

October 2014

Citrus Talks-The Orange

Charles C. Chapman

Follow this and additional works at: http://digitalcommons.chapman.edu/chapman_citrus_speeches



Part of the [Agricultural Education Commons](#)

Recommended Citation

Chapman, Charles C., "Citrus Talks-The Orange" (2014). *Charles C. Chapman Citrus Speeches*. Paper 9.
http://digitalcommons.chapman.edu/chapman_citrus_speeches/9

This Speech is brought to you for free and open access by the Charles C. Chapman Family Papers at Chapman University Digital Commons. It has been accepted for inclusion in Charles C. Chapman Citrus Speeches by an authorized administrator of Chapman University Digital Commons. For more information, please contact laughtin@chapman.edu.

3

CITRUS TALKS

"THE ORANGE"

THE ORANGE.

The orange, ~~as~~ the subject assigned to me is a comprehensive one. I shall, however, only speak of it briefly as it applies to the California ~~article~~ ^{product} the orange as we find it grown, handled and marketed. As with many of California's ~~products~~ ^{fruits} she excels all of the world in the production of the orange. As substantiating this sweeping statement a little commercial evidence, which is the very best as it is the most critical, will be given, and that from the most ~~critical~~ ^{exhausting} market we have. I ~~will~~ quote from a recent issue of the Fruitman's Guide published in New York City.

"There is no disputing the fact that when it comes to extracting top notch prices out of the buyers' pocket, the California orange has the call, first, last and all the time. Florida may talk of her justly celebrated Indian River fruit; the West Indies may put forth the claims of her yellow-skinned globes of sweetness, but the Golden State, with an orange that combines beauty with savor in the highest degree and appeals to the eye as powerfully as to the palate, unquestionably wears the crown."

It seems that the ordinary California farmer must have a general knowledge of the laws of physics, of mechanics, and ^{of chemistry.} ~~also~~ be a general all round good business man as he is constantly being confronted with problems that an ordinary eastern grain and stock farmer never meets.

Night - German

There is one question, however, ^{that of fertilizing} which has proven perplexing to most of our citrus growers, ^{and few have been satisfied with its solution.} ~~and that is proper fertilizing.~~ I shall not attempt to discuss this question as it will be handled by those who can do it ^{from a} scientifically ^{basis}. This much however I will venture to say. The soil must be kept full of life by the application of such material as will furnish necessary mulch and humus. Soil void of these essentials will not assimilate special or compounded fertilizer, if applied. This mulching ^{is} perhaps best secured by liberal applications of barnyard manure. I do not think it wise or necessary to be continually putting this over the orchard but when applied let it be done liberally. It should be spread over the surface and cultivated in, which I am sure ^{is} much better method than to spread it and turn it under with ^{the} plow. The mulching is required at the ~~to~~ to conserve the moisture, which is the one particular thing ~~our~~ our orchards to carry them safely through the

demoralized by the large amount of
indifferent fruit put upon it, & I may ^{say} ~~say~~
that on that account suffer to some extent,
I may have been noticed that

more uniformly than ever before it was in
class by itself, I do regret to see

growers, who deserve all they can possibly
get out of their fruit, foolishly & needlessly
sacrificing it. This was the case

last season & will always be when fruit
is held for market it has greatly deteriorated
under similar conditions. Much of this fruit

was in an excellent condition one time & but
when prices were low. Instead of it being put
on the market then it was held until it deteriorated
& put upon a market which was far more
exacting.

Some growers & shippers do well ^{simply} ~~stupidly~~
they ~~are~~ that as they had Valencia all
they had to do was to buy big money ^{simply} ~~was~~ ^{who} hold
on without long enough. In their eyes a Valencia
was a Valencia. The trade does not ~~so~~ ~~work~~
does not exactly look at the question from that point.
Quality is their standard not variety.

