

The AVOCADO AS GROWN IN CALIFORNIA

A NUTRITIOUS FOOD



A DELICIOUS LUXURY



THE AVOCADO FOR PROFIT AND PLEASURE

Whoever you are, wherever you live, if you are at all interested in any phase of agriculture or horticulture, let me say,—give attention to the Avocado.

You may be a rancher. If so, and you have unoccupied land, if it is good land and within the citrus belt,—plant it to Avocados. If it is already covered with trees, take out the least valuable of them and—plant Avocados.

If you are not a rancher, but have a taste for growing things, and want a pleasant and very profitable occupation,—plant Avocados. If you want to make your home a more pleasant place in which to live, plant some Avocado trees around it.

You may be a city man who is tired of the city and wants to live and work in the country. Then investigate carefully and make the beginnings intelligently for Avocado growing. It will be a wonderfully pleasant occupation and a few acres will yield you a generous income.

\$125-

A NEW FORWARD MOVEMENT.

THE Avocados were kept until they were just the right degree of softness, and then I carefully prepared and served them as you directed; and I regret to inform you that I enjoyed them more than anything I had ever eaten in my life! I say regret—for I am afraid you have been the innocent cause of cultivating a very expensive taste for me. Before this I was quite content to pass them by in the market. But now I am afraid I shall always look longingly at them, and all too often be tempted to buy”.



Thus wrote a friend to whom I recently gave a couple of avocados. Yes, the taste is easily acquired.

But to be a good food there must be something to it besides a good taste. And this is where the avocado claims the first place, and takes it. It is the best food there is. A pretty strong statement, that. But the records prove it.





Next, we find the tree thrives in California within the scope of the citrus belt. Ranging in age up to 25 years and in size to fifty feet high, hundreds of them scattered over the southland attest their liking to the climate and the soil; and some of the yields have given rise to such large stories that they will not be repeated here.

So that it may be said, the avocado is at this moment taking its place as one more good thing in the long list of good things that grow in the Horticultural State.

NOT THE MIRACLE TREE.

The Avocado is not the Miracle Tree. But since we have found, by analyses made at the University of California, that its fruit contains from 10% to 30% (averaging 20%) of oil or fat, in a most easily digested form, we begin to understand that it has a future. This future is doubtless larger than we realize today. Beautiful enough to be planted as an ornamental—and Ernest



Braunton is almost weekly recommending it to his quarter of a million readers on that ground—it is to its mission of supplying a food that will take the place of high priced meats that we wish to direct attention. The vegetarian—and many of us would like to be vegetarians—what a boon it will be to him! Not more so, however, than to the workman in the shops and in the fields,—the man who needs a food to give him power,—he will be one of the principal avocado eaters of the future.

Have you ever given a thought to the enormous increase of our food supply that must take place to provide for the increase of population say in 25 years? The cost of meat will remain of necessity about where it is because it cannot be produced more cheaply. Where but from the avocado will the substitute for meat come? And for a food containing oil, what is there but this fruit? How can the future demand be over-supplied,—indeed, how can it be adequately supplied? Is it possible that considering the increased demand that will come from an ever increasing population, a food so nutritious, so sustaining, so delicious as the avocado will be grown even in fairly sufficient quantity?

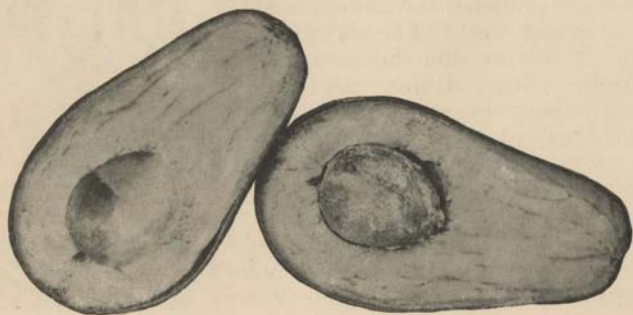


It is therefore not expecting too much to look forward to the day when avocado growing will be one of the principal horticultural industries of California. But as the things of greatest value come to us slowly, so will this. The budded tree—and entirely upon budded trees must the industry be founded and grow—is difficult of propagation. Hence it is and will be an expensive tree. This will deter the too rapid planting of it. It is our belief therefore that the progress of the industry will be reasonably slow. On this account fortunate is the man who gets into it early.

