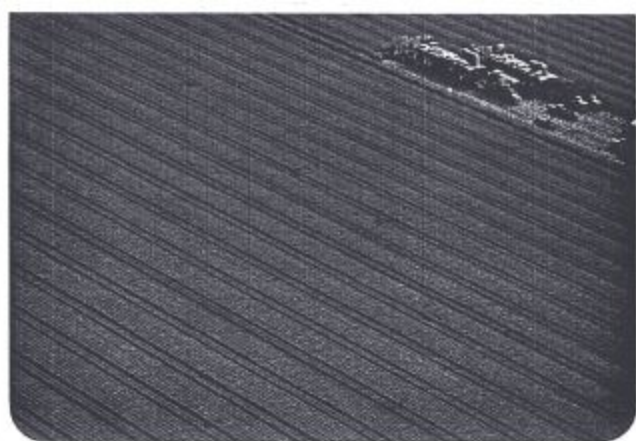




CORPORATE FARMING

HOW CHASE & COMPANY HAS GROWN INTO A DOMINANT FORCE IN FLORIDA AGRI-BUSINESS



VEGETABLE DEPARTMENT

Well before the turn of the century, Chase & Company began its diversification into vegetable growing. At one time, Chase crops occupied the rich earth where many of the luxury homes in Coral Gables now stand.

Chase's beginning in vegetables was modest . . . fewer than 10 carloads were shipped during the first year. Crop diversification and greater yields have had their effect, however, and today Chase ranks among Florida's top five vegetable shippers. Although the Company has eagerly embraced every development in farming automation, one significant fact remains . . . the Company's growth adds to the work force faster than automation can reduce it.

Large holdings in the Sanford area make Chase & Company one of the country's largest celery growers. In addition, farms in Sanford, Zellwood, and Belle Glade are major shippers of celery, cabbage, sweet corn, lettuce, escarola, and other vegetables to the markets of the United States, Canada, and the world.

LARGE, FERTILE FIELDS are the key to a Chase vegetable growing technique which makes the most of volume growing, harvesting and marketing capabilities.

COMPANY HISTORY

The agricultural giant that is Chase & Company sprang from an early recognition of Florida's potential as a winter 'fruit and vegetable basket' for the nation.

Founded in 1884 by Sydney O. and Joshua C. Chase, the Company originally devoted its energies to the sale of insurance, fertilizer and growers' supplies. However, the brothers were quick to recognize the advantages of diversification, and they were soon growing and selling their own oranges. At the request of other growers, they broadened into packing and selling the crops of their neighbors, and by 1894, they had helped make Sanford the largest citrus shipping point in Florida.

The years of Chase & Company growth have been distinguished by a remarkable ability for altering operations to fit changing conditions. Evolution into a four-division Company and expansion of citrus operations, vegetable growing, fertilizer manufacturing, and builders' supply activities attest to the foresight of the Company's founders.

IN THE CENTER of this page is Sydney O. Chase, co-founder of Chase & Company. At far right is one of the huge Company-owned packing plants which verifies Mr. Chase's judgment and foresight.



FERTILIZER AND GARDEN SUPPLY DEPARTMENT

Nowhere in the scope of Chase & Company activities does new knowledge and new techniques carry more weight than in Fertilizer and Garden Supplies.

As the Company's growing activities caused an accumulation of knowledge about soils and growing conditions, the management recognized the desirability of formulating its own fertilizers and pesticides.

The Fertilizer and Garden Supply Department occupies a 40,000-square foot plant, with an annual capacity of more than 50,000 tons of mixed fertilizer. In addition to specializing in many different kinds of state-approved fertilizer formulations, Chase & Company manufactures a broad line of insecticides, fungicides and herbicides which are especially compounded for Florida conditions. These products are used by Chase operations and are marketed broadly to other progressive growers throughout the state.

As an offshoot, the Department has made Chase & Company a major supplier of health and beauty products for lawns, gardens and ornamental plants in Florida's booming residential market.

CHASE & COMPANY OPERATES one of the South's most modern fertilizer plants. Dull storage efficient handling of materials (upper left), versatile packaging operations (right), and an efficient distribution network are keys to its success.



