

IN MEMORIAM

Dr. Horace F. Pierce



DR. HORACE F. PIERCE

The Avocado industry lost one of its true friends and staunchest boosters with the passing of Dr. Horace F. Pierce, M.D., F.I.C.S., on October 31, 1964, at his home in Santa Barbara. Dr. Pierce, in addition to achieving a very full career in medicine and surgery, found time to be a very fine agriculturist.

He enjoyed large holdings in both Ventura and Santa Barbara counties where he raised lemons and avocados, along with some field crops. The doctor took pride in grafting and budding many of his own avocados and did very well. He made a continuous search for new and better varieties. Two which originated in his plantings were the Bonito and the Mundo.

Dr. Pierce did a great deal of research into the anti-cholesterol properties of the avocado and wrote an article for the 1959 Yearbook on this subject. He believed the avocado to be one of our finest foods and did much to proclaim its nutritional values.

In 1960 the California Avocado Society awarded Dr. Pierce its Award of Honor for his outstanding contributions to the betterment of the avocado industry.