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Citrus Talks-Handling the Orange

Charles C. Chapman

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CITRUS TALKS

"HANDLING THE ORANGE"

Redlands--January 23, 1909

Redlands
11/23/07

HANDLING THE ORANGE.

I wish I had command of language to adequately describe the orange. It stands without a peer in the fruit world, and not only contributes largely to the wealth of Southern California, but also to the general health of the Nation. Its delicious juices are as invigorating as they are palatable. It is, in fact, as the poet has said a "fruit fit for the gods".

In an English work on Culture of the orange industry in Blackwood's Magazine of 1885 a writer

in speaking of Florida as an orange country said:

(See page 1)

Signatures from General's Magazine
where a garden speaks
much ploughs of the
skin was
and Dan 25 year old

~~Seems almost absurd for me to come to R -
first came here
Mr. Ryan
Or any for ways & means
Success crop - a copy of @ M~~

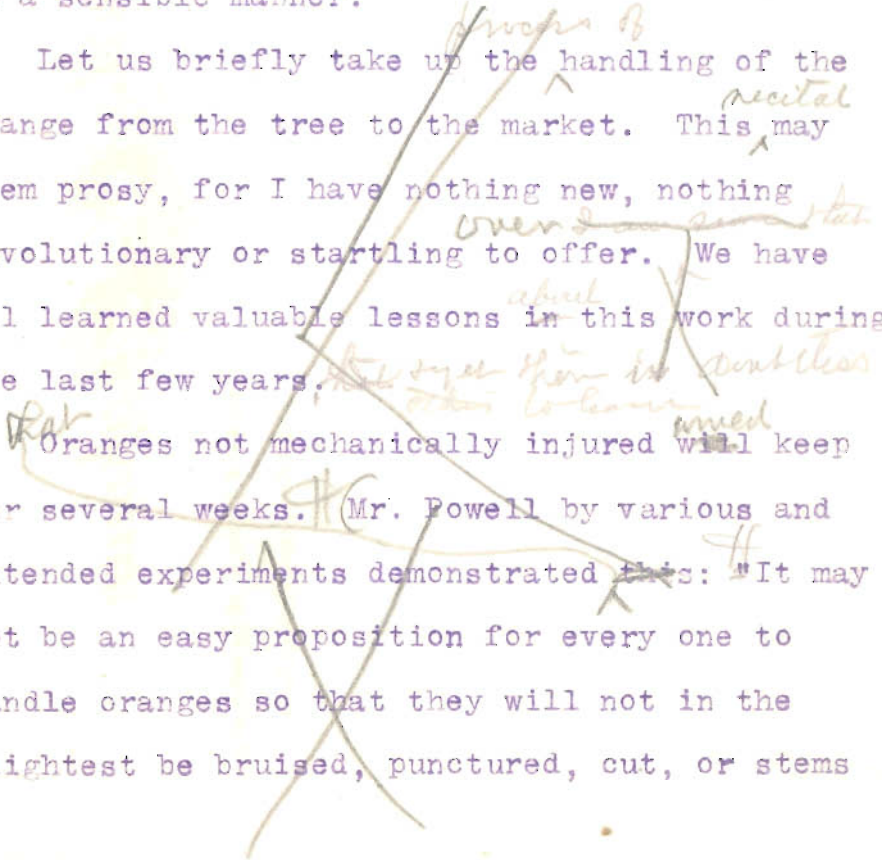
in So. Cal

We have, after some experiments, secured the finest specimens of the citrus family grown in the world, and by intelligent and more or less scientific farming, produce not only a rich juicy orange, but one that is hardy and easily handled. Therefore it is up to the shipper to see that it is put upon the market in a sound and attractive condition. How can we do this?

In brief I will say
By simply attending to the details of the process in a sensible manner.

Let us briefly take up the handling of the orange from the tree to the market. This may seem prosy, for I have nothing new, nothing revolutionary or startling to offer. We have all learned valuable lessons in this work during the last few years.

Oranges not mechanically injured will keep for several weeks. (Mr. Powell by various and extended experiments demonstrated this: "It may not be an easy proposition for every one to handle oranges so that they will not in the slightest be bruised, punctured, cut, or stems



Most orange growers & all packers have
 gained much practical knowledge
 about this work during
 the last few years. Rapid
 progress indeed has indeed
 been made in almost
 every phase of the process
 of handling the orange.



GROWER & PACKER OF
 CHAPMAN'S
 OLD MISSION BRAND
 ORANGES, LEMONS,
 GRAPEFRUIT &
 WALNUTS.

Charles C. Chapman

We appreciate in a
 large measure what Mr. Powell
 has done for us along these lines
 & yet it perhaps not as
 much ^{to the extent} ~~as~~ we could
 have ^{picture} ~~to~~ ^{seen} today ^{under the conditions}

Mr. Powell's Gift

What whole citrus marketing
 would present had
 Mr. Powell not come among
 us & given us the
 benefit of his splendid
 service. It certainly would
 not be what is today

Santa Isabel, Borromeo
 and
 Santa Ema Ranchos.