19

inability of the associations to command the confidence of growers

I shall not attempt a further discussion of the methods of marketing as the question will be handled by others. I have, however, always felt a painful degree of sadness when I see growers laboring hard the year round to produce a crop of fruit only to be sacrificed so far as any adequate returns ^{are} concerned. He does not get what he is rightfully entitled to. At least, this is doubtless the case with ^{many} a majority of growers. With an ever increasing crop to be put upon the market, with no apparent disposition on the part of transportation companies to assist the grower in this part of the business, and with no universally adopted method of marketing or combine among growers whereby after the trust idea, they could in a measure control the business this deplorable condition ^{will} continue.

There is one question of marketing our late fruit that ~~that~~ when I left home I thought it too delicate for me to refer to or I should have bought some papers.

There is the question of marketing late fruit may be a delicate one for me to discuss. At least that of advising growers generally to ship their valuations much early than they did last season, what I shall say is prompted by no selfish motives, for, ~~as~~ while the late market was more or less

It is one thing to produce an orange and quite another to convert it into money. The modus operandi of this change of fruit into the coin of the realm is a question ^{which} has perplexed most growers. There have been numerous methods proposed and experimented with, but none have met the approval of all growers. ^{many feel} This is unfortunate, for ^{they claim} it not only robs the business of what should be a pleasant feature, but prevents getting such financial returns as a well established and a universally adopted plan of almost any kind would bring. ^{zealous in their advocacy of this idea they are not} However ~~advantageous~~ ^{it would} be to have a system adopted by all growers I doubt very much if any marketing plan can be proposed that will command the approval of all or even the loyal support of an unquestioned majority. ^{Every} ~~person I do not think it would be for the best interest of the industry~~ The Exchange method is, of course, the most popular. Even it though headed by men who have long controlled its management does not hold its membership, nor attract to its fold an increasing number of growers, such as we might suppose would be the case if it could handle the fruit with reasonable satisfaction to its members, and demonstrate to those outside that the exchange plan would yield larger and more prompt returns than they now secure. It might be considered impertinent in me should I ask why it does not more generally do both. Is it because growers are so blinded to their best interests, or on account of the prejudice to the dominating personality of the exchange, or the

7th ~~January~~

I will ^{furthermore} say ^{frankly} that I do not believe
it would be ^{to} for the best interests of the
industry ^{that} for any one plan of uncollecting
to the point ^{should} be adopted. There is
strength ^{I believe} & ^{with greater} better results even with
all the weaknesses of competition the present
business system of competition than there would
be if the entire business should be in
the hands of some gigantic Trust or
organization. I make this statement as
my conviction without making any effort to
support it by facts, figures or
arguments

one of the Azores, a group of islands off the coast of Portugal. A party who had lived there and known the fruit, on seeing some specimens I had, said they were identical with the oranges grown there.

The Valencia Lates, if properly manipulated, may be depended upon to supply the limited demand for oranges during the summer and early autumn. *although this season the market is filled with nearly all varieties* This is a fine orange, a good bearer, though it does not come in bearing as early as the navel, and is a splendid keeper. Hart's Tardiff, which is grown at Riverside, I am told is the same orange. If not the same variety it is very similar.

If I were setting out an orchard of twenty acres I believe I would select the different varieties in about the following proportion: Thompson's Improved Navel, two acres; Washington Navel, eight; Malta Blood, one; large St. Michael, two; Valencia Lates, five; Lisbon and Eureka or Villa Frankie ^{lemons}, one acre each.

This is only my idea, and based upon the way I should expect to market the fruit. It might be better for those who ^{intend} ~~ex-~~pect to put their crop into an association, or turn it over bodily to some shipper, employing a promise-anything-or-everything sort of an agent, to grow one variety straight --- the Washington Navel. This would avoid annoyance, perhaps, and as the returns seldom seem to be a factor in such transactions, it would be easier all around.

In such cases the grower generally accepts, with a strange sort of gratitude, quite as though he felt that he was just so much ahead, what the shipper in his policy-generosity may dole out to him. As a matter of fact, there is little else for him to do.

