

IN MEMORIAM

Joseph O. Strasser

J. O. Strasser passed away on February 17, 1938. At that time he was in charge of Calavo field operations for San Diego County. His passing was a great loss to the avocado growers whom he served, to the Calavo organization as a whole, and to the industry in San Diego County. His leadership and neighborliness will continue as an inspiration in the years ahead.

"Joe" (as he was known to hundreds of growers) was born in 1882, in Vienna, Austria. Prior to his becoming interested in the avocado industry, he had been in business for himself in San Diego for some twelve years. He entered the service of Calavo Growers of California in December, 1927. He saw the avocado industry rise and spread in San Diego County, and was personally known to hundreds of avocado growers. His unfailing good-nature made him well-liked by all. Even those who did not share his views on cooperative marketing were among his warm friends. His was an unswerving determination to see his job through to the finish, and his attitude was one of constant helpfulness to the growers whom he served.