

# CHASE & COMPANY

GROWERS' MARKETING AGENTS  
PACKERS AND SHIPPERS

## FLORIDA FRUITS AND VEGETABLES

SANFORD, FLORIDA  
January 11, 1927.

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

Dear Josh:-

I am enclosing clipping from the Tampa Tribune of the 11th, with reference to urging the growers of the West Coast to organize and market thru the Federated Fruit & Vegetable Association of America.

If I remember correctly this organization has been fostered by Rule, formerly associated with Crutchfield, and his record of attempting to do big things and falling down has been well established. The Florida Vegetable Corporation, so called co-operative organization, formed at Sanford some three years ago has had their shipments handled by the Federated, and they are now financially on the rocks.

I am wondering how many brokers we use are affiliated, or associated, with the Federated Fruit & Vegetable Association. I am writing Mr. Pratt today asking for a new list of our brokers, and requesting him to check the names of all brokers who are affiliated with this particular organization.

It seems to me that Mr. Skinner's attention should be called to this Editorial article, so he could warn whoever has charge of writing up these editorials against making recommendations of this character without knowing more about the organization they are recommending to the growers at large.

The Manatee Celery Growers, who market their crop thru the Manatee Growers Association, are shipping less every year. Whether it is due to unprofitable returns received or to other causes I do not know.

I would like to have you look into this matter.

I am enclosing carbon copy of letter received this morning from A. J. Mitchell, Weather Man at Jacksonville, with

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reference to the low temperature reported at Arcadia last week.

If you examine the weather map of yesterday you will note that the atmospheric pressure lines run north and south, which has permitted the cold to spread all over the country in a northerly and southerly direction. If the barometers at Jacksonville and further south had ranged a few points below the atmospheric pressure reported up along the Great Lakes we would not have had as much cold here as we have today. I am anxious about tonight. The only thing which will help us will be for the wind to shift to the north, or north-east.

We have instructed Stanly to fire the Goodall grove if the temperature gets below 28, but not to fire any until it reaches that point.

I had intended to go to Arcadia tonight, but inasmuch as this cold wave is on I can tell more about what it has done to us there on Thursday than I could on Wednesday. I am now planning to leave on Wednesday morning.

Yours very truly,

*A.O.C.*

SOC:HMR.

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