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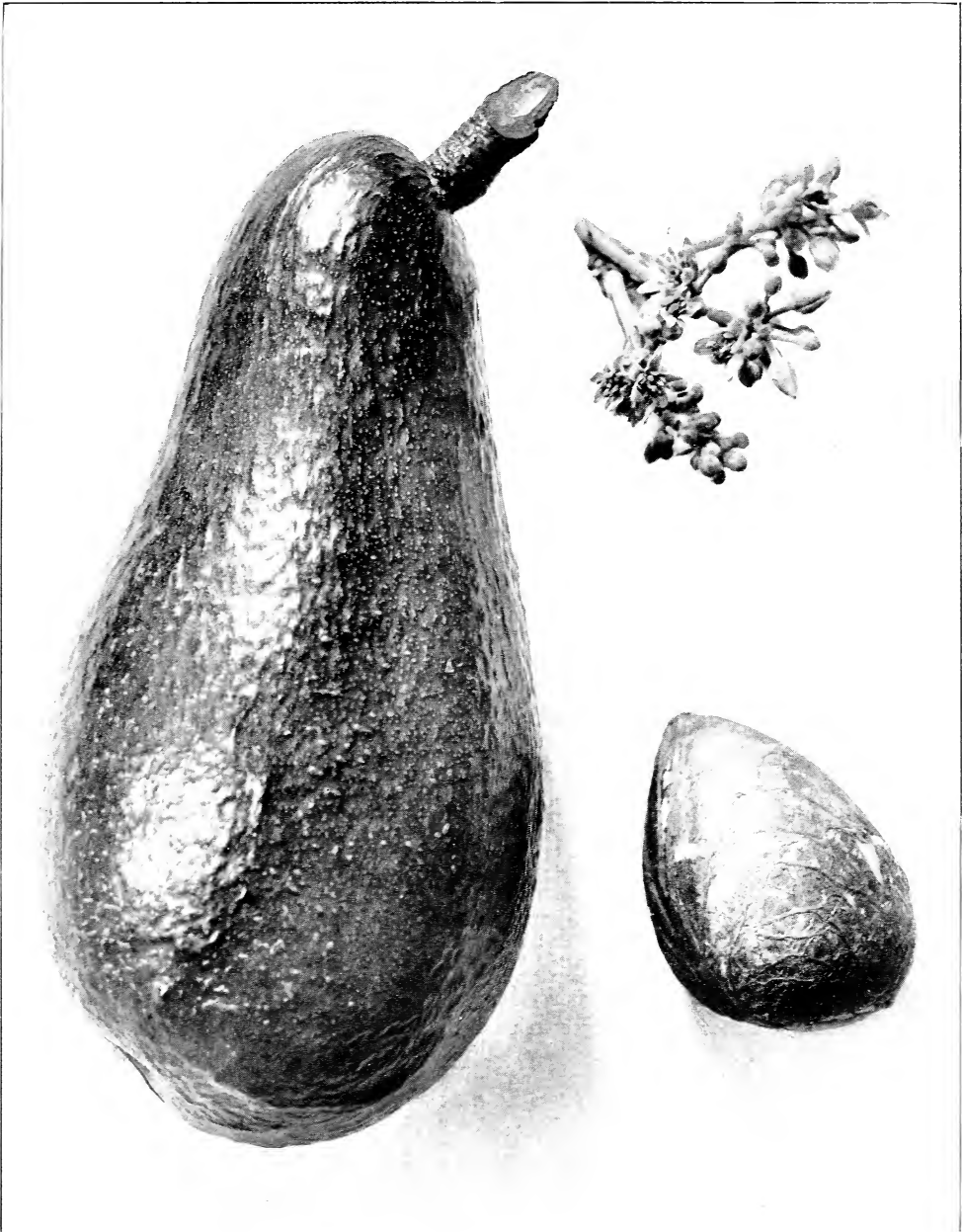


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THE FUERTE AVOCADO

NATURAL SIZE



THE FUERTE AVOCADO

"The Fuerte is one of the richest and best Avocados I ever ate." Willett L. Hardin, Ph. D., Consulting Chemist, Mount Washington, Los Angeles,—for two years a resident of Mexico, Student of Avocado Culture, and a Director of the California Avocado Association.

ITS HISTORY

From Atlixco, in the highlands of Southern Mexico, at an altitude of 6,000 feet, where the climate is dry, the summers hot, and the winters cold, a West India Gardens explorer in 1911 sent in budwood of several varieties, which represented the cream of this region, long famous for its superior Avocados. These varieties were propagated by us in California, and one of them seemed to deserve the name of Fuerte (**vigorous**) by its strong growth and hardiness. We accordingly introduced it under that name and grew it beside many other varieties of both local and foreign origin.

