

DR. J. ELLIOT COIT

In Appreciation

Dr. J. Elliot Coit, charter member of the California Avocado Society, Director from 1923 to 1947, president for three terms, received the Award of Honor the first year it was awarded, and presented a Special Award of Honor in 1956 for many additional years of distinguished service to the avocado industry, was made Director Emeritus by the Board in the Spring, 1963, in appreciation of his contributions to the Society, and in the hope of continued advice from him.

Dr. Coit has a long background of agricultural interests which include his schooling in agriculture at North Carolina State College of Agriculture, and graduate study in Horticulture at Cornell University, where he received his Masters and his Ph.D. degrees.

In late years, the Carob has taken over at least an equal place with the Avocado in the heart of Dr. Coit. Most of the research on this potentially important dry land crop has been done by him or under his direction.

I would like to close with the opening paragraph from an article in the 1939 Yearbook titled "John Elliot Coit—In Appreciation."

"Dr. John Elliot Coit is truly 'The Father of the California Avocado Industry.' From its babyhood or the time when growing avocados was a hobby, through adolescence or the transitional period into maturity as a full fledged industry, Dr. Coit has been its able and watchful parent. Long after his name will have been forgotten, consumers in New York as well as growers in California will unknowingly feel Dr. Coit's lasting influence."