



# Bethinking of Old Orleans

By C. W. Lattin, Orleans County Historian

No. 46

Vol. XXIV

## A Yard of Apples

What a sight a yard of apples makes. The date on the back of this old news photo indicates Nov. 10, 1937. The picture was taken at the Lyndonville Canning Company which was located on the south side of West Avenue in Lyndonville. A short clip pasted to the photo states: "Thousands of bushels of choice Orleans County apples are turned into apple butter; apple cool, a new apple drink; apple sauce; dried apples; apple flakes and frozen apple slices for international consumption."

To the far left we see a truck with apple barrels stacked on it. Just to the right of center there appears to be a team of horses hitched to a wagon with apple crates. Judging from the smoke stack the plant was in full operation at the time this picture was taken.

The Lyndonville Canning Co. used a great advertising gimmick to sell their products. In

1930 they constructed a gigantic applesauce-can-looking building on Route 104 at Ridgeway. Here passersby could stop for a free sample of their "Old Fashioned Apple Sauce." The can was labeled "VB" for Visher Brothers or "Very Best."

In 1916 local farmers formed a co-operative canning factory but only operated one season. The interests in this were sold to Theodore and Frank Visher who canned all kinds of locally grown fruits and vegetables. In 1924 William Smith was called upon to install an apple sauce machine of his invention which greatly improved production.

In 1930 Niagara Orleans County Directory lists the Lyndonville Canning Co., Inc. with Frank O. Visher, Pres., William A Smith, Vice-Pres., Wilson J. McCagg, Sec. and Harold F. Patterson, Treas.