



April 8, 1925.

Chase & Company,
Orlando, Fla.

Gentlemen:-

Attention Mr. Mouser.

I think it is essential that the Accounting Department prepare immediately a statement for each district showing the quantity of fruit moved from each district from March 1 to April 1, prices realized, and add this March report to the previous reports made up so as to show the averages of each district from the beginning of the season up to say April 1.

It is essential that the outside district men be touched up daily as to the necessity of soliciting business for the coming season, and to make use of these statements of ours which show up good. They could use as a talking point the fact that Chase & Company growers get a check for the net proceeds within a reasonable length of time after shipment is made, and the growers who strike the good market get the benefit of it, and their averages are not pulled down by being pooled with poor fruit on bad markets. There is a good talking point in this line of argument. I think you understand how to put it up to the district men.

In line with my suggestion Monday I would have prepared, on plain paper, an outline of a letter of withdrawal for Exchange growers to sign, same to be mailed to the Sub-Exchanges they belong to in order to get them out of the Exchange on or before the date which their contract calls for said notice to be filed. If they want to go into the Exchange after withdrawal they can do so and if they want to go into an independent marketing agency they can do so. It is an easy matter to tell the men they can write a letter announcing their intention to withdraw, but the district men should have a letter prepared and with them, and when they get their prospective shippers worked up to the proper point get their signature to the letter, hold on to it and mail it, keeping a copy of same. I think Dade, Clemens,

Chase & Co., Orlando, Fla. #2

Cloward, S. O. Chase, Jr., Frank Dade and Vogt should all have several copies of this proposed letter. If the growers are tied up with the Exchange for another year it is going to be a mighty hard matter to do business with them, but if they signify their desire to withdraw within the next week or ten days they will then be free to act as they see fit later on. Too much importance cannot be placed on active, strenuous, work along this line between now and May 1.

Yours very truly,

SOC:HMR