

Oroville Mercury  
Aug 13, 1918

**Groceries - - - -**

Fresh Comb Honey, square .....	25c
Del Monte Sardines, large oval tin.....	19c
Peanut Butter, pint jar .....	38c
H. B. Catsup, bottle .....	25c
Mission Brand Pineapple, tall tin .....	17c
Calola Salad Dressing, bottle.....	30c
Ehmann's Olive Oil, large bottle.....	90c
Ehmann's Olive Oil, medium bottle .....	49c
Ehmann's Olive Oil, small bottle .....	23c

PHONES  
20 and 66

**Smith & Company**  
CASH GROCERS

# Oroville Mercury

Aug 16, 1919

## OROVILLE WILL HAVE LARGEST OLIVE PLANT

In an open letter to its friends and customers, the Ehmman Olive Company yesterday announced a complete reorganization of the firm and also that in the near future work would commence on the construction of a new structure here, the capacity of which will be double that of the present plant.

The plant, when completed, will be the largest ripe olive plant in the world.

The letter touching on the plans of the company is as follows:

"We beg to advise a change in the business policy of the Ehmman Olive Company in that we have dissolved the present corporation and the firm will now do business as a copartnership under the name and style of the Ehmman Olive Company, exactly as heretofore.

"The change is to facilitate and simplify our business and also for the purpose of admitting Mr. Walter E. Bolles to the copartnership. The firm now consists of Mrs. Freda Eh-

mann, E. W. Ehmman, Mrs. E. W. Ehmman, Mrs. E. H. Bolles and Walter E. Bolles, all members of the Ehmman family.

"Mr. Walter E. Bolles is the grandson of Mrs. Freda Ehmman and for several years has been her understudy and co-worker and has now completely mastered Mrs. Ehmman's exclusive process for pickling ripe olives which has made the Ehmman olive so justly famous.

"We also beg to announce that plans are being prepared for the building of a new factory in the spring of 1920 which will double our present capacity and at which time we will put out a new pack of Ehmman olives in all size tin containers. The new factory will be the last word in sanitary packing conditions and comfort arrangements for our employes.

"We thank you for your kind patronage in the past and under new conditions will be even better than ever able to take care of any of your requirements in Ehmman olives or Ehmman olive oil."

## Mrs. F. Ehmann Tells Ripe Olive Experiences

CITIZENS of Oroville entertained the convention at dinner in the Elks Hall last night, and in turn were treated to some excellent speeches by local and other speakers of renown. W. W. Gingles presided and called on George Hecke, director of agriculture, who paid an eloquent tribute to Butte county and to the manner in which the fruit growers convention had been received in it.

Dr. E. B. Copeland, president of the Chico Chamber of Commerce, alluded to the friendliness which had been brought about between Chico and Oroville, which had also been favorably commented on by the toastmaster.

Mrs. Elizabeth Hughes, assemblywoman for the Seventh District, expressed her gratitude to the men of the Assembly who had been helpful in passing legislation for education and other matters of vital importance to the good of the community.

James Mills of Hamilton City followed, and eulogized the work of the four women legislators, and hoped they would be retained to continue that which they had begun so well.

"Mrs. Frieda Ehmann, the 'inventor of the ripe olive,' was called upon unexpectedly for an address and responding in gracious terms, recalled days when the ripe olive was looked at askance by dealers because 'it is as black as your hat,' and traced the difficulties and successes of early days in introducing it to the market.

"Today the ripe olive is not a stranger any more," said Mrs. Ehmann. "If you will keep the ball rolling we will have a great olive trade from one end of the globe to the other, and we won't stop until we can say that wherever there is a white, civilized person we will not have to apologize for the blackness of the ripe olive."

After a short talk by A. R. Sprague of Atascadero and a clever and humorous Oroville boosting talk by Geo. Pierce, Marshall De Mott, chairman of the State Board of Control, complimented the four assemblywomen on the cooperative way in which they had got the legislation through for which they stood as a unit.

Alluding to the Jap "menace," the speaker said:

"The problem in the great delta lands of the Sacramento valley, down in the melon country of Turlock, in the district around Fresno, in the vicinity of Los Angeles down in the Imperial valley, and far down to San Diego—the problem in all those districts is: What to do with the Jap. There is the big job ahead of us.

The days of old, the days of heraldry which adopted various classifications for different groups of people and adopted different devices which indicated those classifications and groups produced escutcheons. I want to give you a suggestion for an escutcheon through the department of agriculture that every farmer will recognize and adopt—the escutcheon of a pair of singletrees and pull evenly, the great-marketing. If the various agricultural interests will get into the respective singlortees and pull evenly, the greatest industry in California, the pure gold of California, which will carry California farthest, will come to the front as it has never come to the front at the present time.

Col. Harris Weinstock, the last speaker called upon, made further allusion to the need for cooperative marketing.

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"You know," he said, "some of the critics of the state market director charge him with being the father of many of these cooperative associations which are alleged to sting the consumer. Well, if that is true, and I am the daddy of many of these cooperative organizations, I will say that the parent and the offspring are doing very well.