After growing a fine orange it must be properly handled, and wise and prudent business methods used in marketing it. *if we are to enjoy satisfactory returns* Here, as I understand, is the real gist of the question before us. *This* What are the various processes through which this fruit must be taken from the tree to the market? *How may all this handling be best performed,* Growers in general have learned many valuable lessons along these lines during the last few years, and yet there are doubtless others to be solved, if we make the success we ought to. *A* A grower should be so familiar with his orchard as to know just where the weakest fruit is grown *for all orchards of any considerable size have* and see that this is the first that is put on the market. By giving *due* ~~some~~ attention to this feature, the entire crop can be marketed rather than to ~~have~~ *suffer* as is often the case, a large loss on account of either the early maturity of the fruit, its undesirable size, or inclination to puff. *stay - 1*

While we ~~in California~~ grow a hardy orange, in this respect as in all others, better than any other orange grown in the world, yet ~~care~~ *it may easily be made a cull. Therefore let me emphasize that care*

in handling all along the line must be observed.

Not only is the large percentage of decay found in oranges on their arrival in the Eastern market due to carelessness in handling before packing, but where ^{one fails to give} ordinary attention is given to the grading and ~~the~~ packing of the fruit the loss to the grower ^{by culling} is unnecessarily great, because this imperative law is not observed.

The best results can be secured by following ^{not doing this work carelessly} the methods so many do in this regard. However, ^{as it is sometimes done} often we see reckless work done by the pickers, ^{often we see} the fruit being poured into picking boxes, or worse, into packing boxes, thrown ^{up} on springless wagons and hauled into the packing house where it ^{was} is roughly handled, and often times ^{poorly} indifferently packed.

The picking of the orange ^{if done properly} demands great care and experience, ~~to do it properly~~. The right kind of clippers ^{provided & these kept} must be in good condition and ~~then~~ properly used. Since Mr. Powell's investigation into the damage done by clippers, ^{in picking} there has been marked improvement. The genius of the inventor has given us ^{an} a greatly improved clipper.

5 1/2

There not ~~as~~ familiar with the ^{most part} precise things which the ~~orange~~ ^{under the} present system of handling ~~is~~ ^{to follow this for the first time} ~~one~~ quite surprised. ~~to visit~~ ^{to visit} from the East have no adequate idea of the work & care required in ~~the~~ ^{of} the various manipulations of the orange from the tree to the car.

One is amused to hear the expressions of surprise by our Eastern Visitors as they note the work & care required in the various manipulations thro' which the orange passes from the tree to the car. Indeed I have thought ^{that} many of us have only begun to have a proper conception of the vital importance of every phase of this process. Not

one step can be slighted without
paying the penalty.

It is expected of me to briefly
discuss the handling of the orange
from the tree to the market. This
recital will be proxy to most
of you, for I have nothing new,
nothing startling or revolutionary
to offer. ^{save to} The ^{the development of the} ~~same~~ ^{symbol} of practice
period in ^{where I do not look for any marked} ~~changes~~ ^{changes} ~~to be made.~~ ^{changes} ~~made.~~ ^{made.} ~~Blazing~~ ^{Blazing} ~~the~~ ^{the} ~~last~~ ^{last} ~~half~~ ^{half} ~~dozen~~ ^{dozen} ~~years~~ ^{years} especially the
brightest minds among us have given
the question the closest attention ^(over) ~~to~~
~~of~~ ^{many new} ~~devices~~ ^{does this} ~~for the better handling of~~
~~the fruit~~ ~~have been invented,~~ ~~the~~ ~~in~~ ~~general~~ ~~as~~ ~~also~~ ~~as~~ ~~our~~ ~~house~~

The orange ~~has~~ ^{itself} been more closely
studied than ever before & the
most scientific methods of
handling ^{it} has been developed

all been above students - 7
of the question so important to us.
It was evident a few years ago
that unless ~~a~~ better methods
were developed for handling
the oranges ^{which} we could grow
to such perfection the industry
must be disappointing. The vast
property interests represented by it
would depreciate in value, & the
attention of many sciences would of
necessity be turned to our lines
of farming.

As stated an era of education
~~was~~ was ushered in & most growers
& all packers ~~to~~ have gained
much practical knowledge about
the orange & the art of handling
it. When attention was thus

~~Nov. 25~~

The first proposition I will
 make in the handling of the orange
 is one Mr. Powell by various ex-
 tended experiments ~~to~~ has demon-
 strated & that is that ^{the fruit} ~~orange~~
 we produce when ^{not} mechanically injured ^{will}
 keep for several weeks, long
 enough ^{in fact} to be put upon any
 market in this country at
 any season of the year