

Satsumas, "The Kid Gloved Oranges," Grow In and Around Marianna

They Are Easy to Peel, Very Sweet and, Better Still, They Come Into the Market at a Time When Competition From Other Varieties Is Not Keen—Hill Formations Near Marianna Are Fine for Growing This Choice Fruit

SATSUMA oranges are rapidly filling a market peculiarly their own. The Satsuma is a "kid glove" orange much easier peeled than the round orange of South Florida and California, is very sweet and comes into the market at a time when there is little competition from other varieties.

Good fruit has brought from \$2 to \$4 a half strap, one-half the size of the regular Florida box.

Many people are not familiar with the Satsuma at all, but it is rapidly coming to the front. It has been grown in South Florida and in practically every county in the State but it is pretty well agreed that it can be grown commercially to better advantage in the Northern and Western counties of the State.

The land right around Marianna seems exceptionally well fitted for the growing of Satsumas owing to the hill formations which possess the proper sand clay combination.

The growing of this fruit is one of the big opportunities in this section. The experimental stage has been passed and the land is comparatively so cheap at this time that there is no wonder that an impetus has been given to growing this fine fruit.

J. D. Smith, who has resided in this section for many years, and who has undoubtedly experimented with as many fruits as anyone in this section of the State, is a firm believer in the Satsuma orange and is developing hundreds of acres to the south on the ridge lands which he says are six to eight degrees warmer in the winter than in the lower sections.

The Satsuma orange has been heralded as such a money maker that many persons are under the impression that land on which they will grow is enormously high priced and that trees cost so much that the profit in the fruit is offset in this way. Jackson County land can be purchased from \$25 to \$50 an acre and in some cases cheaper.

The higher priced land is often wholly cleared or can be at a nominal cost. Trees are far less expensive than the average person imagines. For instance one nursery not many miles from Marianna advertises the following:

Trees budded on three year Root Citrus Trifoliolate stock all trees inspected by the State Plant Board at the following prices f.o.b. Marianna:

	Each	10	100	1000
1 to 2 ft. grade.	\$.35	\$3.00	\$25	\$200
2 to 3 ft. grade.	\$.40	\$3.50	\$30	\$250

In their circular they say that trees planted should bear two years after the date of planting and in four years should be self supporting. After that year dividends begin and increase each year.

Investigation has shown that their statements are not at all exaggerated and that most of their trees have turned out to be heavy bearers.

Frank Whiman, in an article in the Florida Grower says: "The Satsuma usually is ripe and has sufficient sugar

content for shipping during October and November, before a large part of the round oranges of central and southern Florida is ripe. At this time there is a ready market for the Satsuma." He

adds, that the greatest opportunity for the commercial importance for Satsumas is for the planters to raise more Satsumas so that they can be shipped in carload lots. Some authorities say that

Satsumas in Jackson County are ready—a fair part, at least—the last week in September. This would be about six days to two weeks ahead of the Alabama crop.

As the "Kid Glove Orange" the satsumas occupy quite an advantage over other oranges. They have a taste all their own and the fact that they are much easier peeled than many other varieties of orange is a point in their favor. They also find a ready sale at a time when the market is not any too well filled with oranges.

Oranges have risen in popularity as an edible fruit within recent years. Their sale has been exceptionally large in the northern consuming centers. Persons have turned to drinking orange juice in the summer as a cooling

