

California Avocado Society 1956 Yearbook 40: 16

PRESENTATION OF THE SPECIAL AWARD OF MERIT

In 1956, the Board of Directors of the California Avocado Society, by unanimous vote, decided that it was time to recognize the long continued service of those whose devotion to the avocado industry has been and is of such widespread importance over a long period by giving of their time and knowledge, far beyond that service as recognized by the AWARD OF HONOR.

DR. J. ELIOT COIT

In the 1939 Yearbook of the California Avocado Society, you will find an excellent resume of the work of Dr. Coit in the avocado industry. Since that time, Dr. Coit has continued his interest and work for this industry. He has continued his interest in new avocado varieties and has been instrumental in seeing that many of the promising varieties have been given a chance to show their good (or bad) qualities through the cooperation of his clients throughout the avocado growing districts of California.

He is also guiding the introduction of the Carob as a possible commercial crop for California.

As a member of the editorial committee of the California Avocado Society Yearbook, he is giving considerable time to editing and furnishing material for this valuable publication.

In recognition of his valuable services to the industry, the following SPECIAL AWARD OF MERIT was presented to Dr. Coit at the Forty First Annual Meeting of the Society.