

CHASE & COMPANY

GROWERS' MARKETING AGENTS
PACKERS AND SHIPPERS

FLORIDA FRUITS AND VEGETABLES

SANFORD, FLORIDA

March 17, 1928.

WJL
3/19/28

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

Dear Josh:

I am enclosing carbon copy of letter I am writing to W. J. Lee, with reference to the last clause in a mimeograph circular letter he sent out to All Florida Agents.

I think it is a mighty dangerous proposition to pass out such a circular letter as this instructing agents to make use of libelous information, which may or may not be based on facts, against our competitors, until we know exactly how it stands.

I cannot see where the economy, or desirability, comes in to issue mimeograph bulletins when we only have about half a dozen agents to reach. Gestures of this kind do not appeal to me a bit.

I really think as long as Mr. Pratt is making a personal effort to round up new tonnage for the coming season that Mr. Lee, or any other member of the Orlando office force, should confer with Mr. Pratt before they release instructions which might be in direct conflict with some of Mr. Pratt's ideas, and offset some of the good work which he has already accomplished.

Yours very truly,

A. O. C.

Enclosure.
SOC:HMR.

DISTRIBUTORS
Sunkist
TRADE MARK
FRUITS AND VEGETABLES

March 17, 1928.

Mr. W. J. Lee,
c/o Chase & Co.,
Orlando, Fla.

Dear Sir:-

Referring to your circular letter of the 16th, with reference to contract turned in by Wm. Vogt. The last paragraph of this circular letter refers to mailing each of our District Agents a copy of the Tri-City Times of March 9.

It is alright to have this paper mailed to the District Agents, but in my judgment it is not alright to instruct them to carry the paper around with them and show it to any interested parties. Until we know more about the Exchange side of this attack I would be very careful in instructing our Agents as to how to handle themselves with regard to the article which appears in the Tri-City Times.

This morning's Orlando paper carried a dispatch article to the effect that there is a suit now instituted against the Tri-City Times, as well as McCoy, account of the article referred to above.

Chase & Company never have used methods of this kind to get business, and we don't want to start it now, so I would immediately cancel the instructions given in the last paragraph of your circular letter.

As a matter of fact the writer cannot see any necessity of issueing a mimeograph letter to our Florida Agents when they can all be covered by a circular letter at less expense to the Company. If we had a hundred or so agents it would be different.

Yours very truly,

SOC:HMR.

CARLOT DISTRIBUTORS
CITRUS FRUITS AND VEGETABLES
ORLANDO, FLORIDA

March 16, 1928.

TO ALL FLORIDA AGENTS:

Gentlemen:-

This morning we are in receipt of a letter from Mr. Will Vogt, District Agent at Frostproof, enclosing a straight marketing contract for next year covering the Wm. Walker Grove. This grove consists of 20 acres, and while the trees are young, should carry about 2000 boxes next year.

This business was secured on the merits of Chase & Company as marketing agent and did not involve any loan or advance. This is desirable business.

If there are any growers in your district who are dissatisfied with a competitive marketing organization, whether it be cooperative or private, now is the time to get them pried loose. There are certain contracts that the Exchange has in effect which provide that if not cancelled by May 1st, they automatically bind for another year. You should call the attention of any dissatisfied growers to this situation and see that they file their withdrawal at an early date.

Under separate cover we are mailing each of our district agents a copy of the Tri-City Times of March 9th, with a marked article on the front page. You can carry this around with you as talking material and show it to any interested parties. It looks like pretty hot stuff!

Yours very truly,

CHASE & COMPANY,

W. J. Lee.

WJL:H