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LEUCADIA AVOCADO

FACT BOOK

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"Rarin' to Grow"

Compliments of
 LEUCADIA AVOCADO
 NURSERY

LEUCADIA AVOCADO NURSERY

Standard Commercial Varieties

*Standardized Trees
Grafts and Budwood*

Grown under the Personal Supervision of
and from Buds Selected by
DR. J. ELIOT COIT.

RANCHO LEUCADIA, INCORPORATED

JAMES D. HOFFMAN, *President*
GEORGE D. HOFFMAN, *Treasurer*
J. ELIOT COIT, *Secretary-Manager*



ENCINITAS, SOUTH COAST PARK and VISTA
WHOLESALE and RETAIL

Nursery Address
ENCINITAS, CALIFORNIA
PHONE ENCINITAS 35

Business Office Address
P. O. BOX 438, PASADENA
PHONE COLORADO 4715



Tree properly cut back makes a strong upright top

Planting Information

If it is of vital importance to put down a good strong foundation for a building, it is equally important to select strong, husky trees for planting an orchard. Avocado trees should be purchased as cheaply as possible, but not at the expense of quality. The best trees are always the cheapest in the long run.

Standards have been adopted which are used to measure and compare the value of different lots of trees. There are three grades, A, B, and Culls. No one should plant culls.

GRADE A SPECIFICATIONS

1. Buds selected from fruit bearing trees of good record.
2. Pure Mexican root-stock.
3. Every tree bearing a label stating correct variety and grade.
4. Clean and free from injurious insect pests or disease of any kind.
5. Height not less than two or more than four feet above bud-union.

6. Caliper at one inch above union, not less than $\frac{1}{2}$ inch and not more than $1\frac{1}{4}$ inch.
7. Caliper at one inch below union, not less than $\frac{3}{4}$ inch and not more than $1\frac{1}{2}$ inch.
8. Many side branches which must be cut back to 12 inches or less with at least one live bud on each branch.
9. Stock cut smooth at bud-union and waxed or painted.
10. Leaf surface reduced at least one-half by clipping at time of digging.
11. Balls not less than 9 inches in diameter and 12 inches deep, not loose or broken, wrapped with strong burlap in good condition.

GRADE B. SPECIFICATIONS

1. Good strong trees which will give satisfaction to planters.
2. Buds selected from fruit bearing trees of good record.
3. Pure Mexican root-stock.
4. Every tree bearing a label stating correct variety and grade.
5. Clean and free from injurious insect pests or disease of any kind.

Seasons for Planting

The ideal month for planting is April with March and May almost as good. However, along the coast plantings succeed at any time except December and January. Some growers prefer to plant in the fall, but the majority prefer spring. In interior districts from Pomona to Riverside and at Ojai, plantings made between June 15 and October 15 will require very careful nursing.

Directions for Planting

If cut back very severely and handled with great care, avocados can be planted bare-root, but it does not pay. All budded trees are balled. Digging should be done when dormant and the trees cured in lath-house for two weeks or until they recover from the shock of digging and start new growth. They are then ready for the field.

Orchard spacing of trees varies with variety and soil type from 15 to 30 feet. The usual spacings are 22x22, 22x24, and 24x24 feet.

The larger the hole the better, but holes should be dug at least two feet wide and two feet deep, putting top and bottom soil in separate piles. When the trees are received they should be handled with great care so as not to loosen or break the balls. If to be kept several days before planting, store in shade, bank shavings around the balls of outer row and sprinkle tops lightly daily.

The top soil should be placed in bottom of hole and firmly tramped down. Set the tree so the top of the ball will be one inch below average ground level and turn tree so bud-union will face the southwest. Fill soil half around ball and tramp down. Cut burlap and turn corners down. Finish filling and firm the soil. Wrap a piece of newspaper around trunk extending from soil to six inches above bud-union and tie loosely with string. If late in season or in interior whitewash trunk and main limbs with white water paint. Cut each tree back to a point *just above* a group of good buds and apply Bitutect to cut. No stakes should be used unless absolutely necessary. Burlap shelters need not be used except for summer planting in interior or where strong winds are expected.

