

Oroville Mercury

April 1, 1915

ALL OF THE OLIVE BOOSTERS DIDN'T GO TO THE FAIR

While hundreds of Butte county boosters were celebrating dedication day and ripe olive day at the exposition yesterday, Oroville enjoyed a celebration all of its own, and it is safe to say that in comparison to the San Francisco event, the local affair was equally as successful.

The Oroville ripe olive boosters, headed by N. B. Crane and C. C. Keyes, spread the gospel of the olive among scores of passengers on yesterday's Western Pacific trains in a manner that will long be remembered by those who happened to pass through-Oroville.

A booth attractively decorated with olive branches, was erected on the station platform. A large punch bowl filled to the brim with the choicest of the brown fruit, was placed in the booth. The visitors were invited to help themselves and the inroads made on the supply necessitated the refilling of the bowl at frequent intervals.

Small branches of olives were given to the passengers in addition to packages of the pickled fruit and bouquets of flowers.

A New Yorker's appetite was whetted by the sight of the fruit on the branches and he proceeded to eat one of the olives. Keyes stopped him with the pleasant admonition that if he did there wasn't a chance he would ever become an olive booster. The stranger took Keyes' advice and learned that the olive is not a palatable morsel unless it is first pickled.

Come funny incidents occurred during the brief time the trains stopped here. One stranger from the East, on his way to the fair, said he had eaten green olives for the past twenty-five years and had always been under the impression that the green fruit was as ripe as it ever got.

The real California ripe olive was a revelation to him and he became an immediate devotee of the fruit. It developed this particular passenger was in a party of six, traveling together to the Exposition. When the train left it carried among others, six mighty strong boosters for Oroville and its ripe olives.

The station platform was crowded with townspeople who took an active part in welcoming the visitors. Among those who assisted in distributing fruits and flowers were: Mesdames Karsner, Braden, C. L. Bills, Owens, Leeson, Marks, Westwood, Nancy Bills, Phillips, Binet, Fisher, Belding, the Misses Crum, Miss Minnie Kusel, Miss Harris and Messrs. Crane, Palmer, Keyes and Lucas.

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FAIR SPREADS RIPE OLIVE FAME TO ALL THE WORLD

The Panama-Pacific International Exposition yesterday held out not only the olive branch to the world, but the fruit of the branch, the ripe olive, and it offered it in abundance. One of California's greatest sources of wealth, the ripe olive industry, was celebrated at the exposition with the usual generous distribution of native products and a gathering of olive boosters from various portions of the State.

If the seeds of the olives eaten yesterday should grow where they fell the exposition would be a forest of olive trees next year. Packages were given to all who attended the olive day exercises, held in the California building at 1 o'clock in the afternoon.

Queen Lavish in Bounty.

Miss Isabelle Davis, "olive queen" of the day, was assisted by Miss Nan Melville and other maids of honor in the distribution of cartons of olives, prunes, rive and almonds. This distribution was from the Sacramento valley booth, in the display room of the California building. The formal exercises were held in the ballroom of the building.

George C. Roeding of Fresno, representing the California Ripe Olive Association, was chairman of the day. President Charles C. Moore of the exposition spoke briefly, emphasizing the importance of the ripe olive industry and expressing the gratification of the exposition with the participation of the association.

Boynton Eulogizes Olive.

Ex-Senator A. E. Boynton of Oroville eulogized the olive in a speech that covered a vast territory of sacred and profane history, saying in conclusion:

"Today the olive crop of California is worth in round numbers \$3,000,000. There is imported into the United States each year \$10,000,000 worth of olives and olive oil. When

the ripe olive of California is known and the pure California olive oil is appreciated, then the American market will be given over in its entirety to the California grower. And not only will the American market be his, but the prediction can be made that California olives and olive oil will be shipped into the olive-producing countries abroad to supply the fancy trade. The time will come when \$30,000,000 will not measure the annual tribute that will be poured by the nations of the earth into the coffers of the olive growers of California.

"The whole United States has been made acquainted with one of California's foremost products. The gospel has been carried to those who have been groping in darkness. Most earnestly, therefore, do we return our thanks, particularly to the press. It is only proper that special mention be made of the splendid editorial which appears today in all the Hearst newspapers."

Butte County Dedicated.

Butte county dedicated its display in the California building by public ceremonies at 1 o'clock in the afternoon. Large and enthusiastic delegations were on hand from Chico, Oroville, Biggs and Gridley, making the trip by special train.

H. C. Veath of Gridley, presided. He lauded the resources and acenia is wort hin round numbers \$3,000,000 and the Exposition as one of the most momentous achievements of history, and pledged loyal co-operation in the great enterprise, on behalf of the county, and received from the Exposition a bronze plaque in consideration of the county's participation. Allison Ware, head of the Chico Normal school, responded for the county. F. J. O'Brien, California State commissioner to the Exposition, who lives in Chico, also spoke.

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OLIVE GROWING ENCOURAGED BY WIDE--SPREAD PUBLICITY

According to County Horticultural Commissioner Earle Mills, during this season fully 600 acres of olives have been or are now being planted in Butte county. For the most part the work is finished for this season, though a late spring probably will induce others to plant this year who had decided to wait until 1916.

The Mission is the great favorite, much more than half of the acreage being set out to this variety. Manzanillos are next and Ascalons a bad third.

Big Acreage About Oroville.

About ninety per cent of the new olive acreage is being planted in the Oroville district, which includes Wyandotte, Palermo, Thermalito and Table Mountain districts.

Planting is also being done at Chico, Durham, Biggs, Gridley and Honcut.

It is estimated that within the next five years the present output of olives from this district will be doubled, and without any further planting would continue to increase for the next twenty years.

OLIVES BEING ADOPTED IN SAN JOAQUIN COUNTY.

