, the leaves, have stems 18 to 24 inches long and are 10 to 16 inches wide, giving to it the constitution and strength of a mighty giant and making it the most beautiful and attractive of all shade trees, regardless of kind.

THE NUTS—Amazing in size, thinness of shell, plumpness and richness of meat—2½ inches long and 3 inches in circumference. Only 33 to the pound and 61 to 65 per cent meat.

World's Best Pecan Judged From All Standpoints, Verdict of Experts at A. & M. College

In December, 1925, we entered the Mahan pecan in a world-wide pecan contest held at College Station, Texas, in which all pecan growers of the world were invited to make entries. The following letter from one of the expert judges of the awarding committee tells the result.

Mr. F. A. Mahan, Dec. 20, 1925.
Monticello, Florida.

Dear Sir:—

Inclosed find check as a prize for the BEST PECAN in a world-wide contest. The Mahan is the best pecan judged from ALL standpoints, that we have any record of. If it does as well here as the ones you sent, your fortune is made.

Sincerely,

(Signed) D. F. MOORE.

Another Verdict Five Years Later

E. J. Kyle, Dean School of Agriculture, A. & M. College of Texas, under date of October 16, 1930, writes—"In spite of the severe drouth last summer, the Mahan has set and matured a better crop than any other variety we have."

VERY IMPORTANT

The Mahan Bears Every Year

Since it first produced nuts, the Parent Mahan tree has never missed a single crop during the 12 years of its bearing life; never received any special attention, never been sprayed or fertilized.

Concord Nurseries of Concord, Georgia, report a yield of 5½ pounds of nuts gathered in 1930 from one Mahan tree which was planted in January, 1928.

IT BEARS IN TWO YEARS

Of all sad regrets of future years, the saddest of these, to many, will be to gaze upon a lot of ordinary, medium quality, under-sized, low priced, difficult-to-sell pecans and meditate—"They might as well have been Mahans."

Chandler, Texas, May 11, 1931.

I have a pecan tree I got from you a little over 1 year ago. It is about 6 feet high and has a slender body very little bigger than your thumb, and has 11 pecans on it. What I want to know, is it a common occurrence, and do you think they will stick?

A. S. ELLIS.

A NATIONALLY KNOWN TRADEMARKED PRODUCT

The MAHAN pecan is a trademarked product known throughout the United States and many foreign countries. The large amount spent by the Monticello Nursery Company in advertising this outstanding pecan directly benefits all wise planters who produce MAHAN nuts.

GREAT DEMAND ALREADY CREATED

Two years of extensive radio publicity have created a wide market for MAHAN pecans and the demand even now is many times in excess of production, or possible production in the next 15 or 20 years. The giant size of the Mahan nut, the superb quality of the meat, plus the fact that it is the best known pecan variety in the world, will enable producers of Mahan nuts to market their crops quickly, easily, and at a price greatly in excess of that obtainable for any other variety.

TOPS THE WORLD'S MARKET

Price in Carload Lots, 36c Per Dozen Nuts

The world holds many people who are able and willing to buy, and pride themselves in obtaining the choicest, even at fancy prices. One concern, which has access to a large number of such customers, offered us \$1.00 per pound for all Mahan nuts to be had up to 100,000 pounds, or 36c per dozen nuts. This is the market price for Mahan nuts and will likely remain so for years if proper methods are employed in selling.

Will you plant ordinary pecan trees and wait five or six years for nuts that sell for 10c a dozen, or plant Mahans and wait two years for nuts that sell for 36c per dozen?

HIGHEST QUALITY MEANS HIGHEST PRICE

What "Sterling" means to silver, "Mahan" means to the pecan world.

YOUR CROP SOLD IN ADVANCE

This is the first time in history that any horticultural product has had the market created and waiting, in advance of production, and those who plant MAHAN trees now will reap enormous profits.

The establishing of a profitable market for any product is the most important question confronting producers today, but it has already been established for the MAHAN pecan.

THINK!

Consider these facts carefully, and you will see why the MAHAN pecan is the most profitable product of the soil, and why it can be planted with the absolute assurance of safety and high profit.

In the next 10 years the population of the United States will increase 17,000,000, just that many more mouths to feed.

SEVENTEEN PECAN TREES CREATE \$34,000.00 OF WEALTH

Make These Your Example and Equal Them

Seventeen paper-shell pecan trees were carried to Arizona and planted. They began producing nuts the third or fourth year, and steadily increased. No accurate account of sales was kept the first 10 years. The second 10-year period, the average sales of nuts amounted to approximately \$1,700 per year or \$17,000.00 for 10 years.