"The State of California is going to market cooperatively about \$250,000,000 worth of farm products. That looks like an enormous volume of products to be marketed. But let me tell you, despite the fact that I am not a prophet nor the son of a prophet, I want to make a forecast tonight that there are those within the sound of my voice who are going to live to see the day when the State of California is going to market cooperatively a billion dollars worth of products a year.

"You begin to appreciate the tremendous possibilities ahead of us in that. We are just in our infancy. But that can only be done through the scientific method of marketing known as cooperative selling."

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### FRUIT GROWERS MEET IN OROVILLE

#### Billion Dollars Worth of Produce Will Be Marketed by California

According to the wording of the program, the "entire day was spent in Oroville" by those in attendance on the Fruit Growers Convention, and to Oroville they swarmed by rail and road in the early morning, and in Oroville they were received with the open handed hospitality of the county seat.

The morning was spent visiting the orange and olive orchards and inspecting the canneries, machines being supplied to accommodate all those willing to make the trip. About seventy fruit growers, many of whom had never seen Butte county before, were given an opportunity to see with their own eyes the evidences of the natural resources and wealth of production of this part of Butte county.

The convention proceedings were reconvened in the afternoon in the Auditorium building, under the chairmanship of B. B. Meek of Oroville, who happily introduced the various speakers.

F. J. Mason of Suisun read a paper on packing oranges and maturity standards, after which G. Harold Powell of Los Angeles, manager of the California Fruit Growers Exchange, emphasized the value of cooperative marketing of products in terms that followed the same general trend as those he had addressed the convention with in Chico the previous day, applying them especially to the Oroville audience.

Expressing particular pleasure in having E. W. Ehmman of the Oroville Olive Company to discuss "Packing Ripe Olives," Chairman Meek congratulated Oroville on having an olive man for mayor at such a gathering.

"The subject of this paper brings to memory the time when, twenty-two years ago, we first started to pack the ripe olive, and the trials and tribulations attendant upon not only learning the proper method of processing the fruit, but the long, weary struggle to introduce the ripe olive to a market most thoroughly occupied by the green olive.

"At this time the ripe olive was a hit and miss proposition, and mostly miss. What little fruit was being put on the market was pickled in tubs or barrels in the back yard or in the barn, and sold to the local grocer. A little of this fruit found its way east, but spoiled so promptly and odorously that the general verdict was 'once is enough for me.'

"Our president, Mrs. Freda Ehmman, made four trips to the east to interview the trade, after which this part of the work fell to me, and I used to make annual trips all over the United States. It was mighty uphill work breaking into the green olive demand, and we used to adopt all sorts of expedients. At our meals on the dining cars or in the hotels we used to order California ripe olives, and either we got a blank stare from the waiter or he said he had them and brought in a dish of green olives. Time and again we would bring a bottle of ripe olives to the table, open them, and treat everybody within reach.

"We found it necessary to begin right at the bottom and work with the individual, for the grocer generally declined to stock the olives, stating that he could only purchase when he had a demand. A great help in this early pioneer work to establish a demand was from the tourists who visited California and who became familiar with the delicious eating quality of the ripe olive at the different hotels and then took this taste back east, with the result that a few orders used to trickle back to the coast.

## Fruit Growers Meet

"We used to have a number of packages of olives returned to us with a letter stating that they had opened up as black as your hat and consequently spoiled. 'Black as your hat' was a favorite expression, and in some psychological way would pop into the minds of dealers thousands of miles apart when they had their first glimpse of a ripe olive. We also gave away thousands of gallons gratis just to get people to taste the ripe olive.

"After the first five years this pioneer work began to bring its results. Then the advent of other packers into the field, with their assistance in helping to create a demand, made progress much more rapid, and as early as 1905 grocers on the coast began to notice a decided falling off in the demand for green olives. Today even the grocer in the east is willing to admit that the finish of the green olive is in slight and the ripe olive will hold undisputed sway."

Introduced as probably the largest grower of lemons in the world, and certainly in California, C. C. Teague of Santa Paula stated that he had under control 900 acres of lemons, and he had been interested in contrasting conditions in Butte county with those of his own acreage.

"In this section here," he said, "this Chico and Oroville section, it is a source of wonderment to me to find what you have here. One of our great problems down south is to keep the frost away from our trees." So we have a very successful system of oil pots and we know we can handle a temperature of ten degrees above zero and pull our fruit through all right. You have not that difficulty, nor do I see evidences of insect pest that bother us so much, nor the red, black or yellow scale and other sorts of fungus disease we have to continually fight. But your groves are young, and maybe you do not yet understand many of the problems that later on you will have to become acquainted with and understand also. From what I saw in one orchard, you do not yet understand fertilization. One grove I should immediately treat with ten tons of barnyard manure to the acre and next spring put on some good soluble organic fertilizer. The farmer would immediately see wonderful improvement."