

1916

Tyler Grocery Co., Nooney & Co., Farmers' Produce Co., and United Produce Co.

September 22: Fire destroyed the plant of the Florida Cotton Oil Co., on the western edge of the city; loss \$85,000.

October 11-25: National rifle tournament at State Camp (Black Point).

December 1: Planing mill of the Gress Manufacturing Co., on McGirts Creek opposite Ortega, burned with a loss exceeding \$50,000.

December 5-9: Duval County fair.

Business Depression, 1914-16

The general business conditions just before the European war started in August, 1914, were such that the supply and demand of commodities contributing to the means of living were close together. The margin of profit in most lines was small and wages were likewise low, but in relation to both the purchasing power of a dollar was one hundred cents. This was the situation when Jacksonville in the spring of 1914, finding itself fully rebuilt, began to slow down in construction which resulted in considerable labor in the building trades being released and becoming idle. Then came the bursting of the bubble of paper speculation that had developed and attached itself to the legitimate activity of the rebuilding era. So there was already complaint of "hard times" in some quarters here before the World war broke out, but it was of a nature to gradually adjust itself, had it not been for the war.

The South with its large cotton crop on hand was immediately affected by the war; within a month firms and individuals everywhere were appealed to to "buy a bale of cotton and help the farmer out", and as a further aid it was recommended that all shipments so far as possible be made in cotton sacks. Florida was doubly affected, because her chief export business—naval stores, fertilizers, and to a certain extent lumber—practically ceased, and as Jacksonville was the principal export point for these the effect here was immediate and serious, for the curbing of these industries threw many people out of work. The question of providing for the