

CHASE & COMPANY

GROWERS' MARKETING AGENTS
PACKERS AND SHIPPERS

FLORIDA FRUITS AND VEGETABLES

SANFORD, FLORIDA

March 31, 1928.

Mr. J. C. Chase,
Orlando, Fla.

Dear Josh:

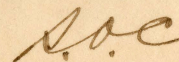
When I returned to Sanford this afternoon I read the article in the Times Union setting forth Mr. Penny's plan for reorganizing the citrus and vegetable crops of Florida.

There are two conditions mentioned in the proposition which I think will make it impossible for him to ever become the head of such a marketing organization. The first is it had to be 100 per cent movement on the part of the growers and shippers. The next point which I noticed which was in real conflict with any governmental cooperation was that different officials and heads of the different departments should participate in the profits; they should all work for a small salary, and get a bonus at the end of each year. I have always understood that a cooperative organization was operated on a non-profit basis, simply covering actual expenses.

I know there are a couple of growers in the state who will not go in on the deal, and that is you and I. I prefer to stay on the outside.

Another thing, as I understand Penny's business he has been handling non-perishable merchandise. He has cooperated with himself and his employees, was enabled to sell cheaper than his competitors, and thereby make a small profit on volume sales. When you are handling perishables, which are similar in a sense to snowballs, you cannot function along the same lines which it would be safe to use when handling non-perishables.

Yours very truly,



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FRUITS AND VEGETABLES

SOC:HMR.