RESULTS	
First 10 years.....	Few Thousand Dollars
Second 10 years, sales.....	\$17,000
Present value trees, over.....	17,000
Total, over.....	\$34,000

Thus, after disregarding a "few thousand dollars" of income, and placing present value much below true value, we note these 17 trees have earned an average of \$1,700 per year, or \$100 per tree each year, or \$8.33 per tree each month, since the day they were planted, 20 years before. If each tree, and the land it occupies, were worth \$16 when planted, then the investment has earned a net profit of 50% per month or 600% per annum for 20 years.

The owner of a 21-acre, 10-year-old grove near these trees wisely refused \$63,000 or \$3,000 per acre for it. An 8-year-old grove near by produced 78¾ pounds of nuts per tree which sold at 62½ cents per pound, or \$49.17 per tree the eighth year, or \$590.04 per acre of 12 trees. This is 10% on a value of \$5,900 per acre, all accomplished in eight years with pecans. These orchardists had no opportunity at the time to plant Mahan trees. The first sales of the "MAHAN Tree" were made in the winter of 1927-28.

Only those who are determined to equal these results should plant pecan trees. Then there will be no lack of care, interest or effort—no attempt to save a dollar or two by purchasing a cheap tree.

By following the concise and full directions we send out with each shipment of Mahan trees, you will be assured of heavy crops and maximum profits.

Many pecan trees are worth \$1,000 each; many others, of same age, \$100 each—only because of difference in variety.

In building your pecan grove, build a mansion—not a shanty. The difference in cost is small. Some lay a foundation for hundred dollar trees, others for thousand dollar trees. Both get exactly what they had intended.

Some pecan growers face two problems—one to produce the nuts, the other to find a market. Mahan pecan growers have only one—to grow them. Mahan nuts sell themselves.

FORTY MILLION DOLLAR OPPORTUNITY

We send this huge sum to foreign countries each year for nuts, all inferior to paper shell pecans. The Mahan tree is equal to the task of bringing every dollar of this vast wealth to the United States. The trees that produce this yearly income will have a value of Four Hundred Million Dollars. Why delay action?

MAHANS BEAR IN TWO YEARS



In Our Mahan Orchard.

Orangeburg, S. C., June 25, 1931.

My Mahan trees, three of them at least, are exceptionally fine. This is the start of the 4th year we have had them, and they have been transplanted once. Some of the Mahans have 7 to 10 nuts to the bunch. One tree has approximately 100 nuts.

W. W. WATSON.

Mineola, Texas, May 20, 1931.

Of the 15 Mahan trees purchased from you, only one has shown a tendency not to get off as well as it should, and the others have developed better than other trees in the orchard of other varieties which are older. They have made a wonderful growth, and are just as healthy and vigorous as a tree could be expected to be. Every tree but three of the Mahans bore nuts last year, from half a dozen to three dozen per tree, and all but the one have set a heavy crop now. We are delighted with the trees in every respect.

HUBERT THOMAS.

Dadeville, Ala., May 22, 1931.

Six of the nine Mahan trees are bearing this year, have from 6 to 30 nuts each. We are watching with much interest the progress of these nuts. We are fertilizing and cultivating the little trees. This is third year out.

W. W. HICKS & CO.

BIRTH AND HISTORY OF "THE MAHAN TREE"

NINETEEN years ago, J. M. Chestnutt of Kosciusko, Mississippi, while attending the State Fair at Jackson, was attracted by a small number of fine pecans in possession of a stranger and persuaded the owner to sell five of them for \$1.00. Upon returning home, Mr. Chestnutt planted the five pecans, and one of the young trees which sprang from the planting showed exceptional vigor, outstripping all of the others in growth.

When this young tree began producing nuts, they were much larger, and of finer quality than the original nut planted. Their size and quality attracted the attention of Mr. Henry B. Chase, of Chase, Alabama, an authority on pecan culture and one of the leading nurserymen of the United States. Knowing that we were specialists of long experience and recognized success in pecan propagation, Mr. Chase suggested that we purchase the tree, which we did. We moved it six hundred miles by truck from Kosciusko, Mississippi, to Monticello, Florida.

This is the story of the origin of the most remarkable pecan ever known. This tree, procured by us from Mr. Chestnutt at a cost of \$5,000, and named after the president and founder of the Monticello Nursery Company, is the parent of all the Mahan trees.

Purchasing Restrictions

All purchasers of Mahan trees are required to sign a contract agreeing not to propagate, or allow others to propagate, with buds from these trees previous to 1937. Since no one has the right to furnish Mahan buds or trees except the Monticello Nursery Company, they can be obtained from no other source, and consequently are positively true and genuine.