GET DOWN TO BUSINESS.

“How am I to confirm your statements?” says my prospective customer.

Well, you can easily do that. Ask someone who has lived or traveled in the tropics. He will tell you. And ten to one he will make the story much stronger than I am making it now. And he is the man who knows,—knows the avocado, knows its value, and the high esteem in which it is held where most extensively grown.



Talk to as many such people as you can,—not to the people who don't know, but to the people who do know what the avocado is and what it is worth.

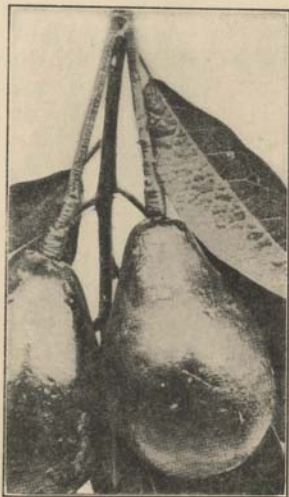
Go at the matter with a determination to get at the facts. Don't ask for opinions. Ask for definite information, based upon knowledge. If you do this, you will become a planter of avocados.

You will want good land upon which to plant your trees. They will do as well as other trees on poor land, but remember this: nothing is too good for the avocado. If you expect your trees to pay you \$50 per tree—and you may expect that—and you will realize it if you do your part—plant good trees upon good soil in a good location. Following this, intelligent cultivation will bring you the sure and rich reward.

As to the kinds you will plant, select one, two or three of the best varieties, (no need to make a mistake here; if you do, it is your fault), purchased from a reliable and experienced nurseryman and plant them at the right time, after you have prepared the ground in the right way. The right time is about the first of March. Buy strong, field grown trees, even if others can be had at a less price.

THE HOME COMFORT IDEA.

There should be found
growing on the grounds of





every California home—where the climate is suitable—one or more avocado trees. Do not longer deny your family nor deprive yourself of the pleasure and profit of growing your own avocados. If you have room for but one tree, plant that one. If there are places for several, so much the better. Plant as many as you can. Select several varieties, including those that ripen their fruits at different times, and have this delicious, nutritious, healthful food as many days in the year as possible. If you grow more than you can use, the market is ready for them at a good price.

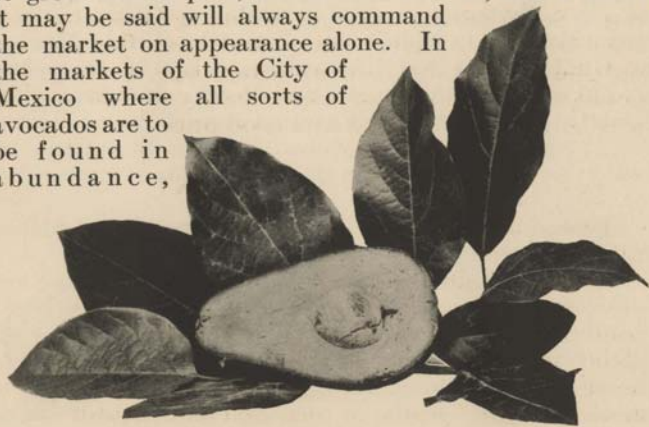
THE KIND TO PLANT.

Avocados are of two kinds—the thin-skinned and the thick-skinned—and both kinds are good.

It may be said of the thin skinned ones that the trees are very vigorous and hardy, bear earlier, and bear a fruit that is rich and delicious. This fruit is as a rule about one-half the size of the thick-skinned kinds. For home use the thin-skinned sorts, even tho' smaller, are great favorites because of their rich and exquisite flavor.

