

Pasadena, Altadena, and Colegrove (the Hollywood area).

The writer thought it would help the reader to understand the vast area of Los Angeles County which had originally been under citrus cultivation.

Now, let us look at the table "Citrus Taken Out By Sub-division, etc." Mr. Ryan wrote, "The most noticeable transformation was found in the triangular area of the county

between Glendale (including Pasadena), Alhambra and Monrovia. In the process of turning fruit trees to firewood or door-yard ornamentals, retired California ranchers sold over 3,862 acres of citrus land for retired Iowa farmers to build houses upon."

To look at it another way, out of the 19 citrus bearing communities within the county, the aforementioned four cit-

## *Photo album: Hollywood*



Hollywood 1905.



Hollywood 1905, Immaculate Heart High School (later college).

## *Photo album: San Gabriel Valley*



1940 aerial of Azusa, Covina and Gendora looking to Mt. Baldy.



PACKED BOXES SHIPPED AND MONEY RECEIVED FOR EACH VARIETY BY POOLS, YEAR 1918-1919

Variety--	Off Bloom Pool Box	No. 1 Pool Box	No. 2 Pool Box	No. 3 Pool Box	No. 4 Pool Box	Miscellaneous Pool Box	Valencia Pool No. 1	Valencia Pool No. 2	Valencia Pool No. 3	Total Pkd. Bx.	Total \$
Navels--Off Bloom	192	776.14								192	776.14
Navels--Washington		4,014	20,123	24,760	9,074		13			57,972	171,037.99
Navels--Thompson Improved		187	1,093	747	70					2,097	5,667.12
Valencias		597.94	2,614.53	2,258.09	196.54						
Seedlings			1	2.63							
Jaffas						6,624	93				
Mediterranean Sweets				4.85							
St. Michaels											
Bloods											
Tangerines											
Total Packed Boxes--Oranges	192	4,201	21,251	25,507	9,144	9,499	35,788	12,063	26,226	144,822	
Total Money Received--Oranges	776.14	11,844.18	64,792.03	75,432.98	24,773.80	24,004.01	104,561.74	35,934.10	70,416.12	412,535.10	
Seedless Grape Fruit							632			632	
Seedling Grape Fruit								1,823.65			
Total Packed Boxes	192	4,201	21,251	25,507	9,144	9,499	37,100	12,063	26,226	146,184	
Total Money Received	776.14	11,844.18	64,792.03	75,432.98	24,773.80	24,004.01	107,330.98	35,934.10	70,416.12	415,304.31	

N. B.—The above includes all fruit packed and shipped, not only under our regular brands, but also frost-damaged fruit under "off" brands.

Average of total packed boxes shipped brought \$2.84 per box for Pasadena Orange Growers Assn. in 1918-1919.

ies represented 53 percent of all the acreage sold over the five-year period. One must remember that the building boom continued at a slower pace until 1929. That was the center of activity regarding the Boom of 1925-26.

The 1930 population diagram by J. J. Jessup illustrates, at a glance, that the houses had to be built, and the population followed the construction. As you can see, the population explosion was more pronounced in Burbank, Compton, Glendale, Pasadena, San Bernardino, San Fernando, South Pasadena, and Whittier.

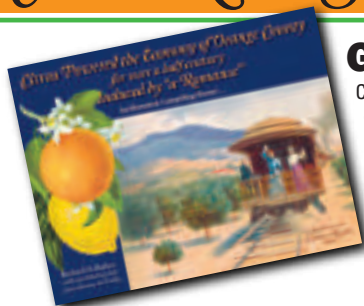
Today, most of the population of California have few clues as to citrus heritage. The footprint of the California citrus industry has been left to vanish with few exceptions. Street names harken back to citrus connections. Water rights

are lasting legacies, though few students are exposed to this subject. Citrus brand labels give some evidence of the past, though the labels of most of the brands of "old" Southern California packers are very rare, and only the very few "serious" collectors recognize the name or brand.

This is one reason we went to the trouble of dusting off this old manuscript, so that the reader could again be familiarized with citrus birthrights -- to return, in a sense, to the former place, to revert! To strike the anvil one more time.

The citrus industry was on the "cutting edge" when it had its first ad in 1908, the first saturated marketing campaign, the flatware promotional, etc., but for some reason the momentum was allowed to slow and disappear. The same can be said about emphasizing the subject of "health" and

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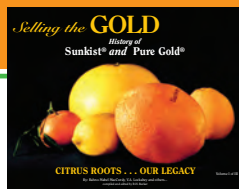


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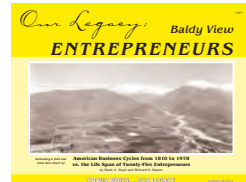
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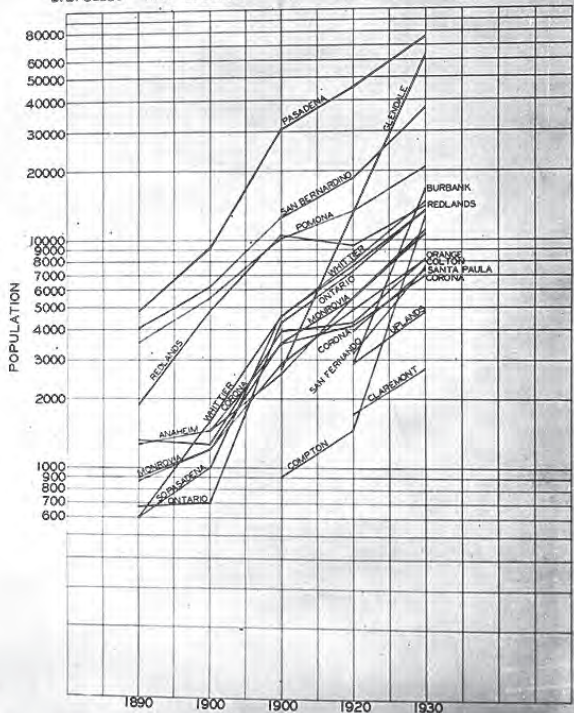
Keeping citrus heritage alive in the minds of those living in California through publications, educational exhibits and artistic works