Prices and Terms

No. of Mahan Trees	Price per Tree
1 to 23, inclusive.....	\$5.00
23 to 119, inclusive.....	4.50
120 or more.....	4.00

All prices are F. O. B. Monticello, Florida. All sizes of trees same price, but early orders, upon which a deposit has been made, get preference for larger trees. Upon payment of deposit (balance C. O. D.), the buyer can state month shipment is to be made.

GUARANTEE

Any Mahan tree that is not living on Sept. 1st after date of planting will be replaced free, F. O. B. Monticello, provided claim for replacement is made on or before that date. On claims made after Sept. 1st, replacement will be made for \$1.00 per tree.

We have taken every precaution to have the Mahan pecan tree reach you true to name. Every genuine Mahan tree has a copyrighted aluminum label attached to it, the size and shape of the Mahan nut. The label bears our copyright and the name "Mahan pecan" on it. Every tree sent out by us bears this label. If anyone sells you a "Mahan" tree without the label, refuse the tree, as it is not a Mahan. The Monticello Nursery Co. is the only concern authorized to propagate this wonderful tree, and every nurseryman or salesman who solicits your order is provided with a card from our office, bearing the Monticello Nursery Co.'s corporate seal together with a picture of the nut and Mr. Mahan's signature.

J. G. Woodruff, Associate Horticulturist, Georgia Experiment Station, Experiment, Georgia, says of the Mahan:

"I have had occasion to examine the botanical character of the catkins, pistillate flowers, foliage and the nut of the Mahan Pecan, and they appear to be almost identical with the Schley except being more vigorous. A descriptive term might be 'Schley, plus'."

THE TEXAS DEPARTMENT OF AGRICULTURE, in their Bulletin No. 95, on "Pecan Growing in Texas," has this to say about the Mahan Pecan:

"The Mahan is a large nut with a very thin shell, resembling the Schley quite a bit and seems to be of just as high quality, but is somewhat larger than the Schley. A good individual nut, and should be tested further."



This tree, located in the orchard of Mr. E. L. Smith at Concord, Ga., bore 5½ pounds of fine large Mahan nuts in 1930 when 2½ years old, and has a better crop set this season. Mahan trees bring the quickest profits.

YOUR PROTECTION

**MAHAN
PECAN TREE**
COPYRIGHT APPLIED FOR
MONTICELLO NURSERY CO.
EXCLUSIVE PROPAGATORS
MONTICELLO, FLA.

As a protection to our customers and to prevent the fraudulent selling of inferior pecans as the Mahan, we attach the copyrighted aluminum label pictured above to every genuine Mahan tree. Accept no trees as Mahans which do not bear this label, as they are not genuine.

LOOK FOR THE LABEL.

F. A. MAHAN
PRES. AND MGR.

A. N. WATSON
SALES MGR

GEO. F. TOWNE
VICE-PRES.

MONTICELLO NURSERY COMPANY

EST. 1903

ONE OF THE WORLD'S LARGEST WHOLE SALE GROWERS OF PECAN TREES
370 ACRES IN NURSERY STOCK, PECANS, SATSUMAS AND ORNAMENTALS

OWNERS OF THE \$5,000 MAHAN PECAN TREE

MEMBERS OF

AMERICAN ASSOCIATION OF NURSERYMEN
SOUTHERN NURSERYMEN'S ASSOCIATION
NATIONAL NUT GROWERS ASSOCIATION



MONTICELLO, FLORIDA

History of the World



FRED A. MAHAN

President of Monticello Nursery Company
Discoverer of the "MAHAN" Pecan

AS TO HOW MANY years the pecan has been on earth, no one can know. We do know, however, that pecans flourished in their native state for centuries before our country was discovered by the white man.

We further know that the pecan was a native of our country and grew extensively in the southwestern part of the United States. It was in that section that pecans were first gathered commercially.

During the past thirty years, the demand for pecans has increased rapidly until today they are one of the leading nut crops of the world. Yet pecans are still grown exclusively in North America.

In the beginning only small, hard shell seedlings were available. Pecans are of the hickory family, and until development commenced, were quite similar to the hickory nut. However, with a steadily increasing demand for pecans, a diligent search commenced for better quality. Domestic cultivation and propagation was begun.

The development was gradual. Better pecans were produced through the throwing off of "Sports" or "Mutations" from the better seedlings. After many years and careful breeding the present day "paper-shell" pecans were developed.

Prior to all of this activity, a variety of pecan was already known for its quality and thinness of shell. This variety was called the "Schley" pecan. Strange enough, this particular variety was the direct work of Nature and had never been improved upon or even approached through domestic propagation of any other variety. For at least forty years, Schley pecans had been known as the standard for quality and had commanded fancy top prices.