STOCKTON, April 1.—While San Joaquin is not what might be termed an olive county, perhaps largely because orchardists have heretofore devoted themselves to olives and it is increasing every year.

County Horticultural William D. Garden reports that there are about 1000 acres of olives in bearing in this county.

This year approximately 6000 new trees were planted, 108 to the acre.

Olives are most successfully

grown here in the extreme Southern and northern ends of the county, in the sandy loam.

The Acampo and Ripon districts are going in for olives more extensively every year.

The San Joaquin olives are marketed largely in Los Angeles.

SHASTA PLANTS 11,500 OLIVE TREES THIS SEASON

REDDING, April 1.—Eleven thousand five hundred olive trees were set out in Shasta county this season, nearly all of them in Happy Valley, four miles west of Anderson.

The Ehmann Olive company of Oroville, which a few years ago acquired the Alexander orchard, long neglected, has set out 10,000 olive trees this season. It has a 120-acre orchard of olive trees which last season produced 120 tons of olives of fine quality—the pickling variety.

Increasing Acreage.

The Ehmann Olive company set out forty acres of olives last year and is so well satisfied with the returns to date it will keep clearing off land and setting out more trees each season until it will have over 500 acres in olives alone.

Since the Ehmann Olive company demonstrated that the soil and climate of Happy Valley were so well adapted to the olive, all other orchardists are drifting to olives to the exclusion of peaches and pears.

Favor Mission Olives.

The Mission is the only variety set out. Old trees of the original Alexander orchard that were of other varieties have been grafted to the Mission.

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OROVILLE OLIVES TAKES FIRST PRIZE

Another triumph was gained by the Oroville olive when, competing against olives from all parts of the world it was awarded the grand prize at the Panama-Pacific International exposition. The display of olives made by the Ehmann Olive company was awarded the grand prize while the Ehmann olive oil was given a higher award than the gold medal.

This makes the third consecutive world's exposition that the exhibit of the Ehmann Olive company has captured the grand prize. Their exhibits have also captured first prize at all the smaller expositions where they have been shown.

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FORTUNE MADE BY WOMAN FROM OLIVES; STARTS WITH NOTHING, PILES UP RICHES

(San Francisco Examiner.)

Back of the great ripe olive industry of California stands a woman.

The story of Mrs. Freda Ehmann, "Olive Queen," furnishes an inspiring example not only to every woman, but to every man.

It is the story of one who really started life at 59. She rediscovered her youth, carving out a career by her own unaided efforts.

She started \$3500 in debt. Now she owns 750 acres of olive trees and has an income larger than the President of the United States.

At 75 Mrs. Ehmann still personally superintends the pickling of thousands of gallons of ripe olives every year at her factory at Oroville, which is in charge of her son, Edward Ehmann. She will leave in a few days to take care of this year's crop.

All Is Swept Away.

When Mrs. Ehmann came to California she had the life savings of her deceased husband. This money she loaned to a relative, but an unfortunate investment swept everything away. Mrs. Ehmann was given as part payment of her loan twenty acres of land planted in olive trees. This was

considered practically worthless at the time. There was no demand for olives, especially the California variety. Mrs. Ehmann found herself encumbered with the land, which was mortgaged, and yearly taxes to pay.

Crops rotted on the trees because there were no purchasers and no market. Seventeen years ago Mrs. Ehmann found herself facing dependency for the rest of her days. "It was unendurable," she said.

Saw Future In It.

She told of her struggles:

"I went to the University of California and inquired of them there about olives. The professors were most kind. They told me that they were experimenting with the ripe olive and the preserving of it. They told me that there was a fortune in it for any one who would make it a success. The olive growers of the Mediterranean had been struggling with this problem for years. The preserved green olive was known. The people of the Mediterranean district ate the ripe olive, but they had found no process which would keep them for shipping.

This the professors spoke of and finally offered to accept my olive crop if I would give it to them for experimental purposes. Right then and there I decided that if any experimenting were to be done I would do

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Ehmann Olives

it. They gave me their recipe and with no money but great determination I started to 'pickle' olives.

Works Night And Day.

I ordered the man who was looking out for my ranch to ship me the olive crop. I borrowed the basement of my son's home in Oakland. For weeks, night and day, I worked with these olives. No baby of tender years was ever watched more carefully. The results of the experiment I took to the professors. They pronounced them superior in flavor to any they had tasted.

I was ashamed of them. They looked terrible. I decided that if this was all that could be done with ripe olives I would abandon the pickling. However, my courage arose when a grocer, an old friend of ours, bought my first efforts. I started with renewed courage. The late F. R. Dohrman loaned me \$3500 and I started in earnest. I had to, for I had to pay back this money. That note now hangs framed in my office.

It took longer than to tell it, but soon I felt I had perfected my process. From November until April I did all the pickling myself, and from April until November I went on the road as

my own traveling salesman to market my goods. One of the first Eastern orders I received the man gave it to me to get rid of me. Now that same buyer receives his orders by the carload."

The small olive Mrs. Ehmann found going to waste, so these she converted into oil.

Mrs. Ehmann now has 2500 acres of land in California. Of this amount there is 750 acres in olive trees, she buys all the available supply in the Sacramento Valley, owns a ranch in the San Joaquin valley, lately acquired the famous Alexander ranch of Shasta county. This last mentioned property belonged to W. M. Alexander, the Hawaiian sugar millionaire, and was sold by his widow to Mrs. Ehmann who declared that it had cost her husband \$100,000 and he had had no returns from it. Mrs. Ehmann is making it pay.

She owns a factory at Oroville, where hundreds of hands are working. Money has not spoiled Mrs. Ehmann though, for at the present time she still personally superintends all the work done, though her fortune is now estimated at a million. She has made the olive industry of California a rival of the orange.