

SERIOUS THOUGHTS FOR CELERY GROWERS.

K. R. Murrell, president of the Sanford Celery Union, in a communication to the Sanford Herald, recently, called the attention of the celery growers of Sanford to some important matters for their consideration. Said Mr. Murrell:

"The Sanford Celery Union will be a factor in the marketing of the next crop, and we wish to be on record as no disturbing element, but for the good of all concerned. At a recent meeting of the union the crate question was discussed and the 10x20x24, our former standard, was adopted. We believe this crate to be the choice of the buying trade, and as we have no complaint as to its carrying by refrigeration, we feel satisfied with it, hence the action in making it our standard.

"Another important matter that should be looked after is the increase in the minimum load to Eastern markets. The minimum up to the present to Eastern markets has been 300 crates. I am informed that it has been increased to 350 by the railroads, which will work an unjust hardship on our growers. I beg to suggest that we get together at once and take the matter before the Interstate Commerce Commission, as this will mean many thousand dollars to growers of this community.

"I wish to call the attention of our people to the recent organizations of the citrus growers throughout the State. Though late in awakening to the actual necessity of organizing the growers on a sane business principle, they have at last taken a step in the right direction, which, if carried out, will make citrus growing once more profitable and pleasant.

"There never was a more truthful saying than, 'United we stand, divided we fall,' and it will apply to every branch of trade, yet it is so hard for farmers as a rule to realize it. I wish to go on record now, begging every farmer to connect himself with some one or another of the marketing agencies here, in order that we can get better distribution, and not glut any one market. It is our salvation.

"I wish to warn those who are contemplating large crops, on small capital, to diversify your crops. Don't overcrop yourself. Raise what you can look after as it should be safely. Raise fine stuff and not so much inferior stuff that is only fit for overloading the market, or hurting those that are striving to keep at the top. We have the finest lands in the world to grow almost anything that is fit to grow, so don't let it be said that for lack of a little horse sense any of us should fail to realize what rightfully belongs to us.

"The union is stronger than it ever was, notwithstanding it was predicted that it would go like others—to pieces. I see no reason why truck growers can't organize as well as any other class of people; they certainly need protection even more than any other class of producers, in that what we depend on is as a rule luxuries and not necessities. This being the case, does it not stand to reason that we need to put it within reach of the trade that demands our kind of produce? There are some important things that we should not overlook, but think of while we dig ditches and root's and sweat at fixing seed beds, etc."

TRAINED BUSINESS MEN.

The farmer is coming to be more of a business man than he was years ago. He has more grasp of business demands, and through the hard knocks received in marketing his products has had his wits so sharpened that he stands a good chance with the trained business man of the cities. But he should not expect to leave the plow and engage in the unequal contest of the marketing of large quantities of products without due preparation.

Only a few days ago the Cultivator received a letter from a section now forming a co-operative marketing association. This letter asked various questions as to details of packing a certain kind of fruit, etc., all entirely proper questions, but indicating a start in a line of co-operation which we believe, can only end in failure. When the producers raise their crops and pool their fruit, they have done the share for which their life time of training has fitted them. Their shrewdness should then impel them to secure equal skill in the line of marketing. That should be the motive for co-operation.

It must be admitted that many farmers look at the matter of marketing as of small consequence and one that any man with horse sense can attend to. This is true at times, but at others, far from it. If co-operative effort is to succeed it must have the benefit of shrewd marketing. The farmer often looks with distrust on the business man who demands a salary in excess of what the farmer knows he himself can earn, but ability must be paid for and it will give a good return on the investment. Bear in mind we say "ability." Often ability and business judgment is claimed, but the goods not delivered.—California Cultivator.

AVOCADO TO BE GIVEN ATTENTION BY THE GOVERNMENT.

An Important Crop to Be Produced in Certain Sections of Dade County.

With such an important crop as the avocado to be developed in this section, it will be of interest and importance to learn that the plans for the improvement of the fruit will still remain in the hands of P. J. Wester, who has been in charge of the sub-tropical station at Miami.

An authoritative statement comes from the Bureau of Plant Industry to this effect, and that the experimental projects of the garden are to be carried on as heretofore, except that the work in the more advanced stages will be carried on in co-operation with the growers, rather than centralized at one point.

It is believed by the department that the work in this way will prove more effective, and yield quicker results.

The improvement of the avocado, mango, guava, ananaceans and other tropical fruits will be in charge of Mr. Wester, with headquarters in Washington. He will be in Miami during the avocado season in connection with the work on this fruit, and it will be to the interest of all concerned in the production of the avocado to communicate with him in regard to seedling trees that are considered by the owner to have desirable fruits, valuable either for home use or for commercial purposes. The aim of this work is to produce varieties of good quality, prolonging the avocado season as much as possible.

Attention will also be paid to the guava this fall, the object being to produce a type suitable for the manufacture of jelly, and other varieties adaptable for canning purposes and as a dessert fruit.

These, as well as other tropical fruits, will be tested at the sub-tropical laboratory, and steps will be taken to propagate and disseminate sorts that are found to be valuable.—Miami Metropolis.

REMOVAL.

With the next issue of the Florida Fruit and Produce News its publication in Jacksonville will be discontinued. The following number, that of September 24, will be issued at Tampa. This is in pursuance of plans made some time ago, mention of which was made at the time.

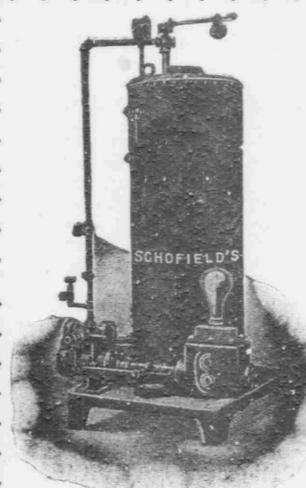
CHANGE OF EDITORS.

With this issue of the paper, Mr. Chas. R. Hardy severs his connection with it and takes editorial charge of a new paper, the first issue of which will appear next week. It will be called the Jacksonville Enterprise, conducted by Mr. Clarence Falk.

Mr. Ben H. Doster takes the place vacated by Mr. Hardy. Who is who in such matters is of little concern to the reader if he gets what is coming to him. This it will be the endeavor of the new man to give him.

THE advice contained in the full page advertisement on the opposite page is the garnered experience of a man of large opportunities. Having spent many years of his active life in the growing and marketing of citrus fruits he is familiar with every phase of the business. Orange growers may well rely on his judgment in this matter. His zeal and earnest desire to benefit the orange growers of Florida and to further the plan of the Florida Citrus Exchange has led him to insert the advertisement.

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