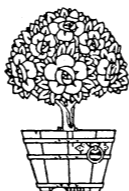


HELP THE
VALLEY BEAUTIFUL
MOVEMENT

BY PLANTING
PECAN TREES



—BY—

W. FRANK MAULDIN

There is no subject more talked of in the Valley today than the "Valley Beautiful", and no doubt most everyone is interested enough to plant a tree or shrub of some kind that will go towards beautifying the Valley. Perhaps there are numbers who are undecided as to what tree to plant, why not plant the Pecan tree? There is no tree that will give you in return for your trouble what the Pecan will. It will give you the best of shade and pay your taxes, to say the least.

The Improved Budded Pecan

Among the many plants which have served useful and ornamental purposes and which hold greatest prominence in wide adaption, permanent endurance and opulent income, stately beauty and a crowning feast of health and pleasure, there are none to compare with the choice commercial varieties of the Pecan. In this extended confusion of experiment, this "babel of tongues" we have example of the "rejected stone" which has to become the chief corner stone of the temple. The Pecan will soon come into its own and in only a few years it will give more value on a given area than any other plant in cultivation.

When the cotton growers learn that an acre planted to Pecans will give as much net value as will ten acres planted to cotton, then will be a change of program. The Pecan nut, unlike the cotton, is a finished product, ready for all markets of all people in all parts of the world. Unlike cotton, the Pecan is not limited in its sales, to do the bidding of comparatively few factories only, it is in urgent demand for all civilization. The element of time involved in the growth of the Pecan cannot longer be urged against this industry except by those who are unduly, sordid and mercenary. Some unthrifty souls have ventured to say they could not afford to wait for trees to grow, forgetting they must in any case, and those who plant are well paid while the slothful wait for nothing.

The old idea that a Pecan is a slow growing tree is being exploded. This theory has retarded the development of the Pecan culture immeasurably.

With properly grown nursery trees, budded to the improved varieties and suited to the climate, the period of nonproductiveness just as been the case with all other tree fruits.

Many people of the Salt River Valley fail to grasp the thought what it really means to plant the Pecan. They do not realize their true value and many are confused on what variety or what size tree to plant. My advice to all those is, go see for themselves. Go down on Southern Avenue, three miles east from Central, and see a large acreage planting of small trees, then drive out on Camelback, east from Central, to the end of the pavement and see a ten-acre planting of the large trees. These mentioned are splendid examples of numbers of plantings throughout the valley. Go see for yourself and be convinced which is the better tree and which will give you returns the quickest.

Some think they will save a few cents by ordering from catalogues. Take the beginner and give him the regular nurseryman's catalogue and he has little idea what he is going to get from his purchase in future years. He has not studied the varieties, the root system and size tree best for his section. Many will give their time and money to planting Cottonwood, Ash, Elms and many other kinds of trees, which all make fine shade, but after years of care, what have you? A shade tree and nothing else.

There is a great future for the Pecan in the Salt River Valley if people would grasp the opportunities. Can you visualize a more beautiful picture than to see every street and avenue lined with thrifty, umbrageous, beautiful, long lived, bearing Pecan trees a few years from planting them? Then why should our people not awaken to the advisability of such an undertaking? Why should they delay? Why should they not get the vision now, and the immediate benefit of such venture, rather than wait for generations yet unborn to grasp that vision?

The Walnut is to California what the Pecan is destined to be to Arizona. J. S. Killian, one of the millionaire Walnut kings of Los Angeles, said, "37 years ago the people said the walnut would not grow in California. I went to the

bank to borrow money to plant with and when the banker saw what I was doing, smiled and said, "young man, you are planting very expensive fire wood," and refused to loan the money. Now, look to-day at the thousands of acres planted to English Walnuts, and the day is coming when there will be thousands of Pecan trees planted in the Salt River Valley. Why not put it into active operation now? Wherever a tree is needed, plant a Pecan. Plant commercially, plant for shade and beauty, for it is—

"THE QUEEN OF TREES"

Have you observed the lofty mien
Of the Pecan in forest green?
The proud aristocratic air—
She holds among her fellows there?
Just see her bow with queenly ease
In greeting to the passing breeze,
And how she bends her graceful form
Bowing low to the raging storm.
When Boreas bold his last blast hurls
Then saucily she shakes her curls,
Much as to say, "Will you behave?"
And off he goes to his darned cave.
Beauty is not her richest dower—
Her shining leaf and dainty flower,
Are but settings for nuts gold brown—
That food superb of world renown.
In sanitary pack complete—
A food that angels fair could eat.
These golden nuts she fondly holds
Nestling close in the fluffy folds—
Of her bright dress so rich and rare,
Her shapely arms uplift in prayer
Of thanksgiving to Him that she—
Can render service to you and me.
Here's to the Queen, the Great Pecan—
The "Tree of Life" mentioned by John.
May none but eagles ever dare—
To build their nests in your bright hair.

ECLIPSE PECAN CO.

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