

# Second Biennial Report

of the

## Florida

# State Marketing

## Bureau

From July 1, 1919, to March 5, 1921

OFFICES: 416 and 417 St. James Building  
Jacksonville, Florida

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### DIRECTORS:

W. A. McRAE	- - - -	Tallahassee
J. L. SHEPARD	- - - -	Pomona
L. S. LIGHT	- - - -	Reddick
W. J. SINGLETARY	- -	Grand Ridge

L. M. RHODES  
Commissioner

MOSES FOLSOM  
Secretary



# SECOND BIENNIAL REPORT

OF

## Florida State Marketing Bureau

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REPORT OF HON. W. A. McRAE

Commissioner of Agriculture

To HON. CARY A. HARDEE, Governor of Florida:

I beg to submit for your consideration the second biennial report of the State Marketing Bureau:

With thirty-two State Marketing Bureaus already in existence and a dozen other state legislatures considering bills to create bureaus; with the question of marketing and distribution of farm products and necessities of life rising mountain high before the American public; and with constant demand from producers and consumers and even distributors for adjustment, assistance and solutions during these depressed, difficult conditions, I deem it unnecessary to make general argument in favor of a Marketing Bureau as one of the indispensable institutions of our State.

Florida markets are more at variance with staple marketing conditions than any other state in the Union. We have a greater variety of perishables, of stuff the grower must dispose of when ready, than any other state. We grow practically all the staples grown in other parts of the United States and many kinds of products that do not grow in the colder states. While most states produce nine-tenths of the time and market one-tenth, we have something to market every hour in the year. We average selling a carload of per-

ishables every eight minutes and when we add the staples and live stock to our sales we must get rid of ten carloads every hour in the year, or eight trainloads daily. The very nature of our many highly perishable products require rapid transit, quick sales and speedy service.

States that produce only staples as a money crop, that are non-perishable in quality and universal in use, can wait for market conditions and prices to adjust themselves, but not so with Florida. We sell no less than \$60,000,000 worth of products that will not wait. Florida agriculture is an endless chain. Our producers grow from 2 to 4 crops on the same land in the same year, marketing one to finance the production of another. Marketing therefore, is their most constant and difficult problem.

With farm, garden, grove, live stock, poultry and dairy products enough shipped out of Florida annually to load a solid freight train from Key West to Savannah, amounting in value to eighty odd millions of dollars, and farm and grove supplies amounting in total purchase price to scores of millions of dollars, there is great need for a Marketing Bureau and an abundance of work for it to do.

The Florida State Marketing Bureau began operations at a time when Europe was a human slaughter house, with America entering the red mist of the world's greatest tragedy, and handicapped from the start for lack of funds and sufficient help, starting like a ship in an uncharted sea, without a guide or compass.

But the faithful, patient and efficient Commissioner, with his splendid, though meager office force, and with the wise council and timely advice of the Executive Committee, has developed the Florida State Marketing Bureau to proportions far beyond my expectations. I was fully aware of the need for the work; I was convinced in the beginning that I had appointed the right man, but I did not expect so great a development in so short a time.

The report of the Commissioner shows the great variety of products handled by the Bureau. It also enumerates the multiplicity of duties performed by the Bureau.

I am well convinced that as an information bureau alone, in giving out particulars as to markets and marketing, that our Bureau is worth many times its cost.

As an agency for adjusting and collecting accounts it has been worth more to the farmers and shippers of the State than the entire appropriation; that as an advertising medium for Florida, sending as it has facts about the State and its production and resources into every state in the Union and twenty or more foreign countries, it has benefited the State much more than the amount of the appropriation.

Undoubtedly the "Want and For Sale" bulletin that goes to a large number of farmers, enabling them to buy from, sell to or exchange with each other, all kinds of products, implements, machinery, etc., is a convenience worth more than the Bureau costs the State.

The Bureau has supplied marketing quotations and marketing information to many of the daily and weekly papers of the State, in which work it has rendered an important service. General articles of the State's resources have also been prepared for home and outside publications.

In advice given, assistance rendered, and in real service to the thousands of producers in marketing products and buying farm supplies, amounting in value to many millions of dollars, it is hard to estimate the value of this service, but it is safe to say that it is many, many times the cost of the Bureau.

The Bureau has in every way sought to impress upon shippers the importance of uniform grading of products and the use of safe containers. There is a large annual loss because of breakage of packages, and a depreciation of contents because of a mixture of the good and bad, for example, it is known that a few rotting potatoes soon contaminate the whole barrel.

In support of this position let me quote from a statement of Dr. G. K. Link, pathologist of the United States Department of Agriculture, who said among other things:

“During the past season, one-third of all the tomatoes coming from Florida and other Southern growing sections were dumped from cars as unfit for food, as were 20 per cent of the peach crop and hundreds of carloads of watermelons. Corresponding damage claims arose from the orange and banana shipments and of truck products. These great losses did not fall upon the farmer alone, as they were passed onto the public through increases in the price of good fruits and vegetables.”