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**DIAGRAM SHOWING GROWTH OF POPULATION OF VARIOUS CITIES OF SOUTHERN CALIFORNIA FROM 1890 TO 1930**

J. J. JESSUP CITY ENGINEER DECEMBER 1931.



**CITRUS TAKEN OUT BY SUBDIVISION, ETC.**

	1922	1923	1924	1925	1926	Total	Units *
Whittier	-	-	454	-	-	454	5
Los Nietos	-	55	7	-	25	87	2
Rivera-Downey	55	45	86	-	-	186	2
Whittier Heights	57	90	12	31	-	191	2
Pomona	15	7	-	6	83	111	1
Claremont	-	23	19	7	5	54	1
San Dimas	-	20	-	-	-	20	
Glendora	-	-	-	-	-	-	0
Covina	33	257	49	120	142	601	6
Azusa	-	37	70	-	59	166	2
Montebello	-	-	124	54	94	272	3
Monrovia	2	40	678	15	242	977	9
Pasadena	20	78	609	253	188	1148	11
Alhambra	7	209	375	210	150	951	9
Glendale	2	71	659	16	38	786	8
San Fernando	-	-	485	-	-	485	5
Pacoima	-	-	-	-	111	111	1
Van Nuys	-	-	195	20	10	225	2
Hollywood	10	-	500	-	-	510	5
<b>Total</b>	<b>201</b>	<b>932</b>	<b>4322</b>	<b>732</b>	<b>1148</b>	<b>7335</b>	
<b>Grand Total</b>	<b>7335</b>						

\* Units shown on map.

also adding the "citrus gold rush" to the school curriculum relative to California's colonization. The citrus dollars built communities! The jobs associated or linked to citrus carried a heavy weight regarding the total labor sector.

During the 1920s and 1930s, California citrus revenue ranked second to the oil industry. The citrus industry had its distinction, notability and muscle, but failed to preserve and give it an everlasting inheritance. Citrus heritage is the bedrock, or "store of value" to a citrus trade name. Let that erode and per capita consumption of citrus goes the same direction as the pull of gravity. (This is a lesson to the present citrus growing regions in California.)

*Richard H. Barker is the founder and president of the Citrus Roots-Preserving Citrus Heritage Foundation. For a number of years, he has been leading a drive to bring about a higher awareness of the role citrus played in developing*

*California. Dick is a retired investment banker and was a third generation Sunkist grower. He has published four volumes on citrus heritage.*

*Photos and other material courtesy of: The Barker Collection; Huntington Library, San Marino, CA; County of Los Angeles Agricultural Commissioner/Weights and Measures; Sherman Library and Gardens, Corona del Mar. ●*

**Citrus Roots-Preserving Citrus Heritage Foundation** needs your help. Specifically, we need photos of packing-houses. In the immediate future, on our Foundation's website you will have at your disposal a listing of the more than 2,000 packinghouses (no, that's not a typo) that have been in operation at one time or another over the history of the California citrus industry. Visit [www.citrusroots.com](http://www.citrusroots.com).

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2.62± acs Exeter Cold Storage Facility, High Quality .....	\$1,975,000	40.16± acs Tulare County Olives (In Escrow) .....	\$595,000
4.2± acs Exeter/Farmersville Area Homesite .....	\$149,000	57.24± acs Navel Oranges .....	\$745,000
6.48± acs Turnkey Citrus Packing/Cold Storage .....	\$1,950,000	59.98± acs American Ave Citrus & Olives (In Escrow) .....	\$900,000
6.48± acs Porterville Area Ranchette & Homes (SOLD) .....	\$195,000	80.18± acs Navel Oranges & Olives North of Reedley .....	\$965,000
8.4± acs Oak Lined Home Site (SOLD) .....	\$325,000	90.30± acs Cutler Area Navels .....	\$1,425,000
9.72± acs Cutler Area Cold Storage/Offices .....	\$2,399,000	94.81± acs Porterville Area Walnuts & Open (SOLD) .....	\$1,500,000
10± acs Strathmore Area Citrus (In Escrow) .....	\$120,000	95.22± acs Pistachios & Citrus (SOLD) .....	\$1,650,000
14.92± acs Lemon Cove Navels & Home Site (In Escrow) .....	\$285,000	127.33± acs Orange Cove Citrus Ranch with Custom Home .....	\$2,500,000
15.98± ac Lindsay Development Potential .....	\$280,000	158.41± acs Orosi Organic Citrus .....	\$1,425,000
20± acs Easton Cherry Ranch (SOLD) .....	\$280,000	171.08± acs Stone Corral Area Open (In Escrow) .....	\$1,625,260
20± acs Porterville Ranch & Home (In Escrow) .....	\$405,000	236.4± acs Citrus Ranch (In Escrow) .....	\$3,000,000
20± acs Lindsay-Strathmore Area Citrus & Residence .....	\$595,000	320± acs South County Citrus Ranch .....	\$5,120,000
20± acs Orange Cove Navels & Home .....	\$450,000	498± acs Antelope Valley Ranch .....	\$3,200,000
20.18± acs Sanger Citrus/Residence .....	\$875,000	604.37± acs Hills Valley Ranch .....	\$1,725,000
25.96± acs Lindsay Area Open Land (SOLD) .....	\$395,000		
35.4± acs Orosi Area Citrus (SOLD) .....	\$415,000		

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