Consider the attention of Calif. has been given to grape fruit
 The pomelo and Shaddock are natives of India and China, and were brought to the West Indies by Captain Shaddock, Commander of a British man-of-war. They were early introduced into Florida, where the trees, for a long time, were only used for ornamental purposes. The present popular name of grape fruit was given by the colored people of Florida, because the fruit has a tendency to hang in clusters, and they having forgotten their real names. The grape fruit, as we have it today, has been greatly improved by a cross fertilization and cultivation. In California we have the Florida Seedling, Walters' Seedless, the Triumph and some other varieties. *Handwritten: I have been told in Florida that you*
 ¶ Mr. Philip Ruhlman, who introduced grape fruit into the New York market, said to me that he regarded our California fruit as inferior to that grown in Florida, which was better than any grown in the West Indies. He also seemed to doubt that it would ever prove remunerative to California growers. The demand will always be limited, I believe, and the market therefor easily overstocked. However, *any inferiority* ~~as to inferiority~~, I think, we can overcome *without trouble. California never takes second place long.*
 that. The tree is a rank grower, an early and heavy bearer, and even more hardy than the orange. The fruit is said to be a specific for the cure of dyspepsia, rheumatism, kidney trouble and malaria.

soil the fruit so that it is necessary to wash it, but destroys all the finer qualities of the orange, leaving only the coarser and more fibrous parts. Always remember that the more delicate ~~and more succulent~~ portion of the fruit is the first to succumb. It is upon ^{they know a good thing when they find it & cling to it with great tenacity} these the scale first feed. It is impossible to produce fine fruit and grow scale on the same tree. ^{Oranges with sweet on outside but bitter inside} No orange that has ever been washed should be put on the market as fancy.

It is imperative that trees should be kept free from scale. You cannot afford to grow ^{these} scale, either ^{the} red, black, or purple, however prolific they may be, and you will not find them slow in multiplying. Fumigation, if properly done, will destroy ^{at least most of it} the scale without injury either to fruit or tree. My observation and experience with both spraying and fumigation is that the latter is the only process to ^{give most satisfaction} rely on with any degree of confidence. ^{The hot spray might be used on small trees with this aim will kill them} Do not go to sleep thinking that ^{they} in some way scale will die out or leave you. They have no such idea. Go to work and kill them ^{This must be done until their natural enemies are discovered & they will be for they exist} with hydrocyanic acid gas. ^{when clean} Your fruit will find a readier market, bring more money, save washing, and afford you a degree of satisfaction that you never experienced with dirty stuff.

The scale was impaled & its enemy left behind

The red spider appears to be a more serious pest than one would at first suppose. It seems to subsist largely upon the rind of the orange, thus preventing its ^{development} growth. I am told that simply spraying ^{with sulphur} with water will kill it.

Fuller's Rose Beetle, or, as some call it, the Florida Orange Dog, is a ravenous feeder on the tender growth of young trees, and should be stamped out wherever manifested, for the damage it can do in a growing orchard is appalling. These may be shaken off onto a sheet spread beneath the tree, or into a bucket containing ~~water or kerosene~~ *or even water*

Fertilizer I think it is essential to keep the soil enriched. Not too heavily, for then the fruit is liable to be coarse, but by frequent light applications of some kind of fertilizer. This is one of the annual expenses that seems to be incurred largely through faith, or a vague hope that it is going to do some good, or it may be that you are simply talked into using some "straight goods" by a fertilizer agent. I know but little about fertilizers; indeed, I regard their use as largely experimental. Too many unknown conditions to contend with, and then one has little knowledge, generally, of just what is being used. On the Santa Isabel Rancho we have used commercial fertilizer, bone meal, lime cake, wood ashes, sheep fertilizer and barn-yard manure. *with which success I am unable to say* I would not recommend the latter *however* only for soil badly run down, or lime cake for other than heavy soil. *for it too rapidly exhausts the soil* I do not know as I care to express a preference further, but I would keep doing something. More or less benefit is derived from any of them. *Kind of fertilizer - Shortland*