Build a basin around each tree four feet wide with a perfectly flat bottom and rim of earth 8 inches high. As soon as the trees are planted, fill basin with water. Within a week fill up any cracks caused by settling with top soil and place in each basin a mulch of bean straw or coarse manure or other litter at least four inches deep. Just before the second watering, sprinkle in each basin a heaping tablespoonful of sulphate of ammonia or nitrate of lime. The proper interval between irrigations for the first season will vary from ten days on loose gravelly soils with open subsoil to fifty days on heavy adobe or tight subsoil. The trees will not need much water until they begin to use it in making new growth. The basins should never be dug up or cultivated. Any weeds and grass appearing in the basins or on the rims should be pulled and thrown in as an addition to the mulch.

The second year, the basins should be enlarged and new mulch added. Water should never be run *through* the basins, but always applied either with a hose with burlap tied over the end, or from a furrow running above the row of basins. The general rule should be to water lightly and frequently.

Varieties

LIST No. 1—*Commercial Varieties*: Fuerte.

LIST No. 2—*Varieties of Proved Merit*: Nabal, Puebla, Queen, Taft.

LIST No. 3—*Varieties of Value Suggested for Amateur Collections and Experimental Plantings*:

Anaheim	Dutton	Nabal	Stephens Choice
Benik	Fuerte	Panchoy	Taft
Carlsbad	Kashlan	Puebla	Thompson
Dickinson	Linda	Queen	Topa Topa
Duke	Mayapan		Worsham

LIST No. 4—*Varieties Most Hardy to Cold*: Fuerte, Puebla, Blake, Duke, Topa Topa, Northrop.

SEEDLINGS: Unless an avocado tree is budded or grafted, it cannot be depended upon to bear good fruit. Many



General view of one of several Leucaedlia Nurseries. Seeds are planted directly into field, budded in place, and not moved till trees are ready for delivery.

seedlings make beautiful shade trees but never bloom or bear at all. Some seedlings bear worthless or indifferent fruit. Occasionally a seedling bears good fruit. While all varieties originate as seedlings only one out of many hundreds proves worthy of propagation and a name. Seedling trees grow taller than budded trees and are suitable for windbreak rows around the boundary of a budded grove.

CALAVO GROWERS OF CALIFORNIA

4803 EVERETT AVE., LOS ANGELES

CARL NEWMAN, *President*

GEO. B. HODGKIN, *Secretary-Manager*

Fifteen directors: twelve representing districts and three at large.

Incorporated in 1924 under the laws of California as a Non-profit Co-operative Company, the chief function of which is to pack, distribute, and sell the avocado crops of its members. There is no capital stock. Operating capital is derived from retains on the fruit. A plan is being worked out by which the equity of a member in the assets will be in proportion to his credit in the revolving fund which ultimately revolves back to him in cash.

Main business office and packing-house at above address.

Branch agencies at Santa Barbara, La Habra, Azusa, San Diego.

Brands: Calavo, Fino, Bueno, Gusto.

	Pounds Sold	Avg. F.O.B. per Lb.	Net Paid to Grower per Lb.	Members
1924	199,680	\$0.33	\$0.28	104
1925	295,136	.40	.33	163
1926	483,046	.35	.29	385
1927	791,410	.31	.18	332
1928	478,620	.47	.35	353

Total 2,247,892 Avg. \$0.37 Avg. \$0.28

All avocado growers owe it to themselves and to the industry to join CALAVO GROWERS and give loyal support to the one organization which by advertising, intelligent distribution, and general promotion of consumption is building a market demand ahead of rapidly increasing production.

There are no initiation fees, and no dues.

Growers who join must contract to deliver all their fruit to the Calavo Growers for at least one year. Members may withdraw at a specified time in any year.

CALIFORNIA AVOCADO ASSOCIATION

4803 EVERETT AVE., LOS ANGELES

Organized at Los Angeles in May 1915 for the purpose of promoting the Avocado Industry in California.

The Yearbooks (15 volumes) published by the Association contain the largest mass of printed information on the subject.

