

"THE HASS AVOCADO" by Mrs. R. Hass

Mr. and Mrs. Rudolph Hass came to Pasadena to visit his parents. They enjoyed the climate and the general area, and so decided to move to Southern California. After returning to Milwaukee, they sold their lake resort property and made the transition. Later on, about two acres of avocado land was purchased, on which were a few Pueblos and Fuertes. These were irrigated with a water tank truck supplied by the Hart Real Estate Company.



Charles Hass, 1938 (2)

WHAT'S IN STORE...

A LOVE AFFAIR

I'm delighted that summer is finally here. It gives me a chance to talk about a fellow native of La Habra, California, the Hass avocado. An avocado seed from an unknown source was planted by a retired Pasadena postman, Rudolph Hass (rhymes with lass), back in the 'twenties. From that seed grew an erect tree which produced a dark, rough-skinned fruit. The flesh had a splendid texture and flavor. But the most unusual feature was the size of the seed. Most seedling avocados have huge seeds, but this "Hass" variety had an unusually small one. Buds from this original tree in La Habra were taken to start hundreds of young trees, and now the Hass is the favorite summer variety around the world.



The California Avocado Advisory Board tells us that a bumper crop is expected for this year. That's good news. The avocado can be the basis of all sorts of summertime menus.

There are many mistaken ideas about the avocado. It has been called the "love fruit" by advertisers, a romantic idea, but without foundation. Many also think that the fruit is loaded with calories and can't be used in diets. Actually, there are only 132 calories in an average avocado half, and it's excellent nutrition - loaded with vitamins and minerals - and no cholesterol.

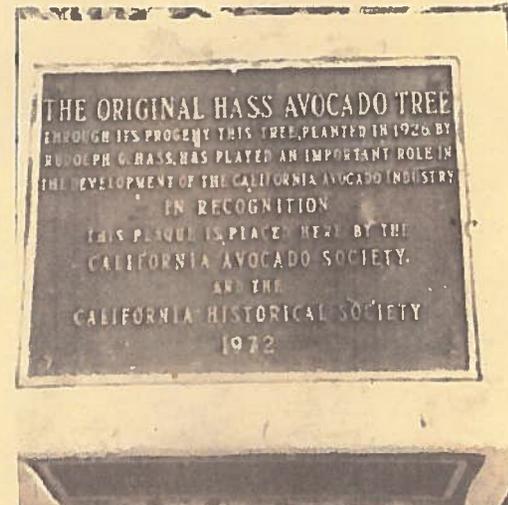
Article by Esther Cramer (2)

Mr. Hass worked at the Pasadena Post Office and cared for the trees on weekends. Later a home was built there, where their five children grew up. They attended Lowell School and some went to Fullerton High.

Avocado seeds were started in apple boxes filled with sawdust. When they were about a foot high and the main stem 1/4 inch thick, they were set out in the grove. Then they were soon grafted to certain varieties. One, of Guatemalan origin, just wouldn't take. After several attempts at grafting, it was left alone. The second year it produced some delicious fruit. A box of it was shipped to Chicago, and returned to check it for its shipping qualities. Mr. Hass had it patented and was fully convinced it was a special blessing from God. It has met the needs of the avocado industry for a good summer fruit. Now the old home is gone. Others live on the property but the Hass Parent Tree Historical Plaque, placed at the foot of the original reminds the family of the many happy hours spent there through the years.



Hass family at home (2)



Original plaque, 1973 (2)