Good many people think there is a sort of magic in fertilizers alone (which is not true) I received a letter from Mr. E. T. Earl last winter, who wanted to know what fertilizer we used on the Santa Isabel Rancho, as he had not seen so heavy a crop in California as on a portion of the orchard. He was interested in a grove, and wanted to use the fertilizer that had proven so satisfactory, and further asking what I could recommend. *I really do not know as fertilizers really have anything to do with this* I will say that this particular part of the orchard never had other than a light dressing of sheep manure. I would not recommend a constant use of this, however; indeed, I

If this can only find the right kind they can then produce

10/12

do not know but the heavy crop was really due to other conditions.

alluded to

I was therefore unable to give a definite answer to the inquiry

Irrigation

The question of irrigation is an important one. Water costs money and it is an expense to care for it. We therefore, must put all the water we buy where it is needed with as little loss and with the least possible labor. Flumes, either cement or wood, should be constructed, or pipe-lines laid, and then practice furrow irrigation. This, in my opinion, is much better than the block or form method. By it water is carried deeper into the soil, less ^{loss by} evaporation, keeps ~~water~~ from contact with the trees, ground easier prepared, left in better condition for cultivation, and is less expensive. Do not wait till your trees need water; give it to them before they get in that condition. *Keep the water*

as far into the ground as possible. ~~Keep~~
a point of this. Surface irrigation is of but little value
besides it encourages the fungus to come ~~up~~
dry to help for moisture. I saw trees thus irrigated when fourteen
inches below surface the ground was as dry as dust of the
road.

the market with fancy fruit. I do not mean with oranges that some ~~particular~~ shippers are pleased to brand as fancy, but really fine, richly flavored oranges. We have endeavored upon the Santa Isabel Ranch to grow high grade oranges, and in some respects have met with reasonable success. It is not this grade of fruit that we have difficulty in selling. That is sought after. Indeed, we cannot supply the demand for it. It is the poor fruit that bothers us. It is this grade that over-stocks the market.

Many of the growers have thus become quite discouraged, and some even alarmed for the future, at the meagre returns from the past season's crop. If we were to consider the returns in connection only with the enormous crop, there would be, I grant, room for serious apprehension. However, weighing all the facts and conditions carefully, I see no occasion for alarm. I think ^{on the whole} the crop brought all it was worth ~~on the whole~~, or very nearly so. Indeed, I consider it a marvel that so much poor, unpalatable fruit was consumed by the people of the East. Much of it was light in weight, syrup watery, flat and tasteless, ^{cells} ~~as well as~~ broken down, fruit generally of poor keeping quality, and bore other evidences of frost. There was doubtless enough good fruit sent forward to keep the buyers ~~hopeful and~~ from being wholly discouraged. It may be said that the crop was literally forced upon the people by low prices, persistent dealers and peddlers, splendid transportation facilities and the machinery for putting it into every section of the United States and Canada, and the present wholesome tariff law,

security

the market with fairly little. I do not mean with oranges and some

particular shippers are pleased to brand as fancy but really fine.

We have endeavored upon the Santa Isabel

richly flavored oranges. Reached to grow high grade oranges, and in some respects have met

season has been disappointing. It is not this grade of fruit that we

largely buy with excessive success. That is sought after. Indeed, we

have difficulty in selling. It is sought after. Indeed, we

stock later, containing the same quality of fruit.

Many of the growers have thus become quite discouraged.

with proper handling, a quality of fruit such

as California oranges, when not damaged by frost

we don't see any reason why we should

market with satisfactory results.

and conditions carefully. I see no occasion for alarm.

the crop brought all it was worth on the whole, or very nearly so.

