

Willett Lepley Hardin

IN MEMORIAM



WILLETT LEPLEY HARDIN, Ph.D.
1868-1960

At the age of 92 Dr. Willett L. Hardin, former president of this organization, passed away on January 29, 1960.

During a very critical time in the affairs of this Society, Dr. Hardin as Secretary-Treasurer, 1918-20, and as president in 1921, guided our organization with wisdom and devotion.

It was during the Hardin administration that the Society made the first attempt to market avocados co-operatively. A contract was made with the American Fruit Growers to pack and sell avocados which lasted until after the 1922 freeze.

The California Avocado Growers Exchange was organized later, and promoted the packing, advertising, distributing and selling of avocados developing into the Calavo Growers of California.

Because of Dr. Hardin's great interest in Chemistry, he encouraged nutritional studies of the avocado by Professor M. E. Jaffa of the University of California, and the extensive analysis of varieties by Chase and Church of the U. S. Department of Agriculture. Dr.

Hardin continued by taking part in a study of the maturity of a long list of varieties. The 8% oil maturity was based on this work.

Dr. Hardin received the degree of Ph.D. at the University of Pennsylvania in 1896. He sold his avocado interests in 1925, and the California Avocado Association as it was called at that time conferred on Dr. Hardin an Honorary Life Membership.