

CHASE & COMPANY

GROWERS' MARKETING AGENTS
PACKERS AND SHIPPERS

FLORIDA FRUITS AND VEGETABLES

SANFORD, FLORIDA

May 12, 1925.

Mr. S. O. Chase,
Office.

Dear Dad:

It may be that I will not be back Friday in time for the meeting in Orlando. Below is just a memorandum of some things I should think would be in order for handling: -

In the future the Sanford office should make all drafts and handle all collections covering all vegetable shipments. The method used now in handling part of them thru Orlando simply creates expense and causes confusion and doubles up on the work. It is my opinion that they should all be handled from Sanford.

"SUNNILAND" Brand:- We should endeavor to make this brand as popular on citrus fruits as it is on vegetables. I believe this can only be done by eliminating all crate material branded with the "Sunniland" brand. The "Sunniland" brand should be used only on labels, which should be applied to the package after it is packed. This is the only method by which we could anywhere near control the correct branding of the vegetables. Each packing house having the finest fruit in the boxes with the "Sunniland" labels should have the sides of the box printed with "Florida Oranges and Grapefruit", "Chase & Company", or some other suitable wording. The various local brands such as now used, the "Prince of Orange", "Auburndale Aristocrat", "Cluster" etc. could be used on the fruit packed in the various houses which is not up to the "Sunniland" quality. By using this method each house would retain an individual brand for the bulk of the fruit, also it would eliminate the branding of all fruit which is not strictly first grade with one brand, such as is now done by the Diamond brand. The trade soon learns to know that the Diamond brand oranges and grapefruit are not the best, and are therefore considered second grade. According to Mr. Richards the trade thru the south consider the Diamond brand the same as the Pioneer, Magnet or Pyramid.

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If the same methods or practices in selling celery could be applied to the citrus fruits it might work out to an advantage. Mr. Wiggins uses as many markets as possible and the celery washer or dealer who has the largest and best outlet for celery. He takes care of these customers first when the market is good and keeps them as regularly supplied as possible. When the market begins to go off he calls on them for assistance in handling cars rolling in their direction on some sort of basis, or to sell cars in that territory outright. In other words he makes each celery dealer a kind of a broker. In this way he has received many helpful criticisms as to grade and pack. The average broker very seldom passes on any helpful criticism. When the market is bad and glutted he is almost as helpless at his end of the line as we are down here.

These are just a few of the matters I have been thinking about considerably of late and I hope some of the suggestions contained in the above may be helpful.

Yours very truly,

RC.

RC:HMR

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