WHY CORPORATE FARMING?

For a number of years, trends in agriculture have dictated a movement in the direction of "bigness" . . . of self-sufficiency . . . of modern management methods. These are the reasons why Chase & Company has decided on the "corporate" farming approach.

The most distinguishing feature of agri-business in recent times has been rising costs. Land has increased in value, so returns must be higher. At the same time, the farmer has been squeezed by higher prices for labor, fertilizer, pesticides, equipment, and the processing of his produce.

At Chase & Company, the answer has been the corporate approach. This multi-divisional corporation has become virtually self-sufficient. It produces the fertilizer and chemicals and markets the growers' supplies and building materials that help make farming profitable. All these activities, tied together by modern, astute management methods have given Chase & Company an enviable record of growth and stability.

THREE ESSENTIALS of modern farming are big, fertile Soils Dept., modern equipment and methods (bottom left), and a superior product which brings a premium price (bottom right).

BUILDING MATERIALS DEPARTMENT

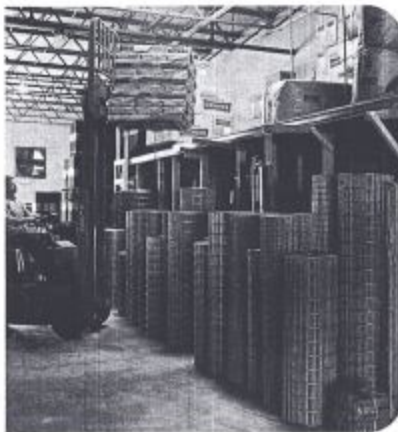
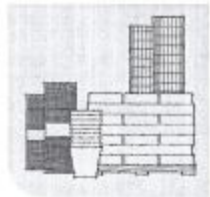
Like many of Chase's other activities, this department came into being as the result of a definite Florida need.

As the management of Chase & Company sensed the impending increase in Florida's growth rate, they also realized a deficiency in the distribution of building materials within the Central Florida area. They acted to remedy this deficiency, and the Building Materials Department was born.

As in many other areas, Chase's neighbors were quick to recognize the Company's leadership. As Florida's building activity quickened, Chase & Company quickly established a reputation as a reliable wholesale supplier of quality building materials.

Today, builders, contractors and retail dealers within a 75-mile radius of Sanford rely on Chase for integrity and performance in the field of wholesale building supplies.

CHASE WAREHOUSES OCCUPY more than 37,000 square feet to accommodate the Company's huge inventory of the building materials required by Central Florida builders, contractors and retailers.



CITRUS DEPARTMENT

Citrus — for many years the backbone of Florida agriculture — has also been the backbone of Chase & Company growth. Citrus growing was the first of the Company's agricultural activities. It was followed by citrus packing and marketing which built Chase & Company into a major force in Florida agriculture.

Today, Chase & Company controls some 2,000 acres of producing groves.

The Chase & Company citrus operation is complete — it ranges from nursery growing of young trees to comprehensive marketing activities throughout the United States, Canada, and several European countries.

Knowledge and experience have won Chase & Company recognition as an outstanding grower and marketer and also as a repository of citrus knowledge; a true leader in Florida's most valuable agricultural pursuit.

CHASE'S CITRUS ACTIVITIES take two major forms. Company-owned groves like these at left are major producers; packing facilities such as those at right prepare the crop for marketing.



COMPANY FUTURE

Although predictions are always hazardous, it is safe to draw some generalizations about the future of Chase & Company.

The first of these is in keeping with the tradition of the founders — Chase & Company will continue to be a leader in Florida agri-business, producing highest-quality products, marketing them wisely and well and employing many of the state's most competent and dedicated agriculturalists.

It is also safe to assume that Chase will continue its program of exploration for new products and new techniques. This effort will be dedicated to the welfare of Chase & Company customers and employees as well as that of the shareholders.

Finally it must be expected that Chase will continue and expand its application of modern business practices to agricultural operations. The result will undoubtedly be one of the most productive, most efficient and most enlightened agri-business operations within the state of Florida.

COMPUTERIZED ORTA HANDLING AND AUTOMATION are two of the modern techniques which are already being used to increase the productivity and efficiency of all Chase departments.