Agriculture and Husbandry

The Citrus Year

An old, tottering but proud man was William Wolfskill in 1876. Late in that year he shipped to San Francisco three carloads of oranges from his ranch in Los Angeles. No refrigerator cars transported his fruit up the recently completed Valley route of the Southern Pacific to San Francisco—a distance of 484 miles. His oranges were packed in barrels and transported in clumsy, exposed freight cars. But Pathfinder & Citrus Pioneer Wolfskill saw visions of these three carloads multiplied many fold; he envisioned the barren waste lands of Southern California transformed into bounteous citrus groves; he thought of the days when Southern California oranges might be purchased in every town in the U. S.—even foreign countries.

Citrus Pioneer Wolfskill's vision became a reality years ago, but had he been alive last year and had all the carloads of citrus fruit shipped from California been linked together in one gigantic train, he would have seen his insignificant three-car train, which went up the Valley in 1876, develop into a colossal, gigantic train of 88,010 refrigerator cars—one which would stretch from Los Angeles to San Francisco and back again with 13,620 cars to spare. For shipments of citrus fruit from California during the year ending October 31 reached the record figure of 88,010 carloads, of which 73,331 cars were oranges and grapefruit, 14,679 lemons.

The California Fruit Growers' Exchange, which handles 75 per cent of the citrus production of California, a fortnight ago completed a survey of the State's citrus crop for 1928, made a report of its own activities, returns to its grower-members, other matters which proved the fulfillment of Pioneer Wolfskill's prophesy. The Exchange's report showed that an orange craving world had taken 73,231 carloads of oranges and grapefruit from California, at a value which reached $173,000,789, including money spent for freight, refrigeration. In number of carloads, California's total composed over half of the entire U. S. orange output, which was, in round numbers, 138,000 carloads. From these figures, the Exchange noted that in America, every man, woman and child used more than 5½ dozen (66) oranges in some manner, either for eating, drinking or cooking purposes. The volume of oranges and grapefruit to reach the markets was over 50 per cent greater than that of the preceding season and about one-third greater than that of the previous largest year (1926-27). Lemon shipments likewise were the largest on record.

As to the rest of the world, from California to the United Kingdom of Great Britain and to continental Europe went almost a million boxes of oranges last year. This was four times the amount shipped across the windy Atlantic the year before. To the Orient and Philippines, the shipments were 67 per cent greater than in 1927.

Ingenious among the methods of the Sunkist brand originators to boost orange sales was the exploitation of the electric juice extractor, selling the extractor to the orange juice vendor at cost price. Sunkist interests, in their last survey found there were 53,914 juice extractors in use, of which number 7,400 were sold in the last season. A careful survey made lately of these machines showed that altogether they consume 6,332 carloads of oranges and lemons each year. At ten cents per drink this represents a retail citrus fruit drink business of $63,025,466. Other devices sponsored by the Exchange to promote sales include the home model extractor (Sunkist Junior) of which 42,934 have been sold; also glass hand reamers, now offered in green, pink and white.

General Manager E. G. Dezell of the California Fruit Growers Exchange, who made the report last fortnight, attributed the great success in producing and marketing such a huge crop successfully to co-operative marketing methods, such as are used by the Exchange, by many another agricultural organization in California.

Insects did not lessen their activities to ruin the orange crop of last season, Manager Dezell reported, but continued vigilance on the part of growers and entomologists abated the menace somewhat. Most destructive among orange pests are the red and black scale, citricola scale, purple scale, mealybug, red spider, thrips, aphis, and other nuisances. Spraying and fumigating have proved to be the most effective measures against all these insect pests. In Southern California spraying almost equalled fumigations as a control measure, 60,000 acres being sprayed, 61,000 fumigated.

* * *

Two other milestones—one preceding, one following the great event when Citrus Pioneer Wolfskill shipped his first carloads of oranges from his ranch in Los Angeles (now the location of the Southern Pacific station)—contributed to making the citrus industry one of California's most valuable, most distinctive branches of agriculture.

The first great milestone came in 1873 when the Washington Navel was introduced. This, a seedless orange imported from Brazil by the U. S. Department of Agriculture, almost immediately found favor, soon displaced the seedling varieties of fruit previously in common use. (Two or these trees were sent to L. C. Tibbetts, a member of the then newly established Riverside colony. One of the trees is still living at the Glenwood Mission Inn, at Riverside).

Following Wolfskill's milestone of 1876 came the third outsanding event in the history of the citrus industry. It was the formation in October, 1895, of the Southern California Fruit Exchange. Born of the dire necessity experienced in the early years of finding some method of protection against the ruinous charges of commission agents and high freight rates, the Exchange was established on a co-operative basis. In 1905 the field of the organization was widened. It reached out and took in the only other important citrus territory aside from Southern California—the Lindsey-Porterville-Owing region—and took the name of the California Fruit Growers' Exchange.

Historical Collection, Security-First National Bank

CITRUS PIONEER WOLFSKILL'S ORANGE GROVE

. . . . he saw visions of his three carloads multiplied manyfold.