Indeed, I consider it a marvel that so much poor, unpalatable fruit

was consumed by the people of the East. Much of it was light in

weight, syrup watery, flat and tasteless, as well as broken down

fruit generally of poor keeping quality, and bore other evidences

of frost. There was doubtless enough good fruit sent forward to

keep the buyers honest and from being wholly disappointed. It may

be said that the crop was literally forced upon the people by low

prices, persistent dealers and peddlers, splendid transportation

facilities and the machinery for putting it into every section of

the United States and Canada, and the present wholesome tariff law.

upon the market from California. In natural conditions we are as favorably situated for growing fancy oranges as the farmers in the states named are for raising ^{fair} fine stock. The ^{ignorance and indifference} owners ^{endeavor} and wilful carelessness ^{of many growers} combined ^{The rest} is a heavy tax upon ~~us~~. They are expensive.

Let me ^{give an illustration} make an observation or two along these lines: A gentleman pointing to some magnificent orange trees, --- magnificent in size only, said they were sixteen years old, and yet had never borne a crop. I asked him why he did not cut them down. He replied that he had thought of it, but concluded he would wait another year. That was three years ago, and I think he is still waiting. This was one of the experienced old residents ~~I visited to get pointers.~~ I did not tell him, but I will say quietly to you that I lost much confidence in that gentleman's practical knowledge as an orange grower after he made this statement.

Other growers I find fumigating, irrigating, cultivating and pruning rocky old seedling ~~trees~~ ^{and} Australian Navels ^{hits} --- only to be annually worried and disappointed with the returns, --- that is, if they ever got any at all. It requires fortitude, I know, to destroy dear old land-marks, but I should say, either cut them down, for there is neither profit nor pleasure in them, or bud them to a better variety. The latter may be a little tedious, but it is practicable. In my judgment the sooner this is done the better, for it is certain that this poorer fruit is going to be lit-

No picking bag more injurious ~~than~~ to the fruit than the Woodward bag should be used. ⁽¹³⁾ I have the fruit from the orchard as though you were hauling eggs. Use springs on all wagons carrying the fruit. It must be more carefully handled in the packing house, graded higher, and greater attention given to uniformity. The packages must be more attractive.

THIRD. After growing better fruit and taking better care of it, we must then ~~expect~~ ^{accept} less money for it. This seems inevitable. The increased production and the almost certain unwise competition that would develop among shippers and combinations of growers would pull the price down. One could bank with certainty upon the weakness and ^{the} ~~breed~~ ^{if} of human nature in this regard, which would invariably result to the detriment of the grower. This is a factor to be always considered, and will prove quite as potent to bring down prices as the ^{quantity} ~~quantity~~ of fruit grown. I therefore reasoned that unless these conditions could be met, one was not justified in embarking into a business so hazardous. I thought I saw ample room, however, for improvement in the first two conditions, and also believed that oranges could be profitably produced and placed in the market at prices that would insure their consumption. ~~At least I considered one who was ambitious~~ ^{was} ~~justified in taking chances with those who were shipping indifferent stock.~~

California can produce very much finer oranges than she does, even now. There is hardly an excuse for growing much of the inferior fruit that we do. There is as little reason for raising "razor-back" hogs in Illinois and Iowa, where every condition is perfect, ^{for raising fine stock} as there is for growing some of the oranges put

Marketing - There was universal complaint the past season among citrus fruit growers and shippers about the over-stocked condition of the orange market. This in some respects, was well founded. Some markets will at times be glutted. This is unavoidable under the present methods of shipping. I can, however, with equal propriety apply to our business the same argument Rufus Choate made with reference to his when asked, whether or not, owing to the overcrowded state of the legal profession, he could recommend a young man to enter it. "There is plenty of room" said he "in the upper story." So I can say that there is room, if not plenty, yet room, in the Eastern market for high grade fruit. ~~Good~~ Good fruit, like ~~the~~ a first class article of any kind, will always meet with a readier sale than the poorer grade, and generally at a much higher price. As you add ^{value} in the quality of your customers, you will be able to increase the price at even a greater ratio. For instance, a box of poor oranges, 150s, might sell in New York for \$1.50 or \$2. This would go to a peddler ^{or a dealer} who had indifferent trade, and would retail for fifteen to twenty-five cents per dozen. This trade would not pay more.)

