

A TIME FOR GRIEVING

Nineteen-ninety six was sadly marked by the passing of five prominent members of our industry whose contributions to its development were extraordinary and of lasting importance—too many to describe adequately in this brief tribute to their memory.

- The death of Edward F. "Ted" Frolich, a research associate and plant propagator at the University of California at Los Angeles, occurred on January 22, 1996, and was memorialized by his academic colleague, Prof. C. A. Schroeder, in the 1995 Yearbook. Among other significant accomplishments, Frolich devised the etiolation technique that enabled large-scale production of clonal nursery stock.
- Death came to Alois A. Mauracher, of Carpentaria, only a few days later— the 25th of January—unexpectedly. "Ali," as he was generally known, for many years up to his death successfully farmed a large block of avocados in Carpentaria and was, in addition, an active land developer in Santa Barbara County. A singularly skilled leader and negotiator, he was for several years on the board of directors of Calavo Growers of California and, for much of his tenure, was its chairman—the only retired chairman of that organization ever to be honored by his colleagues with the perpetual title, "Chairman Emeritus."
- The world-renowned avocado nurseryman Oliver Herbert Atkins, of Fallbrook, died in ill health April 13, 1996, only four months after the loss of his wife, Alice. Oliver's role in the avocado industry is legendary—not only for his skills and innovative methods in producing high-quality nursery stock and his interest and diligence in variety improvement, but also for his generous, selfless gifts of time and energy toward betterment of the industry. It was a mark of Oliver's character and nature that he was often described by his many friends and acquaintances as "a gentleman." And indeed he was.
- Volney Howard Craig Jr. was lost to us on November 23. The son and namesake of an agriculturist, Bill's own career was likewise in agriculture—much of it in the employ of the Limoneira Company of Santa Paula, from which he retired as its president. The Limoneira Company's position as the second largest avocado grower in California is largely attributable to Craig's vision and leadership. Bill Craig also served on the board of Calavo Growers of California, in his last years in office as its first vice chairman. At the time of his death, Craig and his wife, Aliene, resided in Ventura.
- On December 1, Horace James "Jim" Stevens succumbed to the ravages of a long illness. An avocado nurseryman (with his late brother) and a large grower of avocados in Pauma Valley, San Diego County, Jim was a third generation member of his chosen industry. His grandfather, Sherman, was one of the first individuals to plant avocados in Orange County; and his father, Horace Senior, was thereafter identified with important avocado ventures in that county. Like Mauracher and Craig, Jim Stevens served several terms on Calavo's board of directors as the representative of Calavo

members in his district. He also served a number of terms on the boards of the California Avocado Advisory Board and its successor organization, the California Avocado Commission.

Our industry owes much to these five Dear Departed. It behooves all of us who are their beneficiaries to honor them with our best efforts to make the industry they loved stronger and ever better.

... Farewell, Gentlemen, all!