

CHASE & CO.
SANFORD, FLORIDA

October 19, 1934

Mr. S. O. Chase
P. O. Box 23
Asheville, North Carolina

Dear Dad:

Attended the meeting in Lakeland yesterday afternoon composed of the 96 growers and shippers who united last August in fighting the proposed new Agreement. There were a few other growers of the Lakeland territory present, also representatives of the Atlantic Commission Company, and two new grower-shippers, making a total of 98 now instead of 96.

L. P. Kirkland was elected as chairman of the meeting and stated briefly the reason for the meeting, stressing particularly the point that in his opinion an effort was being made by Washington and urged by interests in California more or less at the request of a certain group in Florida to force the Florida citrus industry into national prorating. Mr. Kirkland pointed out that national prorating was unsuited to Florida, because California enjoyed a freight rate which allowed them to put their fruit into the east at \$1.17 a box, whereas Florida could not go west of the Mississippi River due to the very high freight rate. He also pointed out that California would want to prorate their Naval crop against our entire crop of oranges, including Valencias, and in this way allow them a very clear and unobstructed noncompetitive market for their Valencias.

It was later brought out in the meeting that Florida's freight rate to Seattle and Spokane, Washington, and Portland, Oregon and surrounding territory amounted to \$1.91 a box, including

refrigeration, and that California, if they wanted to, could place their oranges in Tampa, Florida by rail at \$1.17 a box.

Mr. Kirkland then asked Judge Holland to review the whole matter of the fight against the Agreement which Washington proposed last August, and the results that had been obtained by the 96 grower-shippers who had fought the matter together, as a unit, and he urged that they all continue to meet the matter in a united effort, as he believed that was the only way to secure recognition in Washington to such an extent that they would listen and give the Florida citrus industry a representative and fair group of grower Control Committee members, which Washington had agreed to do when they met in that city in September, and which Washington has not done, as evidenced by the group of names just received from Washington, and which I gave you as a list in my letter of two days ago.

Judge Holland reviewed the matter, beginning with last June up through his last visit to Washington in September. He emphasized the fact that Washington was very much astounded at the united front and effort made by the 96 growers, and that they had not considered this possible before last August. He pointed out that this united action had secured practically every concession that had been asked for, and that the attitude of the Department of Agriculture was entirely different after August, due to the strength shown by the majority of the shippers in the state, representing a decided majority of the fruit. He also stated that it was his personal opinion that the naming of the Grower Control Committee as sent out from Washington was a last effort to try to bluff the industry into national prorating and ram down the throats of the majority what California would like to see and the old Control Committee clique would like to have.

He said he felt reasonably sure that if united effort was continued as in the past we would be able to secure a Grower Control Committee that would be fairly selected and in line with what Washington had agreed to do in selecting the Grower Committee.

Dr. Aurin was asked to say a few words. He brought out the Tampa Tribune and read part of a statement issued by Commander, wherein Commander said he hoped the independent shippers and buyers would consider for once the growers of the state of Florida. Dr. Aurin said that he was an hundred per cent in accord with Commander in regard to that part of his statement, and that he sincerely hoped that all of the shippers present and in the state would consider the poor growers of the state and see that they would not get the Grower Control Committee as handed down by Washington, but one that would be fair to the growers of the state; that it was high time that the continued effort of a certain group to coerce growers into the Exchange be stopped, and that the growers be allowed to ship and sell their fruit to those shippers which they themselves might choose. Dr. Aurin said that, in looking over the group of growers appointed to the Committee by Washington, that he could not believe that the Leopard had changed its spots any more than if someone told him that Hitler was a friend of the Jews.

Howey was called on to say a few words, which he did, and a great deal of it amounted to politicings; he tactfully said that he felt that some of the good Democrats present would be making good Republicans by the time the present administration got through trying to run their business for them by groups of people who knew nothing about it. He was asked the question as to what he thought the loss would be if Florida was forced into national prorating. Howey very carefully avoided giving his own opinion, but did say what he had heard the loss would be from several different sources, which amounted to anywhere from \$250,000 annually to a

\$1,500,000 annually. He also stated that he had been informed when in Washington by good authorities that some businessess which Washington was trying to run by would-be experts who knew nothing about the businesses or any business were suffering a loss in some instances as high as \$7,000,000 a year.

We next heard from Jeff Sligh, who was very brief and said that he did not approve of Mr. Howey politicizing in such meetings. This was all good natured. Sligh did bring out something in regard to what Florida's loss would be if they participated in national prorating for several years. He said the real loss would amount to about \$50,000,000, or the citrus industry in Florida. This brought down some real applause, and even Howey nodded his agreement.

Several other growers and shippers spoke briefly, one or two stressing the difference of freight rates from California and Florida. Judge Holland drew up a motion protesting the appointment of the Grower Committee and alternates selected by Washington, which was unanimously approved.

W. J. Howey next moved that the chair appoint a committee to form an organization and incorporate same, including the group present and as many more as they could secure for united action in all such matters. The Judge had already prepared a motion which was substituted for Howey's, and, we believe, a very good one.

A fully detailed report as to the motions and committee appointed, and the whole meeting, will undoubtedly follow from the Clearing House within the next day or two.

The press was present and were told in no unmistakable words that the paper which would not publish all of what was said at the meeting would never be allowed at a meeting again, and that it would be made known why. It was stated that in the past it has been very noticeable that some of the papers in the state published very damaging and unfair articles pertaining to the growers and shippers meetings in the past by not giving all of the information, and by omitting parts and misconstruing many facts. This was directed, I believe, primarily at the Orlando Sentinel. Their reporter was present, and certainly got red around the ears when he received these instructions. The reporter for the Lakeland paper, which has been so active in the past in getting fair and correct information, was present, and I noticed he remained after the meeting to get some of the details he was unable to catch and record as the meeting progressed. I did not see the Sentinel reporter doing this, and I will be interested to see how the two papers compare.

Affectionately yours,

SOCjr/b

Copy:

Mr. J. C. Chase

FLORIDA CITRUS CONTROL COMMITTEE
GROWER MEMBERS AND
ALTERNATES

MEMBERS --

Grower

Geo. B. Ayerigg	W. Haven
John S. Taylor	Largo
Harry L. Borland	Ocala
Judson J. McReynolds	Orlando
A. W. Young	Vero Beach
Francis P. Whitehair	DeLand
I. A. Yarnell	Lake Wales

Exchge.
"
AFG
Exchge.
"
"
LWCGA-
Exchge.
influenced

Shipper

L. L. Lowry	Tampa	Exchge.
C. C. Commander	"	"
W. H. Mouser	Orlando	Ind.
C. A. Stewart	Frostproof	"
L. C. Edwards	Tampa	Ind.
Harry L. Askew	Lakeland	"

ALTERNATES

Grower

H. E. Cornell	W. Haven
Marvin H. Walker	Tampa
A. F. Pickard	Lakeland
E. W. Vickers	Sebastian
James Tillman	Lake Wales
W. T. Bland	Lake Gem
C. E. Stewart	DeLand

Exchge.
"
Comm. 50
AFG
LWCGA
AFG
Exchge.

Shipper

E. E. Patterson	Tampa	Exchge.
Frank G. Clark	Indian	
J. C. Chase	River City	"
L. P. Kirkland	Winter Park	Ind.
W. G. Roe	Auburndale	"
J. J. Parrish	W. Haven	"
	Titusville	"