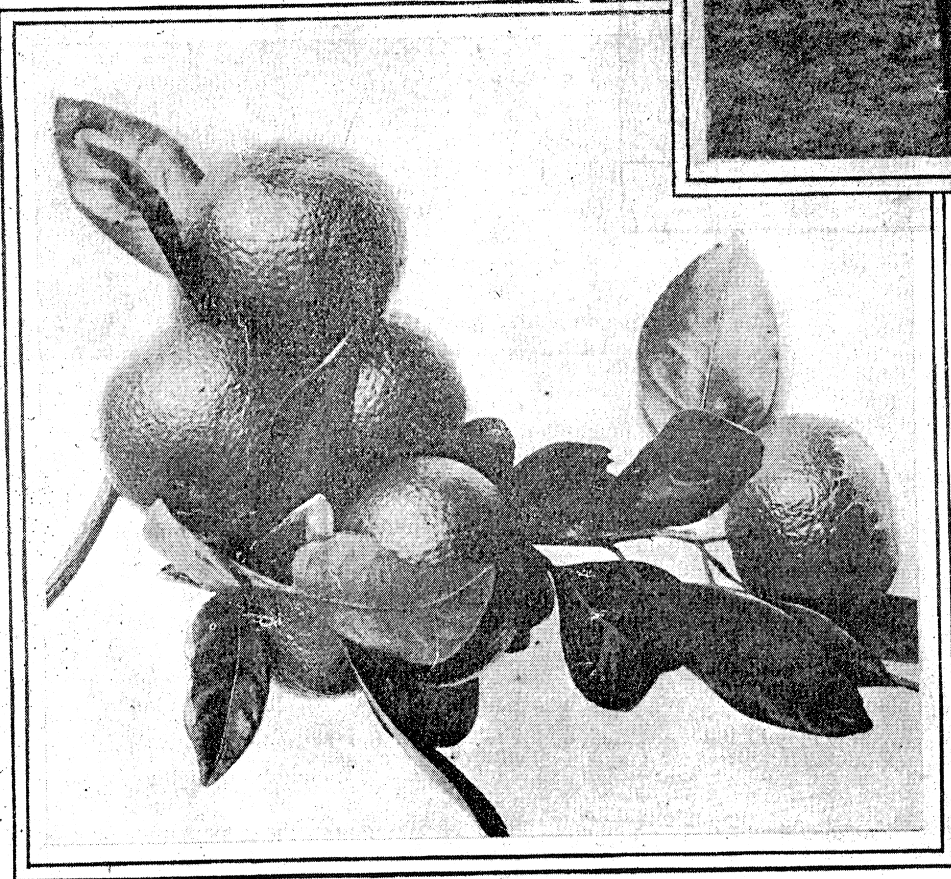
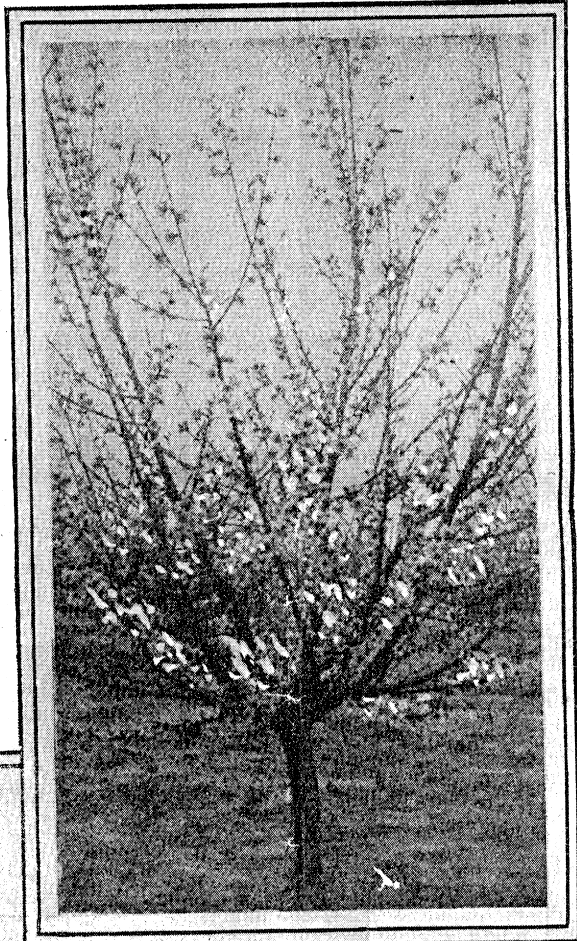
beverage. The prosperity of orange growers has multiplied with the increased popularity of oranges.

Satsumas are not, perhaps, as well known as they should be but this is only natural. They are, however, becoming more popular each year and the man who sets out now to grow satsumas will find that he has embarked upon a profitable venture.

Jackson county is certainly one of the finest sections of Florida for satsuma growing. Here, too, the growers obtain good prices for their fruit and here, also, they have adequate facilities for packing and shipping.

If John Jones or Tom Smith can make money on Satsumas, and hundreds of Joneses and Smiths have made money on them, it is only reasonable to assume that you can do the same if you apply the same methods they apply. The methods used in growing satsumas are an open secret and are available for the asking.

So, you opportunist, here we present another opportunity in this land where opportunity is rife and ever present. Hark you to it. We have told you the story and the rest is up to yourself.



Top Picture Shows a Peach Tree In The Orchard Of J. D. Smith At Marianna. Mr. Smith Has Several Thousand Peach Trees And 2,000 Plum Trees In His Orchard And The Returns From Them Would Be The Envy Of Many Mid Western Or Northern Farmers—In The Lower Illustration Can Be Seen Oranges As They Grow In Jackson County. Satsumas Grow Better In This Part Of The State Than Anywhere Else In Florida.