In the succeeding six years the Fuerte has steadily forced its way upwards. By its own merits, it has risen to a place among the three or four best avocados of California. Its record has led J. T. Whedon, an orchardist of Yorba Linda, and owner of fifty 4 year old Fuerte trees, to declare:

"I believe there will be more Fuerte trees planted during the next five years than all the other varieties put together."

ITS QUALITIES

What are the qualities that have thus brought the Fuerte Avocado to the front ?

Fuerte combines the valuable characteristics of both the Guatemalan and Mexican races. It has the hardiness and rich flavor of the Mexican, plus the thick-skin, large size, and other commercial qualities of the Guatemalan, and in addition a more desirable ripening season than any of the varieties of either race now grown in California.

VIGOR. Many of the most promising commercial varieties introduced during the past few years have now been discarded because the trees were not vigorous growers. Vigor of growth must be considered, in fact, one of the most vital points of a variety. Fuerte, in this respect, outranks

all others now being planted in California. Long before the first fruits were produced in this state, the young budded trees attracted attention by their exceedingly vigorous, healthy growth. Fuerte requires much less training than many other varieties. The limbs do not droop, nor are long, unbranched growths produced. The tree branches freely and remains low, compact, stocky, of admirable shape to resist strong winds. The wood is not excessively brittle, as it is in some varieties.

HARDINESS. In this respect Fuerte is remarkable. While in many respects it differs from the Mexican avocados (the hardiest in cultivation), resembling more closely the Guatemalan (our avocados of greatest commercial value), it unquestionably has Mexican blood, and in hardiness has shown itself equal to any of the Mexican varieties cultivated in California. This is a characteristic of the greatest importance, inasmuch as it permits the cultivation of commercial avocados in regions too cold for most of the varieties now considered commercial in California. In short, we have in Fuerte an avocado with both the desirable hardiness of the Mexican race and the commercial characteristics of the Guatemalan, with the additional advantage of early ripening, as explained below.

EARLY PRODUCTION. Fuerte comes into bearing at a much earlier age than most of the other varieties now being planted in California. Budded trees often commence to fruit two years after planting.

HEAVY YIELD. Trees three to four years old have borne from 100 to 300 fruits in California and Florida. It is, of course, too early to obtain records of commercial production,—that is, records from orchards in full bearing,—but there is every indication that Fuerte is going to be a heavy bearer.

SEASON. Fuerte comes at a season when the market is at its best, and when there are exceedingly few varieties available. It ripens in January, February and March, the months when avocados are high in price and much sought after in the markets of the United States. Fuerte is practically without competition in this respect.

The capacity to carry its fruit until summer is also noteworthy. While it will probably be found most profitable to market the fruit during the winter, it can be left on the tree several months if desired.

SIZE. Fuerte is of the most practical size, one pound or slightly less. It is the general opinion of avocado growers that this size will be the most marketable and the most profitable to grow. When cut in halves, a Fuerte fruit makes two portions of suitable size for hotel, restaurants or home use.


SKIN. While not as thick as that of many of the Guatemalan varieties, the skin is leathery, firm, not easily broken, and protects the fruit admirably in shipment.

QUALITY. Few avocados are so rich in flavor, or show by analysis such a high oil content. In the laboratories of the University of California, Fuerte has been found to contain 30.72% of fat or oil, which places it among the very best varieties in this respect. No avocados of the Guatemalan race which have yet been analysed have equalled this record. Since the food value of the avocado is mainly dependent upon the amount of oil which it contains, the importance of this point cannot be over estimated.

SEED. In size it may be termed medium, or even small, when compared to other avocados being propagated in California. Its weight is about 11% of the entire fruit, whereas it is 15 to 20% in the majority of other varieties. It is practically tight in the cavity, the fruit not being subject to damage from the seed shaking around in transit.

"The Fuerte is the hardiest variety growing in my orchard. I have 40 varieties growing here, and I am sure that the Fuerte is the strongest grower, the most heat resistant, and the most frost resistant. I have 60 Fuertes just two years of age, and all are now in full bloom. I am resetting a number of trees that have failed for various reasons, and all my resets are Fuertes."---Lester Keller, President First National Bank of Yorba Linda, and Proprietor of Aztec Ranch.

"As the introducer of the Fuerte Avocado, you are surely entitled to the thanks of all people who learn to know that particular variety. Its richness, productiveness, size, season of ripening, vigor of growth, and hardness, make it an exceptionally desirable variety."---H. A. Stearns, of Stearns & Co., Mfg. Pharmacists, Detroit; California Ranch Owner, and Avocado Grower.

 Plant the FUERTE for Pleasure or for Profit!--for home use or for commercial growing. It is the Safe Avocado.

Prices of field grown trees, on hardy Mexican roots; 1 tree, \$4; 5 to 10, \$3.75 each; 10 to 100, \$3.50 each; 100 to 500, \$3.25 each; over 500, \$3 each.

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