State Fair Head

The California State Fair was a success last summer when it was held in Sacramento. This was one of the reasons why State Director of Finances A. R. Heron announced last week that he had re-appointed Charles W. Paine as secretary of the State Agricultural Society and general manager of the 1930 State Fair. Paine was re-elected by the agricultural society last year, but under the 1929 law the director of finance was required to pass on the society's action.

CHARLES W. PAINE

. . . . work praised, pay raised.

Paine has been officially connected with the State Fair since 1901 when the then Governor Gage appointed him director of the agricultural society. Paine's re-appointment carries with it a salary increase from $4200 to $4500 a year.

Guild of Copatis

It was a big week last week for the dairymen of the Pacific slope. Reason: It was the occasion of their ninth annual dairy show, and hundreds of dairymen from eleven western states were present at Oakland to exhibit and discuss the habits of the bovine family.

Most unique among the happenings last week at the dairy show was the formation of a strange new organization known as the Guild of Copatis. If it was not strange to dairymen, at least it was peculiar to the average person. Literally the word Copatis means "lord of cows." The organization formed, its founders admitted to membership several hundred dairy farmers. Others would also have been admitted but they did not have the qualifications necessary. The qualifications: Any dairy farmer who produces 300 pounds of butter fat per cow a year is eligible to become a "lord of cows." The Guild's purpose: To promote more efficient production methods among the dairymen.

At the election of officers for the next year, the dairymen chose Monrovia's Carl Williams as their president. Famous figures at the dairy show included Governor Young, State Director of Agriculture George Hecke, Senator Mitchell of Idaho.

Chaffee Champions

In a blazing limelight Chaffee Union High School last week swept triumphantly into national prominence. Like few other schools in Southern California, Chaffee High School was on the lips of representatives from thirty states of the union. Reason: Last month to four of Chaffee's students came the news that in Kansas City there was soon to be held the American Royal Live Stock Show at Kansas City. In and about Chaffee these four young men were known as expert stock judges. Therefore, it was decided to send the four to Kansas City, enter them in the livestock judging contests at the national show. When Chaffee's students arrived they learned that they would have to compete with other teams from thirty other states.

The contests held, the results were announced last week, placing the names of Chaffee's now famous students as winners of first prize. Those who had never heard of Chaffee learned that it was a thriving high school in Ontario, Calif., learned that the names of the nation's most accurate livestock judges were H. Dutton, F. Palmer, C. Birdsall, and J. Tate. Tate was believed to have been high man for the entire contest. The Chaffee team was last week on its way to Chicago, seeking further honors.

Not the first time is this that Chaffee teams have successfully invaded the Middle West stock shows. Three times before have the Chaffee boys won highest honors at national shows. The victory at Kansas City is claimed as a great climax at Chaffee, establishing that school's agricultural department among the strongest in the West.

Crop Indices

Many a Southern California vegetable grower who was in the process of gathering the late harvest of such crops as tomatoes, beans and peppers, past week was suddenly halted by the marauder Jack Frost which nipped fruit in some districts. Most crop damage by frost, however, was done in the north.

Lack of rain also loomed as a figurative wolf at the door of California vegetable growers throughout the entire State apart from those who depend exclusively upon irrigation. Growers therefore were pessimistically contemplating a very wet December and January which would greatly hinder them in planting the spring crops.

Lettuce, in the central coastal area of California (heaviest producing section) is past heavy cutting, gradually closing its season. In the San Fernando Valley, among Southern California districts, the production of lettuce, according to the State Crop Reporting Service, is slated to increase during this week.

Cauliflower harvest in the southern counties is well under way, with the "Snowball" variety expected to reach its peak of production this week. After the "Snowball" is harvested, the "Pearl" comes to its height and cutting of this variety is expected to remain steady until Dec. 15, with heayiest production prophesied for January.

An "Intentions to Plant" survey recently made by the State Crop Reporting Service revealed that late cauliflower, to be harvested after Feb. 1, in Southern California, will surpass in quantity that harvested prior to February. It is predicted that the late cauliflower harvest (after Feb. 1) will run as follows in acreage: Los Angeles and Orange, 1,000; San Diego, 450; Santa Barbara, 5000; Ventura, 50.

Imperial peas are at present being harvested. Earlier in the season the crop suffered from mildew, but has improved considerably, now presenting a healthy appearance.

Celery shipping in the southern counties is confined largely to the Venice section, with only ordinary quality. San Diego County began its celery harvest last fortnight. Like all the celery in Southern California it showed a decided lack of rain, coupled with some ravages from disease and worm damage.

Maria to Britain

To the attention of the Royal Horticultural Society of Great Britain, and therefore to the attention of the horticultural world, last fortnight came California flowers. Some time ago the Waller Franklin Seed Company, of Santa Maria, whose flower seed farms are considered the largest in California, brought into existence two new flower creations. Waller Franklin men named them Larkspur Exquisite Pink Improved and Larkspur Expuisite Rose. The former is colored in a soft, pink-shaded salmon; the latter shows a shade of deep rose pink.

Pleased with the favorable reception by Southern California florists of their new flowers, Waller Franklin Company were encouraged to send the choicest specimens to the Royal Horticultural Society of Great Britain. After complete examination, comparison with other flowers, the English society honored the California flower creations with awards of merit, only after extensive trials at its Wesley (Eng.) proving grounds.

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