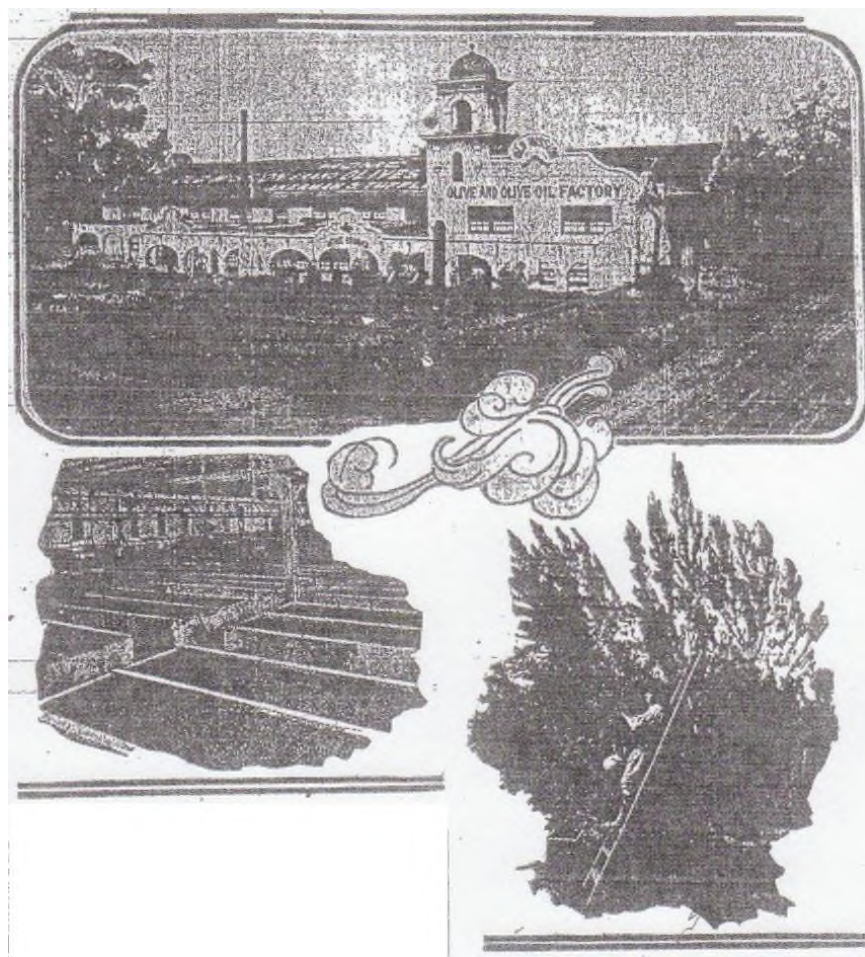


Recently Organized Old Mission Products Company Will Operate Big Olive Packing Plant at Old Town



One of the largest plants for handling olives and olive by-products in the United States is located at San Diego in the Old Town district and is conducted by the Old Mission Products company. Upper picture, exterior view of the Old Mission olive and olive oil factory. Lower left, some of the 140 concrete vats for processing olives. Lower right, tree in the olive orchard from which olives are picked for use in the factory. This year marks the 150th anniversary of the planting of California's first olive orchard at the upper Mission, which is still bearing.

A transaction was announced yesterday the Old Mission packing plant, packer of "Old Mission" brand Californian pure food products at Old Town, became the Old Mission Products company, with an authorized capital of \$300,000. Officers and directors of the new organization are Luis Wolf, president, prominent in banking, jobbing and general merchandise at Guaymas, Mexico; George B. Wright, vice president, proprietor of California Cider company, and merchandise broker; C. D. Ranney, secretary-treasurer, assistant cashier, Bank of Italy; Wiley V. Ambrose, directory, president Westgate Sean Food Products company; S. Hillknoltz, director, member Growers Marketing company of 355 Sixth street, San Diego, and Los Angeles.

The Old Mission Products company has acquired the plant at Old Town, originally established some 30 years ago by Messrs. Akerman and Tuffley, now retired, who successfully and profitably packed a prime grade of olives and olive oil under the name of "Old Mission Brand," for years known as a superior brand of these products and successively awarded medals of honor at Paris, Pan-American Expedition, London, Lille, St. Louis, Portland, Milan, Jamestown, San Diego and San Francisco. Since the operation of the plant by its original owners, it has been remodeled and additional equipment installed, including a complete pimiento, chili pepper and chili sauce department.

The new organization, in addition to packing olives, olive oil, pimientos, chili peppers and chili sauce, plans to add departments as soon as practicable for the packing of baby lima beans, string beans, tomatoes and probably other vegetables and fruits grown so successfully in southern California and especially San Diego county, thus providing an additional market for the growers of these crops, as well as giving employment to a large additional force of skilled workers in its plant.

ROOM FOR EXPANSION

The plant at Old Town consists of a large stucco building with additions of frame construction, situated on a tract of approximately four acres adjacent to Ramona's marriage place and familiar to everyone entering the city from the north. The site provides ample room for the erection of additional buildings when necessary for the expansion of the business.

