## VOLUME III.



OPERATOR-MINER MEETING IS CALLED IN WASHINGTON CONGRESS TO TAKE A HAND
Conference is Called for PRESIDENT IS
Monday, April PRE Monday, April 10th
HANDS OFF POLICY


## CHAMBER OF COMMERCE SECURES NEW WHOLSALE CONCERN FOR THIS CITY

| CHAUTAUQUA YESTERDAY | Southern Drug Co. Locate Branch Here |
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## FRUITS

and vegetables

## Courlesy and Prompt Se

DEANE TURNER

## Blue Coose <br> "The Premium $\mathscr{A}$ Marketing Agency For Sanford Celery and Peppers"

The BLUE GOOSE went over the top last week with one hundred and five cars of celery, and advanced the price one dollar in one week

After due consideration of all of the factors involved, we concluded that the growers were entitled to higher prices than they were getting; and we took steps to remedy the situation. The plan was to arrange to ship at least $75 \%$ of the best blocks of celery in the district under the BLUE GOOSE LABEL and then advance the market.

During the week of March 20th, the necessary tonnare was secured and the campaign for higher prices was started at the end of that week.

## Remember

That we have representatives in over one hundred and sixty markets, and each of these work the outlying towns in his particular district, making a total of over 2,500 markets in which BLUE GOOSE products are sold. This gives us a tremendous selling power, and explains why we are able to obtain the "HIGH DOLLAR" for Sanford Celery and Peppers.

When we were ready to go, we told the American Fruit Growers representatives what the price was to be from day to day, and they went out and got it.

On Saturday, March 25th, Celery was selling at $\$ 2.50$ f. o. b.
Our schedule of prices for the week beginning, March 27 th was as follows:

| MONDAY | \$2.75 F. O. B. |
| :---: | :---: |
| TUESDAY | $2.75 \mathrm{~F} .0 . \mathrm{B}$. |
| WEDNESDAY | 3.00 F. O. B. |
| THURSDAY | $3.25 \mathrm{~F} .0 . \mathrm{I}$. |
| FRIDAY | 3.50 F. O. B. |
| SATURDAY | -3.50 F. O. B. |

This is an advance of exactly $\$ 1.00$ in one week from Saturday to Saturday, and the BLUE GOOSE did it. On Saturdaynight, April 1st every car of BLUE GOOSE Celery was sold. On Monday and Tuesday the market on BLUE GOOSE Celery was $\$ 3.75 \mathrm{f} . \mathrm{o} . \mathrm{b}$. but we will not attempt to forecast the market for the remainder of the week.

Don't you think it would be to your advantage to consult the American Fruit Growers before marketing your products.

## American Fruit Growers

INCORPORATED

## Sanford Division

SANFORD, FLORIDA
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