

S-206

CHASE & CO.

JACKSONVILLE, FLORIDA

April 17, 1925.

Mr. N. D. Cloward,
Winter Haven, Fla.

Dear Mr. Cloward:

I was interested in receiving carbon copy of your recent letter to the Orlando office regarding the withdrawal of Exchange members in your district. I would make a dead set for two or three of these disgruntled Exchange members who have already withdrawn, and work them as hard as you can to get them signed up with Chase & Company. We are not strangers in that section of the country, and I feel that our general averages for this season warrant your making strenuous efforts to sign up business at this time. We want you to focus on crops which are good sized and contain a large percentage of round oranges, preferably tangerines and valencias. I feel that you should have some friends in your district who are willing to follow your judgment and advice in the marketing matter. If you can get one or two prominent growers to sign up it will be much easier to get others.

I know it is not easy to do these things, but the Exchange does it. Last year we laid off a bit to give the Exchange an opportunity of showing what they could do if they had control of a larger percentage of fruit for 1924-25 than they had for the season of 1923-24. Evidently their results to date have not been highly satisfactory. Growers who have had mainly valencias have come out good, but I am satisfied that their returns on crops consisting of grapefruit, some mid-season and late oranges will not check up with ours. If there is any personal assistance I can render call on me.

About how many more cars of fruit have you lined up for the Eloise house? Is there any chance of capturing any additional business for this season?

Yours very truly,

SOC:HMR