E. C. DUTTON, *President*, Anaheim
L. C. ALLES, *Vice-President*, Carlsbad
J. M. ELLIOTT, *Treasurer*, Los Angeles
WM. MCPHERSON, *Secretary*, Orange

DIRECTORS

DR. J. ELIOT COIT, Altadena	WM. MCPHERSON, Orange
T. G. SUTHERLAND, Whittier	F. D. HAHN, La Habra
G. E. FAIRHEAD, Eagle Rock	L. C. ALLES, Carlsbad
E. C. DUTTON, Anaheim	J. H. WALKER, JR., Riverside
VINCENT BLANCHARD, Ventura	

While Calavo Growers was organized by and through the Association and is in close sympathy with it, the two organizations are and should be distinct. The Association has a much wider membership than Calavo Growers. Association members are encouraged to market through Calavo Growers but are not required to do so. The financial support of the Association is derived from annual membership dues of \$5.00, from voluntary contributions for specific purposes, and from the sale of Yearbooks to non-members. Some of the activities of the Association are as follows:

Variety Committee, to study and report on new and old varieties.

Annual Report, which chronicles the history of the industry and is of great educational value.

Research and Investigation. Encourages and assists in research into problems confronting the industry by the U. S. Dept. of Agriculture, and the University of California Experiment Station.

Information Bureau. Carries on heavy general correspondence, and furnishes reliable free information about avocado industry.

Legislation. Holds membership in State Agricultural Legislative Committee, and influences legislation in regard to maturity standards, packages, brands, quarantine regulations, tariff, etc.

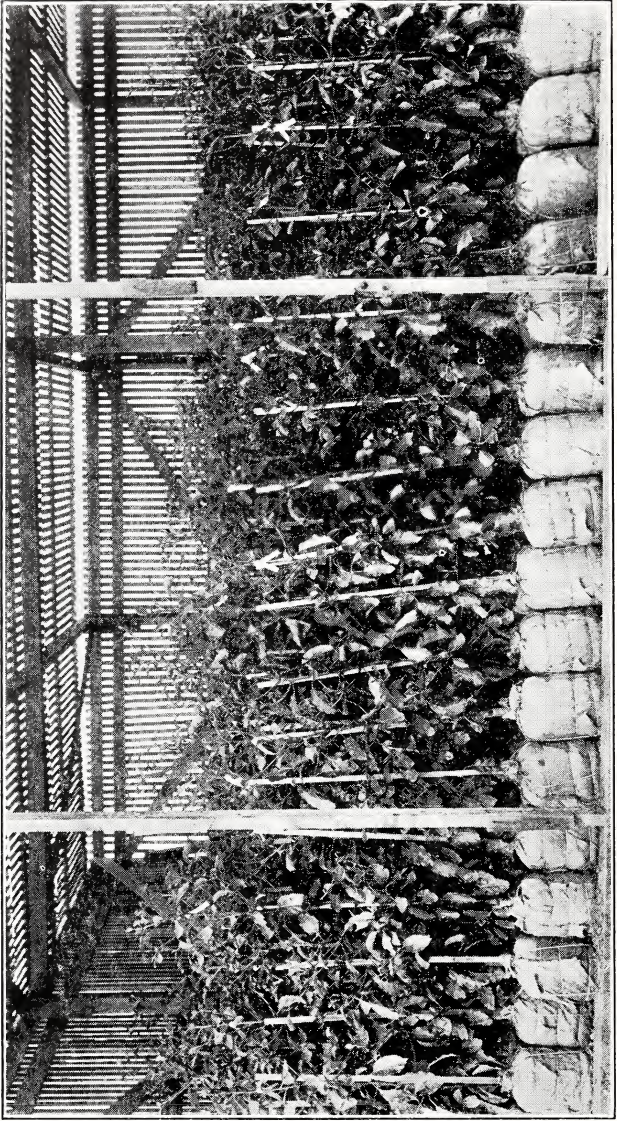
Quarantine. Cooperates with the Federal Horticultural Board and State Department of Agriculture in devising and putting into effect measures to prevent the introduction and spread of injurious insect pests and diseases from other countries.

Meetings. Holds meetings at which growers get acquainted and have voice in all activities looking toward the benefit of the industry. Also holds field demonstrations for the dissemination of useful information in regard to cultural methods.

