

Red Cross Land and Fruit Co.: Some interesting stuff about Cross Orchards by Gary Mansfield

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1. October 4, 1905 Red Cross Land and Fruit Company was incorporated under the laws of the State of Colorado with a stated value of \$25,000. The corporation was to have a life of twenty years and its purpose was stated as, "To own, hold, enjoy and improve real and personal property of all kinds and to raise, buy, sell or otherwise deal in any and all kinds of fruit, vegetables, and farm products. Also to build, own and operate cannery, cold storage, evaporating, and preserving facilities, along with other plants and facilities."
2. In 1894 Isabel Cross bought from the estate of her half-brother Samuel K. Cross, who had died of a heart attack at the age of 29 approximately 30 acres of the original site for \$2,500. (Note) was one of the structures of Red Cross Shoe Co. Inc. in 1897.
3. The original owner of Cross Land was Josiah Allen who sold out to the Alta Land and Water Co. in 1881. Alta Land and Water Co. built the Grand Valley Canal.
4. In 1894 Samuel E. Cross bought the remainder of the 241 acres from Alta Land and Water Co. for \$7,000.
5. In 1905 Isabel offered stock in Cross Orchards for sale. But without much success and in 1909 she conveyed all her holdings to Red Cross Land and Fruit Company to donate for stock in the corporation of which she was a director.
6. The codling moth was first reported in Mesa County in 1894. It was necessary to spray as early as 11 times a year in an attempt to control its damage. Low-temperature was the spray and was highly toxic to both the moths and the bees and other insects. Farmers were very hesitant to buy houses that had been used to kill sprayers in orchards as their life span and general health was very adversely affected.
7. The Mesa County Fruit Growers Institute inspected every orchard of apples leaving the county and prohibited the export of waxy apples to other states. They didn't want the codling moth to spread to other areas.
8. In 1905 Stark Brothers, Custer, Idaho, published the GLEANINGS MAGAZINE in which they listed Mesa County and eastern Colorado as potentially the most apple growing area in the United States.
9. In 1908 the Grand Junction Chamber of Commerce sponsored a pictorial narrative of Grand Valley fruit production and this was shown for a week in Madison Square Garden in New York. Where and how the Cross family learned about the virtues of the Grand Valley was fruit production is unknown, but the area was

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