In this class come the Northrop, Chappelow, Carton, Ganter and Harman. They are all desirable avocados. The two latter are open to the objection of having a soft or decay-spot on many of the fruits, which comes just as the fruits ripen. This is not so serious as to make them unacceptable for home use, but is a handicap when they are offered for sale. If you have space for five trees of the thin-skinned kinds, plant one of each of those named. They all ripen in the fall, the season being from October to January. These thin-skinned varieties are not believed to be the best for commercial growing. Their average oil or fat content is above that of the thick-skinned sorts, but their small size and thin skin will make them less attractive for shipping and market purposes.

The thick-skinned, or as they are sometimes called, the "hard-shelled" varieties, average about a pound in weight, are very beautiful fruits indeed, are a pleasure to grow and to pick, handle and deal in; and I believe it may be said will always command the market on appearance alone. In the markets of the City of Mexico where all sorts of avocados are to be found in abundance,

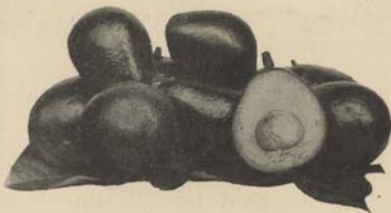




these large, fine-looking, thick-skinned fruits bring ten times the price of the smaller ones.

The thick-skinned varieties are not only attractive, but owing to the strength of the skin, will naturally handle and ship better. On the same account, they will always serve better, as the strong skin can be used as a natural cup from which to eat the fruit; or it

removes easily, peeling away from the pulp in a clean manner, leaving the fruit intact and in fine form for dicing. It is safe to say the hotel trade will always prefer the large fruits. Their oil content is not up to that of the smaller sorts, but they are by no means lacking in high quality and rich flavor. And a marked advantage that some of them have over the smaller or thin-skinned sorts is that they ripen their fruits in early spring or even in winter,—at a time when “green stuff” is in high favor. Such varieties in Mexico and Guatemala, where they originate, are winter-ripening, but owing to the shorter and cooler summers of this region they do not as a rule mature so early here. However, there are also thick-skinned varieties that ripen in the fall; and all of them can be left for a long time on the tree, so it is possible by a selection of varieties to have fine fruits maturing in 8 months out of the 12. The advantage of this will be apparent to all. To have fruits from October to the



following June or July will enable the grower to have a steady income and a regular business, with much less tendency to a glut of the market.

Of these sorts the varieties proven in California include such royal avocados as the Taft, Sharpless, Blakeman, Challenge, Meserve and Colorado. An addition to this list, embracing varieties to which from one angle or another some objection can be made, would include Lyon, Dickey, Murrieta, Presidente, Royal, Walker and Solano.

Budwood imported by us from the best avocado growing districts of Mexico, taken by our own explorer at the time of fruit ripening so quality and productivity could be determined, enlarges the list of first class varieties as follows: San Sebastian, Canyada, and Queretaro, exceptionally good thin skinned avocados; Puebla, Fuerte, Redondo, Verde, Obispo, Merito, Perfecto, Atlixco, Oro, Montezuma, Sinaloa and Schmidt,—all large, rich, thick-skinned fruits.

It is not expected that all of these varieties will be extensively grown in the future, but from them the final standardization may ensue. Many of them are fruits of such merit as to make their planting on a commercial scale a matter of safety, their product being sure always of a strong position because of its high quality. It may come to a matter of splitting hairs, ten or twenty years from now, to decide which varieties are worthy of final acceptance; but he who now plants any of the really good varieties will be assured for all time to





come of a creditable position for his crop; and by waiting many years to determine just what the few varieties of the future will be, he will have lost some of the profits the earlier growers will realize from present high prices.

THE LATE COMER GETS THE LEFTOVERS

When a customer places an order with us, whether for a single tree or a thousand, we at once select the best tree or trees of the varieties desired and tag them with his name. This is the only fair method of doing business. A deposit of \$1 per tree is required when an order is placed, and the man who is business-like enough to appreciate the advantage he will gain, who makes up his mind how many trees he wants and what kind they shall be, then acts by placing a definite order with a payment thereon, is entitled to the best trees we have unsold on the day we receive his order. In January and February the trees will be balled, and about the first of March, after due notice to him, his trees will be carefully packed and shipped. They will thus reach him in first-class condition and at the time they should be planted. Early planting is advantageous. The avocado likes cool weather for root growth. By early planting the tree will become well established and during the following summer grow rapidly. The hesitating man who begins to think about planting after his wiser neighbors have their trees planted and growing, loses many advantages;



then wonders why he is not so successful as they are. Any further information will be gladly furnished intending planters upon receipt of specific inquiries.