Data on Varieties

Name	*Season	Analysis	Size of Fruit	Quality	Color
Anaheim	May-Aug.	12% Oil	Large	Fair	Green
Benik	May-Aug.	22% "	Medium	Good	Dull Red-Purple
✓ Carlsbad	March-May	14% "	Medium	Very Good	Wine Color
Dickinson	March-Sept.	11% "	Medium	Good	Black
Duke	Sept.-Nov.	21% "	Small	Good	Light Green
Dutton	March-May	12% "	Large	Good	Dark Purple
Fuerte	Nov.-July	25% "	Medium	Very Good	Dull Green
Kashlan	May-July	12% "	Large	Very Good	Green
Linda	July-Oct.	12% "	Very Large	Good	Deep Purple
Mayapan	June-Aug.	18% "	Medium	Good	Purple
Nabal	July-Oct.	15% "	Medium	Very Good	Green
Panchoy	July-Sept.	18% "	Large	Fair	Green
Puebla	Nov.-Jan.	19% "	Small	Good	Dark Mahogany
Queen	July-Sept.	13% "	Very Large	Very Good	Dull Purple
✓ Stephen's Choice	July-Aug.	16% "	Large	Very Good	Green
Taft	Aug.-Nov.	18% "	Medium	Very Good	Deep Green
✓ Thompson	March-May	23% "	Large	Very Good	Dark Purple
✓ Topa Topa	Sept.-Nov.	16% "	Small	Fair	Black
✓ Worsham	Dec.-Feb.	25% "	Small	Good	Light Green

* The season of ripening varies in different districts, being earliest in the interior, later on south coast, and latest of all in the coast region of Ventura County.
 Leucadia Nurseries make a specialty of propagation of promising new seedlings for testing out. These are available to persons who wish to grow a large and interesting collection of varieties.



Leucadia Grade A Stock Ready for Delivery

Advertising. Cooperates and assists Calavo Growers in advertising campaign.

Exhibits. Makes exhibits of avocados at county fairs, Avocado Show, etc., for general education of the public.

Opposes Exploitation. Is active in discouraging improper use of avocados in the real estate exploitation of worthless land.

Speakers' Bureau. Furnishes qualified speakers for home economics meetings, women's clubs, luncheon clubs, etc.

Membership is open to all who are interested in avocados. The industry is in need of the support of a large membership. The number of members in 1929 is approximately five hundred.

Planting Distances

To determine, at any given distance, the number of trees required to plant an acre: Multiply the distance in feet each way and divide 43,560 by the product.

8×10 ft.=544 trees per acre	20×24 ft.=90 trees per acre
12×12 " =302 " " "	22×22 " =90 " " "
18×18 " =134 " " "	24×24 " =75 " " "
18×20 " =121 " " "	24×30 " =60 " " "
18×24 " =100 " " "	36×36 " =33 " " "
18×36 " = 67 " " "	30×30 " =48 " " "
20×20 " =108 " " "	40×40 " =27 " " "

Average Composition of Fertilizers

In the eastern United States where rainfall is heavy, the rain leaches the plant foods out of the soil, and farmers generally find profit in using complete fertilizers containing nitrogen, phosphoric acid, potash, and sometimes lime. In California where the rainfall is low the loss of potash and phosphoric acid resulting from rock disintegration is not so rapid and benefit from the addition of these elements in fertilizers is seldom apparent. On the other hand humus or decaying organic matter is vital under semi-arid conditions. Manure, bean straws, etc., contain all elements needed with humus in addition. The price of any fertilizing material used on avocados should be based on its content of available nitrogen and organic matter.

Ammonium Sulphate	20.0%	Nitrogen
Nitrate of Lime (German)	15.0	"
Cotton Seed Meal	6.0	"
Dried Blood	12.0	"
High Grade Tankage	8.0	"
Steamed Bone	3.0	"
Fish Meal	8.5	"
Bat Guano	12.0	"
Poultry Manure (droppings, dry)	2.5	"
Poultry Manure (sweepings, dry)	1.5	"
Good Alfalfa Hay	2.5	"
Rabbit Manure	2.0	"
Dry Pure Sheep Manure	2.0	"
Dairy Manure (medium moisture)	0.5	"
Mixed Barnyard Manure	0.6	"
Dry Horse Manure	0.6	"
Lima Bean Straw (Big Lima)	1.4	"
Lima Bean Straw (Baby Lima)	1.0	"
Black Eye Bean Straw	0.9	"

THE CALIFORNIA FRUIT, NUT AND VEGETABLE STANDARDIZATION ACT OF 1927

MARKINGS ON CONTAINERS

Section 9. Excepting as hereinafter specifically exempted, all containers of fruits, nuts or vegetables of a kind specified in this act, except subcontainers, shall bear upon them in plain sight and in plain letters on the outside thereof the following: Name of the orchard or farm where the same was produced, with the post-office address thereof; or the name of the person, firm, company, corporation or organization who shall have first packed or authorized the packing of same; or the name under which such packer shall be engaged in business, together with a sufficiently explicit address to permit ready location of such packer.

