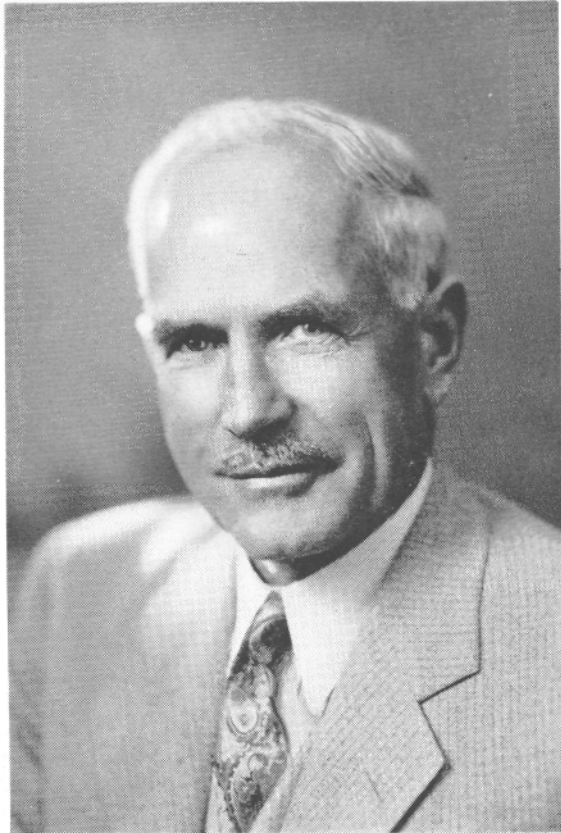


William Hertrich

IN APPRECIATION



WILLIAM HERTRICH
San Marino, Calif.

A Charter member of the California Avocado Association, Mr. William Hertrich took a very active part in moulding and directing the embryo avocado industry. He was a member of the first Variety Committee in 1920, a member of the Board of Directors from 1921 to 1924, and later was custodian of many of the new varieties introduced by the U. S. Department of Agriculture. During intervening years Mr. Hertrich has maintained his interest in avocado culture and his writings have appeared in no less than seven of our Yearbooks.

Mr. Hertrich planted the first commercial avocado orchard in California, seven acres in extent, at San Marino, in 1907. He now can point with pride to trees with trunk diameters of 36 inches and spread of 50 feet, the seed of which he planted himself.

Mr. Hertrich was born in 1878 at Baden, Southwest Germany near the Swiss frontier. As a boy he was interested in horticulture and spent his vacations with his grandparents who had extensive vineyards and fruit orchards. After grammar school he took a four year course in horticulture and floriculture and also a graduate course in estate management. He came to the United States in 1899 and after working two years in New England, came to Southern California where he became associated with the late Henry E. Huntington and took charge of transforming his San Marino Ranch into a home estate.

Here Mr. Hertrich laid the groundwork for establishing a horticultural Experiment Station. For thirty-six years he has labored in introducing and experimenting with exotic plants of all types. Mr. Hertrich was active in citrus culture, having charge of about 350 acres of citrus, including packing and shipping. He paid particular attention to scientific details and was one of the first to keep individual tree records on cost and production. From 1917 to 1920 inclusive, complete individual records were kept on 18,000 orange trees.

Now the old Huntington Estate has become the Huntington Botanic Gardens which draws visitors and students from all over the world. It is a monument to Mr. Hertrich, its creator, as well as to Mr. Huntington, through whose benefactions this great public service institution was made possible. Mr. William Hertrich in 36 years has transformed it from an old peach orchard and barley field to its present state, a magnificent example of landscape design and horticultural and floricultural detail.

In 1906 Mr. Hertrich married Margaret St. Zinger at the Mission of San Gabriel. He was active in the incorporation of the City of San Marino in 1913, and has served on the school board and on the City Council for the past 18 years.