



Harry Prevor — 1910-1987

PRODUCE BUSINESS and the entire produce industry have suffered a great loss with the death of Harry Prevor on May 21, 1987. Harry Prevor began his career in the produce industry working in the old Wallabout Market in Brooklyn with his father's produce firm J. Prevor, Inc. Later he was to become a buying broker at the New York Fruit Auctions operating under the name Harry Prevor, Inc. for many years during this period he served as President of the United Fruit Buyers Association. Later, he expanded his business becoming a Receiver and Commission Merchant first at 311 and then at 339 Washington Street in the old Washington Street Market in New York City. In 1959 he was a founder of Prevor-Mayrsohn, Inc., which in 1961 became Prevor-Mayrsohn International, Inc. As president of this company he led it to become the first publicly held Export, Import and Wholesale produce firm in the United States. Today his sons Michael, Sydney and William and his grandson Barry Prevor continue in the produce industry, operating as Prevor Marketing International, Inc. His grandson James E. Prevor serves as Publisher and Editor of this magazine. Since the founding of PRODUCE BUSINESS, Harry Prevor has served as an inspiration to all of us at this magazine. His gentlemanly manner and deep knowledge of and love for the produce industry made him an invaluable part of our team. Every issue of PRODUCE BUSINESS shall always carry within it the special spark of life that Harry Prevor gave to us and to the industry he loved.