Any containers, when used as subcontainers, excepting as hereinafter provided in section 21, shall be exempt from the provisions regarding marking when the container in which they are placed is marked in compliance with the requirements of this act.

All markings required by this act, except net weight, shall be plainly and conspicuously stamped, stenciled, printed, labeled or branded on one end of each crate, box, lug, carton or chest, and on one side of each keg, drum or sack, and on either one side or the top cover of each basket, barrel or other container.

AVOCADOS

Section 17. Avocados, when being packed, or after packing, or when delivered for shipment, loaded, shipped, or being transported, offered for sale or sold, in any container or subcontainer or in bulk, shall conform to the following standard:

STANDARD FOR AVOCADOS

Avocados shall be mature, free from worm injury, mold, decay, and from serious damage caused by cuts, bruises, growth cracks, insects or disease; and in the case of packed avocados shall be virtually uniform in size; *provided*, that not more than ten per cent, by count, of the avocados in any one container or loose lot may be below these requirements, but not to exceed one-half of this tolerance, or five per cent, shall be allowed for any one cause; *provided, further*, that no part of this tolerance shall be allowed for immature avocados.

Damage to any avocado shall not be considered as serious unless it causes a waste of twenty per cent by weight of the fruit.

The percentage of serious defects in any bulk lot of avocados may be established by inspection of a representative sample, which shall consist of not less than one hundred fruits selected at random.

When packed in layers there shall be approximately the same numerical count in each layer throughout a container or sub-container having straight sides.

Avocados shall not be considered mature when the edi-

ble portion shows an oil content of less than eight per cent, by weight, by chemical analysis.

MARKINGS

In addition to the markings required by section 9 of this act, all containers of avocados, when packed, shall bear upon them in plain sight and in plain letters on the outside thereof the following: Name of variety, if known, and when not known the words "unknown variety," or "unnamed variety," the net weight or average weight of fruits, and the number of fruits in the container or sub-container. When two or more varieties are packed or placed in a container they shall be labeled "mixed varieties."

Containers of avocados which are not packed shall not be required to show any markings.

NO STANDARD CONTAINERS

No standard containers are established by this act for Avocados.

Composition of Avocados

The avocado differs widely in many respects from other fresh fruits, and is in a class by itself. The total *dry matter* in the edible portion is greater than in any other fruit, averaging 29.44 per cent.

In *protein* content it is far ahead of other fruits, showing a maximum of 4.39 per cent and an average for 83 varieties of 2.10 per cent.

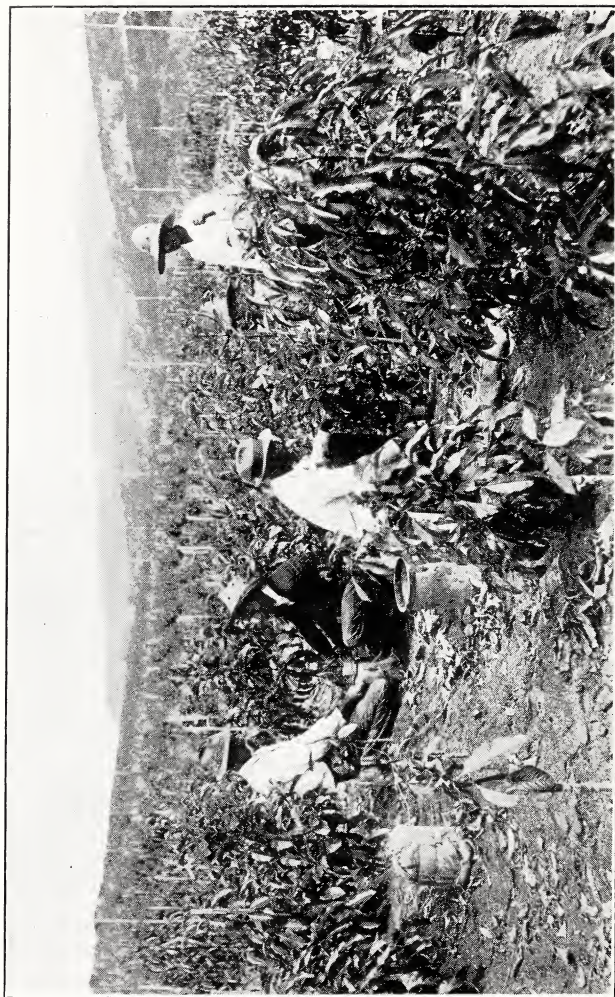
In *oil* or fat the avocado surpasses the olive, showing an average for ten Mexican varieties of 27.8 per cent oil as compared with 22.3 per cent oil being the average of ten varieties of olives.