The equipment of the plant is unusual in completeness, including 51 hydraulic presses for olive oil, 140 concrete vats for processing olives, sorting and packing tables, conveyors, air compressors, steam plant, retort with complete temperature-recording devices, sealing machines improved type of roasters, peeling and packing tables and cooking vats.

As San Diego county has 1700 acres in olive orchards, each acre representing an average investment of \$700, a sum of \$1,190,000 is tied up in this growth. With this condition, there are only two San Diego companies besides the Old Mission Products company engaged in the packing of olives, and one of these uses mostly the product of its own orchards, while the other is only equipped to utilize a portion of local olive production. The Old Mission Products company, there fore, will have the opportunity of packing local olives, instead of allowing them to be shipped north as hitherto to unstable markets and at a loss often to the shippers. The mere fact that considerable quantity of local olives at time must go begging for a market is ample proof of the necessity of additional packing operations.

The market and supply situation at the plant is summed up thus by the president of the organization:

The reorganization and expansion of a San Diego plant which has brought much notice to the city as well as helped to perpetuate and promote the growth of the California olive, first planted in San Diego exactly 150 years ago, have much greater possibilities than first strike the eye. To begin with, it is not generally known either that California comfortably leads all the states in the canning of fruits and vegetables, or that this same industry is the second greatest in the state in value of productions. The startling development of canning in the Golden State is shown by the impressive reports of the U. S. manufacturers' census, taken every five years. In 1909 California canned \$32,914,829 in fruits and vegetables; in 1914, \$61,645,858; in 1919, \$219,278,578, or almost 700 percent increase in 10 years.

LUCRATIVE FIELD

“Of the total value of canned fruits in the United States in 1919, California was responsible for 66.8 percent, and of dried fruits 90.8 percent. However, of canned vegetables the percentages of the whole was only 13.3 percent, which is the reason the Old Mission Products company plans to expand whenever practicable into this highly lucrative new field, ideally situated as it is in San Diego county where tomatoes, baby lima and string beans and other vegetables grow to perfection.

“The advantages of this diversification of our plant to San Diego country growers are apparent. Hitherto these growers have been deprived of the packers; market largely owing to the lack of packing facilities in this section. The market for San Diego county packed fruit and vegetable products is world-wide and a start now can be made to supply it. For instance, 20 percent of the canned goods packed in California are sold overseas, and with the steady betterment of life in the Orient, we may look for a continually

expanding demand in that direction. Orientals who lived on rice two years ago are already demanding American meat, wheat and canned foods.

“The domestic market is likewise tremendous, positively incomprehensible to the San Diegan used to year-around fresh fruits and vegetables. Whole sections of the United States must rely on canned fruits and vegetables the major part of the year, whether the consumer be a wealthy New Englander or a Montana ranch hand. Even over in the great winter garden, Imperial Valley, canned products are necessary to help out the menu.

“The dimensions of California canned fruit are gauged in the statement that though this state supplies an average of five pears annually to every man, woman and child in the United States, it cans over half that amount, utilizing for the purpose the largest and perfect pears. England is the greatest foreign customer of the American canned pear, preferring it to all other fruits.

“Another highly significant trend in favor of California agriculture is that ‘Westward the course of horticulture takes its way.’ Every year this state is taking over more and more of the nation’s fruit and vegetable production because it can raise foodstuffs better than elsewhere. Given proper care, California will produce several times the yield of less favored sections.

CAN INCREASE ACREAGE

According to the latest local figures, San Diego county now has 262,000 acres of improved land, of which only 40,000 acres are under irrigation. With a cannery consuming the products of the growers, this present acreage, according to estimates of the county farm bureau, can be increased to 100,000 acres. A typical indication of what a successful cannery will mean is that while at present only 120 acres in San Diego county are devoted to pimientos, a cannery can increase this acreage to 500. The 300 acres now devoted to spinach can become 500 acres in the lower San Diego river valley, 200 acres in the upper valley, 500 acres in the Tijuana valley, 500 acres in Sweetwater valley and another 500 acres near the San Diego river, a total of 2200 acres instead of 300.

“The County Farms bureau also points out that while approximately 8000 families are now living off the production of San Diego county lands—4000 each of irrigated and non-irrigated—an increase by cannery of 150 percent in agricultural production will automatically increase San Diego’s rural population in the same proportion. This gain will reflect itself in the growth of San Diego itself, for farm bureau statistics show that San Diego county supports approximately one clothing concern for every 6000 people, one drug store for every 14,000 population, one hardware store for every 4000, and one lumber yard for every 6500.

Increased rural development means increased rural population which in turn means increased city business.

“Whereas local farmers now plow excess crops into the soil for fertilizer, a cannery will take this over production off their hands at a profit instead of a loss, there by encouraging county development. Present plans for an increased water supply in San Diego, plus a canner, will also assure the expansion of thousands of additional county acres, now idle.

“The Old Mission packing plant will help fulfill these growth opportunities. It will function in the volume production of olives and the olive oil now recognized as an essential industry, also pimientos, chili peppers and chili sauce. There is no substitute for pure olive oil, and the use of ripe olives is becoming more general each year.”
