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Citrus Talks-The Wealth of the Valencia

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9

CITRUS TALKS

"THE WEALTH OF THE VALENCIA"

Opening of 2nd Valencia Orange Show--Orange County

May 23, 1922

Orange Show 5/23, '22

I feel highly honored to be called upon to assist in these formal opening exercises of the second Valencia Orange Show, an event of no small importance to all our beautiful Southland.

Perhaps no section of the globe can produce a greater variety of both the necessities and the luxuries of life than Southern California. The divine hand has been lavish in bestowing upon our Southland rare natural advantages, greater perhaps than can be found anywhere else. The beautiful and inspiring scenery of mountain and valleys, the charming climate, the invigorating atmosphere and the enterprising spirit of the people -- all contribute to make life here both attractive and active. Our fertile Valleys are famed the world over for their luscious fruits. These are grown by the most intelligent and enterprising horticulturists in the world. Los Angeles county stands first among the counties of the Nation in the amount of agricultural products. All of us are proud of this distinction of our great, big sister county. However, as great and wonderful as are the agricultural resources of Los Angeles County, in proportion to her size Orange County far excels.

In one respect at least we excel all other sections of our favored Southern California, and that is in the production of

the Valencia orange, the luscious fruit that is the occasion of this beautiful show. Here this orange, now sought in all the markets of the country, is grown to well nigh perfection. Our soil and climate seem to be especially adapted to its production. We can clip the luscious fruit from the trees for the market in early April and continue during every month to the following January. In the markets Orange County Valencias are quoted at higher prices than those from any other section, and it has been Orange County Valencias that have made the record for prices received for California oranges for the last twenty years.

So we are proud of our golden fruit that has brought such glory and wealth to our little county.

Let me also say with equal pride that our people have displayed rare genius and intelligence in handling the fruit, so that we are placing it before the consumers in all parts of the Nation in attractive and perfect condition.

The first show, a year ago, was ~~opened~~ formally opened by President Harding over long distance telephone from Washington. We were highly honored that our President should turn aside from pressing official duties to make the special

address which he did on that memorable occasion.

We have come to-night to have exercises of a different nature to formally open this year's great show.

Before introducing the distinguished speakers I must pause to express our appreciation of the gorgeously beautiful display that has been prepared for us. To Anaheim, beautiful Anaheim, and her enterprising people we are grateful for giving us this feast for our eyes. We are not unmindful of the weeks, and even months, of planning and much toil necessary to create the glorious beauty that is all about us.

To the chairman and president, Mr. Herman Stearn, and *& to the members of the Committee* the general manager, Mr. Malcolm Fraser, we must express, in a special way, our appreciation not only of their untiring energy and the rare genius displayed in the preparation of the show, but of the unselfishness with which, night and day *and to other members of the Committee* for months, they gave ~~their~~ time and thought to it. *N* Gentlemen, we are proud of the beauty and glory of your achievement.

To the growers and shippers with the spirit and enterprise for which Southern California is famed and who/with *generously and* rare artistic skill have made such *attractive* ~~generous, handsome~~ and interesting display of our beautiful Valencia we want to voice the high appreciation of all our people.