Nature gave us the Schley, it is true; but Nature did not give the Schley the rugged health of the seedling. Disease attacked it and took its toll. It did not have the necessary vitality to withstand climatic variations and so became more and more of a problem to the commercial growers. Gradually the other varieties, though not of as good quality, were replacing the Schley because of their strength, health and steady bearing characteristics.

Again Nature took a hand; and oddly enough it was to give to the world another pecan of the same quality as the Schley. But what a pecan! It was twice as large and thinner shelled. The tree was extremely hardy, disease resistant, and a consistent bearer of heavy crops.

All nurserymen were looking for the variety that would one day replace the Schley. Yet to Fred A. Mahan alone did success reward his untiring search. After twenty-three years, in all parts of the country, he discovered this work of Nature. Recognizing in it all of the qualifications he had searched for, he immediately purchased this wonderful specimen tree at a cost of \$5,000.00.

World-Famous MAHAN PECAN

It is a matter of record that Mr. Mahan was looking for a tree of the exact qualifications this new variety embodied. He had often stated that the tree he wanted "must be hardy as a seedling, produce a heavy foliage to protect it against climatic variations, and produce heavy crops consistently. The nut must be as good or better than the Schley in meat quality, yet larger and thinner shelled. Further, it must fill solidly and be highly disease resistant."

It is a noteworthy fact that Mr. Mahan recognized all of these characteristics immediately in this new tree and acted on his own judgment at once, despite criticisms and advice of well wishers.

Today the Monticello Nursery Company is the sole propagator of Mahan pecan trees. These are covered by United States patents and each tree shipped bears the patented aluminum trade mark. Five years ago the Mahan pecan was first discovered, yet today they are bearing all over the entire pecan belt, and in many northern and western states as well.

The whole world has acclaimed the Mahan as the finest pecan. It is conceded to be the largest, highest quality and thinnest shell pecan known. The tree also excels. It is remarkably hardy, usually establishes itself the first year and commences bearing the second.

Mahans are also outstanding in that they produce such heavy foliage, (having from four to six times the leaf area of other varieties). This makes for tremendous strength and vitality, causing it to produce more nuts to the cluster and more clusters to the tree area.

Not only does this remarkable tree fill these mammoth nuts solidly, but it has the necessary reserve strength to prepare and produce a heavy crop one year, and another heavy, well-filled crop the following year.

Mahan pecans have set a new standard of quality. There is a tremendous demand for this pecan at highest known top prices.



THE ORIGINAL MAHAN PECAN TREE

As discovered by Fred A. Mahan

Figuring Requirements for Mahans

If you are planning to put in a Mahan orchard, it is advisable that you plant not more than twelve trees to the acre. This would require planting the trees sixty feet by sixty feet apart.

Remember, in purchasing Mahan pecan trees, the Monticello Nursery Company propagates and ships every genuine Mahan tree grown. To insure your receiving genuine Mahans, each tree is marked with a PATENTED ALUMINUM TRADE MARK.

**DO NOT ACCEPT ANY TREES WITHOUT
THIS TRADE MARK**

Mahan Pecan Trees have been reduced for this season to the following prices:

1 to 23 Mahan trees ----- \$5.00 each
24 to 119 Mahan trees ----- \$4.50 each
120 or more Mahan trees ---- \$4.00 each

The Monticello Nursery Company makes a practice of selecting and shipping (or reserving for later delivery) the best of their large, healthy trees to those who put in their orders early. Your order will receive the best individual attention.

Just figure your requirements, fill in the contract below, detach same and forward to us at your earliest convenience, together with a one-dollar per tree deposit.

ORDER CONTRACT

I, _____, have this day purchased and ordered from MONTICELLO NURSERY COMPANY, Monticello, Florida, the following bill of trees under the following conditions, and for the purpose of improving my homestead, and it is expressly stipulated, covenanted and agreed on the part of the purchaser, and as an express condition of the above sale of said trees, that the said purchaser will not himself, nor permit any other person or persons, either directly or indirectly, before 1937, to cut, take or propagate from any of said trees any of the wood, branches or cuttings, in order that same may be grafted, budded or propagated onto other pecan trees or stock. The seller hereof, its successors or assigns, shall be entitled in the event of violation or breach of this covenant, to apply to and obtain injunction or other legal remedy from court of competent jurisdiction. And it is expressly stipulated and agreed that acceptance of this obligation forms a material basis for this sale.

NO CONDITIONAL ORDERS TAKEN.