The *caloric or energy value* of other fresh fruits is low, ranging from 175 to 400 calories per pound. The average energy value of 20 varieties of avocados is 1056 calories per pound.

Digestion experiments have shown that the digestion coefficient for avocado fat for humans is 93.8 which is the same as for butter fat which is one of the most eupeptic fats.

Avocados are high in *vitamine content*. It has been proved experimentally that avocados contain the anti-xerophthalmic vitamine A. Wetherby has shown by experiment that the antineuritic vitamine B content of one 12-oz. Fuerte avocado is equal to six cakes of compressed yeast. It is likely that avocados contain vitamin C and E, and researches to measure these are now in progress.

The *Dietetic Value* of fruits depends partly on the amount and character of minerals or ash they contain. The percentage of *mineral matter* contained in avocados averages 1.32 per cent or more than twice that of any other fruit. Nearly one-half of the ash consists of soda and potash, with magnesia and lime in smaller amounts.



Modern balling device insures uniformity in size and shape of balls, and prevents breakage

The excess of base-forming elements produces a highly beneficial alkaline reaction in the stomach.

Analysis of Avocado Ash

Univ. of Calif. Bulletin 365

	Percent
Silica -----	0.50
Phosphoric Acid -----	17.40
Lime -----	4.72
Magnesia -----	5.30
Iron -----	1.51
Aluminum -----	2.85
Manganese -----	Trace
Sulphuric Acid -----	11.24
Chlorin -----	14.36
Potash -----	26.23
Soda -----	18.55
	102.39
Oxygen Equiv. to Chlorin-----	2.09
	100.30

Soil Moisture

The *Moisture Equivalent* is the percent of moisture left in a soil sample after having been subjected to a centrifugal force equal to 1000 times gravity. The moisture equivalent varies from 5 in coarse sand to 35 in very stiff clay.

Wilting Point = Moisture Equivalent \div 1.84.

Optimum Moisture Content is about 60 percent of water holding capacity.

Water Holding Capacity = M. Equiv. \times 1.57 + 21.

If the moisture equivalent is not known, the water holding capacity may be determined in a crude way by saturating a known weight of dry soil, and after thorough draining in a perforated can, compute gain in weight in terms of dry soil.

Moisture Content is determined by quickly weighing a pound of soil. Dry thoroughly. The loss in weight multiplied by 100 is divided by the dry weight, thus giving moisture content as sampled.

Miner's Inch = 9 gals per minute.

1 cubic foot = 7.4805 gals.

1 acre inch = 2 miner's inches for 24 hours.

1 acre foot = 325851 gals = 603 hour inches.

Tank Contents: To find contents in gals. of circular tanks: Square diameter in feet, multiply by depth and multiply product by 5.875.

Whitewash: A good and convenient whitewash for prevention of sunburn on avocados is a thick white water paint obtainable at hardware stores.

Wound Dressing: The best dressing for pruning wounds, nursery stubbing, and top-grafting is Bitutect Tree Seal which is usually to be had at seed and feed stores.

Root Fence: For preventing the roots of eucalyptus, pepper and other shade trees from encroaching on and stunting avocados: Dig a four-foot trench and set in one layer of Celoglass so that the top will be two or three inches below the surface. Refill trench.

Budding Tape: Many binding materials have been used for avocados, including rubber bands, string, raffia, physician's tape, waxed cloth, etc. Most nurserymen have settled down to a good grade of waxed muslin.

Pests and Diseases: The avocado tree is singularly free from pests and diseases. A few have been noted which are rarely serious. They are being watched and studied by Experiment Station workers. There are several types of fruit decay in handling and transit the nature and control of which are not yet well understood.

Reference Literature: The largest mass of reliable printed matter is to be found in the fifteen annual reports of the California Avocado Association which may be consulted at public libraries or at the Association headquarters. University of California College of Agriculture Bulletin 365, published June 1928, is the best free literature and is obtainable from County Farm Bureaus.