PRICES.

Prices of thin-skinned varieties: One tree, \$3; ten, \$2.75 each; one hundred, \$2.50 each; one thousand, \$2 each.

Large fruited, thick-skinned varieties: One tree, \$4; ten, \$3.75 each; one hundred, \$3.50 each; one thousand, \$3 each.

OTHER SUBTROPICAL FRUITS.

FEIJOA SELLOWIANA (Pineapple guava). This shrub from Brazil with its attractive flowers and delicious fruit ought to be in every garden. It is particularly hardy. Plants from 4" pots, cut back to 15", by mail postpaid, 50c. Field grown, balled, 2', \$1.00; 3', \$1.50 by express or freight.

**ANNONA
CHERIMOLA**
(the Cherimoya).

Classed as one of the three finest fruits of the world. The fruit is oval, weighs about one pound and the brown skin encloses a mass of melting,

cream-like pulp of delicious character. Trees about 2' in 6" pots, by express or freight, 75c. each.

MACADAMIA TERNIFOLIA (Queensland nut). An evergreen tree with holly-like leaves, producing nuts the size of a marble with a hard shell and a delicious kernel. Very desirable also as an ornamental. Trees about 2', 6" pots, by express or freight, \$1.50 each.



CASIMIROA EDULIS
(White sapote). A hardy tree, drouth resistant (it should not be watered too frequently) bearing a fruit the size of a large peach, and with a sweet flavor that is difficult to describe. Trees 2' to 3' in 6" pots, by freight or express, 75c. each.

MANGIFERA INDICA
(Mango). A favorite tree of the tropics, is probably more extensively grown and highly prized than any other tropical fruit. Field grown seedling trees, balled, 2' to 3', by express



or freight, \$1.50 each. Planting season from December to April.

ERIOBOTRYA JAPONICA (Loquat). The tree is evergreen and handsome. Bears a fruit of sub-acid flavor, maturing in early spring; color rich orange. For jelly making it is a prime favorite. Budded trees of the Thales, an unusually large and choice variety, field grown, balled, 3' to 4', \$1.50; 4' to 5', \$2.00 by express or freight.

PASSIFLORA EDULIS (Passion vine). Grown extensively in Australia, where it is highly prized, and is being introduced here. A vigorous growing, evergreen, ornamental vine bearing fruits the size of an egg, containing a delicious pulp. Used for making sherbets, fruit salads and drinks or eaten as a fresh fruit. Plants from 4" pots, by mail postpaid, 50c. each.

PSIDIUM GUAJAVA (Lemon guava). This is the tropical guava from which the finest jelly is made. An ornamental bush, fruiting prolifically. In 6" pots, cut back to about 2', by freight or express, 75c. each.

EUGENIA JAMBOS (Rose apple). A shrub with ornamental foliage and striking flowers, producing a small fruit, the flavor of which is like the perfume of the rose. Plants in 6" pots, about 2', by freight or express, 75c. each.

PHOENIX DACTYLIFERA (Date palm). We are importers of offshoots from the date gardens of Algeria, Tunis, Egypt, Arabia and Persia. If interested our special date pamphlet may be had upon request.

The growing of this fruit in the Coachella and Imperial country of California, and in portions of Arizona, is assuming much importance. The fruit produced is, because of superior cultural methods, of better quality than that grown in the famed oriental regions.



FEIJOA—NATURAL SIZE

A cordial invitation is extended to you to visit our nurseries on any day of the week but Sunday. Take the Altadena car, going north on Fair Oaks Avenue, in Pasadena, get off at Calaveras Street, Altadena and walk one block and a half east.

WEST INDIA GARDENS

F. O. POPENOE, President and General Manager

IMPORTERS AND GROWERS OF

SUB-TROPICAL PLANTS AND TREES

Marengo Avenue and Calaveras Street

ALTADENA, CALIFORNIA