TERMS OF THIS CONTRACT: 20% DOWN

_____ Mahan Pecan Trees \$_____ Amount paid herewith \$_____ Balance on Delivery \$_____

Shipping Instructions: _____

Signed by _____ This _____ day of _____ 19_____

Address _____ R. F. D. _____ Post Office _____ State _____

When this contract is received, it will be acknowledged from the Monticello Nursery Company's office. Otherwise it is not genuine.

Any of the above trees failing to live will be replaced free (F. O. B., Monticello, Fla.) providing this Company receives written notice of the fact not later than September 1st. following date of planting. Any tree reported after that date will be replaced for \$1.50.

Office Reference _____

Contract No. _____



MAHAN TREES GROW CLUSTERS LIKE THESE

LARGE
CLUSTERS
MEAN
MORE
POUNDS
PER
TREE



MAHANS
SET
FIVE
TO
TEN
NUTS
PER
CLUSTER



THE more nuts produced on a tree, the less the cost per pound of producing them, and the greater your net profits. A tree bearing light crops costs just as much to take care of as one like the MAHAN which bears heavy crops. NET PROFITS mount rapidly as production per tree is increased.

Net profits are the only ones worth talking about, and this high net profit that will be obtained from the MAHAN should be the deciding factor in the planting of pecan trees.

It is our experience that the Mahan—due to its early and heavy production and high market price—will show TWICE THE NET PROFIT, tree for tree, that can be obtained from any other variety.

A letter from the largest pecan marketing association in the world:

NATIONAL PECAN MARKETING ASSOCIATION

217 Griffith St.
Jackson, Mississippi

Mr. F. A. Mahan,
Monticello, Fla.

July 1, 1931.

Dear Mr. Mahan:

I very much enjoyed the privilege of going through your nursery on my recent visit to Monticello, and especially was I pleased to have an opportunity to see the Mahan Pecan in large numbers.

Judging from what I saw in your orchard the variety seems to be an early bearer and there was much evidence of its being a heavy bearer.

With its fine size and quite evident good cracking quality, if the nut proves to be a good filler, it ought command a very high place in the valuation by the grower, as well as an equally high place in market competition.

Very truly yours,
S. H. GIBBONS,
Manager of Field Operations.

MAHAN NUTS HAVE HIGHEST PERCENTAGE OF MEAT

In analysis by Texas A. & M. College, Mahan nuts tested 61.5% meat.

In analysis by University of Florida, Mahan nuts tested 62.63% meat.

**A GOOD CROP
AT WASHINGTON, D. C.**



Takoma Park, D. C., July 7, 1931.

I have pecan trees of the best of both Northern and Southern varieties growing on my lot at Takoma Park, D. C., but the Mahan beats them all, both as to rapid growth and early bearing of nuts. The little tree shown in the picture has 117 green nuts on it at this time.

WALTER G. SLAPPEY.

No man knows the maximum limits of the age and yield of a pecan tree. It is a lusty youngster at 100 years, and is rivaled in age only by the olive and redwood.

**MAHANS Insist on Bear-
ing in the Nursery Row**



This Little Tree Was Only 7 Months Old When the Picture Was Taken.

Uvalde, Texas, June, 5, 1931.

It affords me pleasure to say that so far as I am able to observe Mahan is doing even better than I had hoped for it to do for us. Buds set here in March of last year, are loaded plenty heavy with fruits at this writing; and anyone asking for a better showing than that would have to be a wearer of bristles.

J. A. SIMPSON.

Lake Waccamaw, N. C., July 5, 1931.

I lost one of my trees and six of them have nuts this year, ONE of which must have a **THOUSAND NUTS**. I noticed one cluster of nine; I never saw more than seven in a cluster until this year. I counted the nuts on one limb hardly an inch in diameter that had 89 nuts.

G. T. SUTTON.

UP IN OKLAHOMA



Mahan Tree Bearing Second Year, Oklahoma City, Okla.

Little Rock, Ark., May 25, 1931.

My Mahan trees are 3 years old now and are the best trees I have on my farm which is planted with 800 pecan trees. They are in bloom now and I hope that enough will hold for a good crop of nuts this fall.

(MRS.) LINA D. CHERRY.

A Mahan Orchard is a dependable source of income. The yields are not affected by panics or hard times. Plant your orchard now, and be prepared when the next period of slow business arrives.

The Paper Shell Pecan industry is rapidly developing into one of the most profitable industries of modern times. We know of no other investment which is so remarkably safe and which is so certain to yield tremendous profits in a comparatively short time.

PLANT MAHAN PECANS FOR GREATEST PROFITS!