CALIFORNIA AVOCADO SHOW

*Held Annually in
May at Whittier*

Under joint auspices of the Progress Club of Whittier and California Avocado Association.

Beautiful Displays.

Exhibits of Fruit, Nursery Stock, and Appliances.

Competitions for Prizes.

Educational Program, Speaking and Demonstrations.

Advertising and Publicity.

An Avocado Eatfest.

A rendezvous of Avocado Interests.

What Is Being Said About Leucadia Avocado Nursery Trees

"Feeling as we do that each sale of our properties involves a moral obligation to our customers, to give him the very best we possibly can, it is worth considerable to us to feel confident, as we do, that in buying your trees we are obtaining the best to be had in the way of the all important root and bud stock. Not only are the trees uniform in caliper, size and health so there has been practically no loss, but the courteous, business-like treatment received from your firm has been very gratifying, indeed."

Signed, F. J. HANSEN,
for F. J. Hansen Organization,
La Mesa, Calif.

"In regard to the avocado nursery stock you furnished me last summer consisting of Fuerte, Queen, Duke and Anaheim, I am pleased to advise you that the trees seem to be very healthy, and are coming along in good shape, and I am well pleased with them."

Signed, MAX C. FLEISCHMANN
(The Fleischmann Co.)
Santa Barbara, Calif.

"I have over a hundred of your trees two and one-half and three years old which are loaded, ready to break, with fruit. Can be seen at any time at my orchard which is a very attractive sight."

Signed, J. MARTIN WILSON
Solana Beach, Calif.

"Within the last two years we have purchased approximately 2000 trees from your Encinitas nurseries. These trees were all planted on our property at Monterey Heights about seven miles from San Diego. We are very well satisfied with your trees, as without exception they have been good healthy stock and have made a wonderful growth. We trust that you will be able to let us have another 1000 trees this season."

Signed, HYDE TINGEY,
San Diego, Calif.

"After two years' experience in planting stock from several nurseries and inspecting the stock in many more, I am convinced that your system of propagating avocados produces the most perfect bud union of any that I have discovered. This fact in conjunction with your perfect balling system makes me very strong for your trees, especially in this district where the summers are hot and the humidity very low."

Signed, E. P. HILBORN
Oroville, California.

"No nursery stock purchased from anyone has given such excellent results as the young trees purchased from Rancho Leucadia for my ranch at Escondido three years ago this April, 1929, and they have developed into my best trees. As you may know I am sending the exchange this winter about one ton of excellent fruit which I consider is not bad for trees not yet three years old."

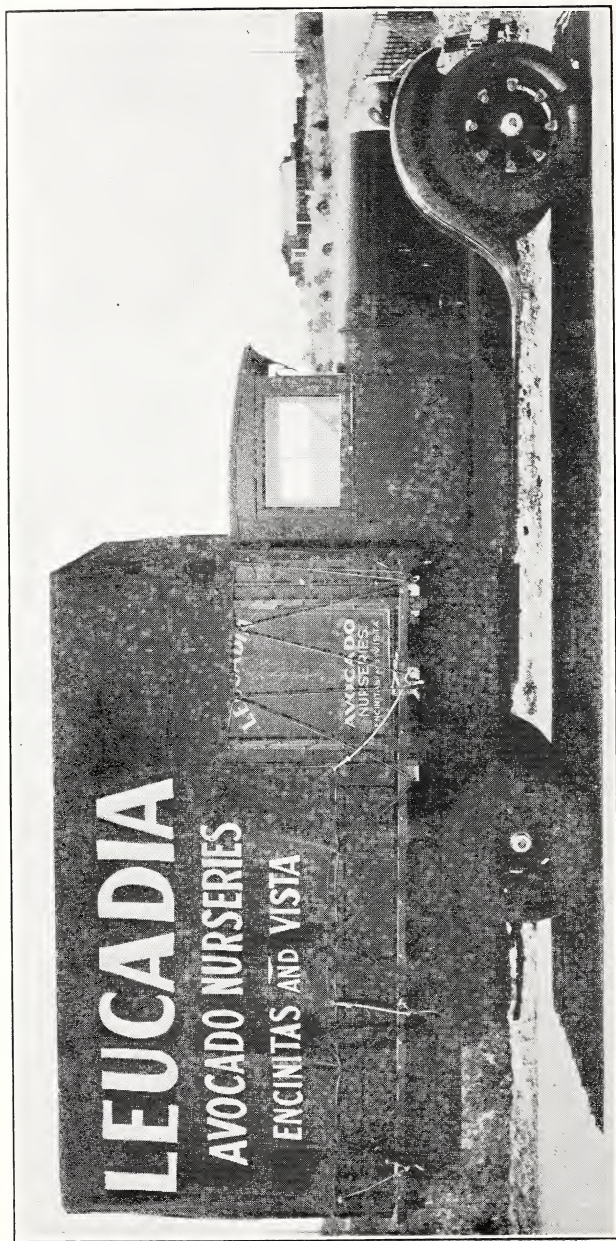
Signed, WILLIS MAPLE
Fullerton, Calif.