[A box of fancy fruit the same size, or even larger, which would go upon the table of the rich, would sell from \$2.50 to \$3.50. The expense incurred in marketing each box was the same. Another advantage the fancy fruit would have is in finding a readier sale. Indeed, I do not believe it possible for California to overstock

which practically prohibited the importation of foreign oranges.

A gigantic trade has been built up, provided with all the ^{machinery} necessities for manipulating it, and to the men conducting it in all its various branches and avenues we are indebted for forcing into consumption the large season's output. This powerful combination would have crowded almost any article into the hands of the people. A few years ago before all these men and firms and exchanges were in the business, it would have been impossible for California to have marketed three million boxes of oranges. A great and valuable work has thus been inaugurated in getting this machinery in motion. ^{disposal of the imported business &} Besides we have converted the importers ^{into agents for handling our oranges,}

Some four years ago I began looking into the orange business, as carefully, perhaps, as a novice would be expected to do, and there was presented to my mind a proposition of a three-fold nature. I may add that my experience and observation since have confirmed the conclusions at which I arrived at that time.

FIRST. The citrus fruit growers of California must grow better fruit; better in every sense. It must not only be the best varieties, but must be cleaner, smoother and more luscious than most fruit then marketed.

SECOND. Better care must be taken of it. It is one thing to grow fine fruit --- quite another to handle it properly. It must be more carefully taken from the trees; not ^{when} green and sour, not over-ripe and puffy, but at the time it is in its best form.

erally crowded out by the better. The law of the survival of the fittest will apply here, as in other realms. As before stated, however, as long as growers persist in putting this poor stock on the market, Bad company contaminates, and the good will suffer. I want to plead with growers to give attention to these matters. Indeed, we absolutely cannot afford to be indifferent to them; they are vital. Let us make the business profitable. ~~Therefore it is essential for all to act as the highest judgment dictates.~~

There are some people who from indifference or carelessness permit scale to infest their orchards, to the great harm and loss of their more provident neighbors. It is quite on a par with this pernicious carelessness, and manifestly as unjust to the more ambitious grower for some to persist in this senseless and profitless shipping of poor oranges and lemons.

It may be some satisfaction to the growers of this section to know that the highest price at which oranges sold this season so far as I have been able to learn were shipped from Fullerton. These brought \$5.45 when fancy Riverside stock of same variety sold for \$2.00. Last year also the can that brought the most money with one exception, also went from Fullerton. Orange County can stand first in orange culture if she will. Nature has been more graciously here than with any other section in California. We appreciate her lavish blessings & make this as sure implies the home of the orange in its perfection.

The reason I have for insisting on S.C. is
 erally crowded out by the better. The law of the survival of the
 fittest will apply here, as in other realms. As before stated
 however, as long as growers persist in putting this poor stock on
 the market, bad company contaminates, and the good will suffer.
 I want to plead with growers to give attention to these matters
 Indeed, we absolutely cannot afford to be indifferent to them;

they are vital. Let us make the business profitable. Therefore it
 is essential for us to act as the highest judgment dictates.

There are some people who from indifference or carelessness
 near permit scale to infest their orchards, to the great harm and
 loss of their more prudent neighbors. It is quite on a par
 with this pernicious carelessness, and manifestly as unjust to the
 more ambitious grower for some to persist in this senseless and
 profitless shipping of poor oranges and lemons.

For me as the farmer in a design to reach
 the highest point of perfection, I am depending upon
 the payment of my expenses. I am depending upon
 an honest and just price which at present the
 distance has prevented absolutely. I am depending upon
 the church is faithful. I am depending upon
 respect is not until the present end of the year.

In topography, I am depending upon
 the church is faithful. I am depending upon
 respect is not until the present end of the year.