"The trees purchased from the Rancho Leucadia Nurseries for my clients two or three seasons ago were remarkably well grown and balled and arrived in splendid condition. Since going out into the orchard they have made very satisfactory growth and the Pueblas are fruiting. I feel that they were first-class trees and that if your present stock is at all comparable, that the public cannot get any better."

Signed, CARTER BARRETT
Puente, Calif.

"The 625 avocado trees purchased from Rancho Leucadia in summer 1926 and planted in Vista have made remarkable growth, so much so, in fact that my avocado grove has become one of the show places in Vista. The trees are now in bloom and the fruit is setting heavily. We expect to pick a good crop of fruit this year. The trees set out made a 100% growth, that is, no replacements were necessary."

Signed, JOSEF SCHILLINGER
Los Angeles.



We never transport avocado trees in open trucks exposed to wind and weather. We use every precaution to deliver trees in A1 condition. They are "RARIN" TO GROW."

"I am very well pleased with both the service which I received from you and also the trees. The trees have made a wonderful growth, being well formed, very vigorous, and sturdy enough to support themselves and their crop of fruit without the bother and expense of propping. Although not yet three years old they have borne good crops for two years, picking about two tons of fruit this year from about three hundred trees. I have no hesitancy in telling people where they can get good, reliable avocado trees."

Signed, M. J. PICKERING,
La Habra, Calif.

"The avocado trees purchased from you three years ago have made the most remarkable growth of any trees of any kind I ever planted. I have trouble making people believe they are not older than they really are."

Signed, N. MATZEN,
Escondido, Calif.

"I believe the Rancho Leucadia trees to be the equal of any and it has seldom been my pleasure to see trees from other nurseries which could show as many good points."

Signed, CARL NICHOLS,
Garden Grove, Calif.

"The trees which you sold me last June came through the winter in good shape. They have made a very satisfactory growth right from the start. The trees were very "stocky" and we were particularly interested in your neat method of balling, which was peculiarly satisfactory for rapid handling."

Signed, H. L. MARSH,
Leffingwell Rancho Co.,
Whittier, Calif.

The trees were uniformly good to start with and are the same now. I have never purchased before such sturdy, stocky and vigorous trees as you furnished me.

Signed, B. E. NEEDHAM,
Glendora, California.

"The avocado trees you shipped me arrived in good condition and at the present time are doing nicely. They look like splendid stock."

Signed, R. W. HILLS,
Hills Bros. Coffee Co.,
San Francisco.

"The nursery stock which you delivered to me last Spring is doing extremely well. Not one but several visitors to my grove have expressed astonishment at the remarkable growth of my trees in such a short time, and have asked me for your name and address which I gladly gave them."

Signed, EUGENE TICHO,
Los Angeles.

"The avocado trees you sold me in the Spring of 1926 and which are now bearing have far exceeded my expectation. Needless to say I am delighted with the growth and performance of my trees."

Signed, BILLY BEVAN,
Hollywood, Calif.

"I want to let you know how well pleased I am with the several varieties of avocado stock received from you in the summer of 1928. Every plant is healthy and is making splendid growth, much better than has been my experience with purchases in previous years from other sources."

Signed, F. H. MACPHERSON,
San Gabriel, California.

"We wish to take this opportunity to express to you the complete satisfaction we have found in Avocado nursery trees purchased from your nurseries, and we take pleasure in recommending your product to prospective planters."

Signed, EDWIN G. HART, INC.,
By C. W. Getchell,
Los Angeles.

Memoranda