The food problem, in the last analysis, is the world's greatest problem, and always will be. The world's population is rapidly increasing. In two hundred years the European races have increased from 130,000,000 persons to more than 500,000,000. No large areas of fertile land, with suitable climatic and rainfall conditions are now available for cultivation. In a century the white man has spread over the temperate sections of all continents, and there is no more free land of value in countries where the white race can live in comfort and safety. Since the first census was taken the population of the United States has doubled 22 times. In the early days and up to recent years the country contained a majority of people engaged in food producing occupations. Now a majority of our population is found in manufacturing city centers, as consumers.

Farming is a hazard from the time the seed goes into the ground, with the risk of poor seed, which is either good or bad, flirts in turn with heat or cold, rain or drouth, bugs or disease, and wide fluctuation year by year in yields, quality and prices. Fluctuations in yields to a small degree may be controlled by proper cultivation, if the weather permits.

To have a hand in making prices for products, by the farmer, is not possible as long as he does it alone. By co-operation and combination he can do a great many things: He can sell collectively and buy collectively; he can get credit as a member of a responsible association; get lower freight rates by shipping in large quantities instead of in small lots individually; by creating storage facilities to make possible a better controlled distribution of food supplies; by owning in common, valuable machinery or high grade animals for service; and by standardizing the products of his community, and giving it a name and reputation.

Laws are not so much needed to control the cost of living and eliminate waste in marketing, as for the producing and consuming public to get together and work willingly for the common benefit. Laws may be necessary to enforce certain practices, but harmony must preface every attempt if any measure of success is to be attained. There must be more co-operation.

There are thousands of co-operative associations among the farmers of America, and they have largely profited when properly managed, of which examples are seen among the fruit growers of the Pacific Coast, the potato and peanut growers of Virginia, and the citrus growers of Florida, associated as the Citrus Exchange.

In Denmark and Holland and among various English colonies, the organized work of farmers plays a great part in the commercial as well as the agricultural life of the people. Far off New Zealand is able to ship farm products to America and compete in our markets through trading companies. Products are standardized and only the best shipped. The New Zealand Farmers' Co-operative Association of Canterbury, was organized in 1882 and now has a capital of \$7,299,750, did a business last year amounting to \$26,772,198, and has a membership of 9,818. The Farmers' Union Trading Company of Auckland, is only a few years old, but now has a capital of \$4,866,500 and is doing a monthly

business of about \$600,000. Its membership is 11,800. These associations handle practically everything that farmers need, from tractors, motor trucks, agricultural machinery, down to a paper of needles, as well as financing the farmers and handling their products to a large extent. They are heavy importers, importing a large portion of the goods handled. The Farmers' Union Trading Company at Auckland has opened an office in New York City to look after their interests, in charge of men who are familiar with American requirements. These men sell the eggs, butter, meats, etc., sent here from New Zealand, and buy what they think may be needed in their stores in the form of machinery, cotton goods, etc. By co-operating they are solving the problem of getting along in the world.

In conclusion let me say that the Florida State Marketing Bureau is no longer an experiment. It has become a necessity. It has woven its way into the very heart and life of Florida agriculture. It has already benefitted the State and rendered service to its citizens in ways too numerous to mention, and I earnestly and unhesitatingly recommend that the appropriation be increased to \$25,000, to enable it to widen its activities and meet the growing needs of our great State. The cost of the Bureau has been taken from fees received from feeds and fertilizer paid by the farmers and is not a general tax, being paid by those who are directly interested.

W. A. McRAE,  
Commissioner of Agriculture

## REPORT OF THE BOARD OF DIRECTORS

To HON. W. A. McRAE, Commissioner of Agriculture:

We herewith submit for your consideration our second biennial report as directors of the Florida State Marketing Bureau.

We believe that in proportion to funds and facilities available, that no Marketing Bureau in the United States has been more efficiently managed, made greater progress and achieved greater results. A summary of the work of the Bureau is clearly set forth in Commissioner Rhodes' report. We most heartily and sincerely approve of the splendid work done by the Commissioner and his associates and are gratified that the Bureau has rendered such valuable service to the State.

We recommend that the Legislature of 1921 amend Section 1, of Chapter 7315, General Laws of the State of Florida, Number 57, to read as follows:

Section 1. There is hereby created in the department of agriculture, a Marketing Bureau and shall be known as such. The office of State Marketing Commissioner is hereby established, and it shall be the duty of the Commissioner of Agriculture immediately upon the passage of this act and approval by the Governor to appoint a State Marketing Commissioner, who shall hold office from the time of his appointment until his successor is appointed and qualified unless removed by the Commissioner of Agriculture for cause, which must be the last ten days of December, 1917, or any two years thereafter, and shall assume the duties of the office on the first day of July following.

And Section 2, to read as follows:

Section 2. The State Marketing Commissioner shall receive the sum of \$3,600 per annum as his salary, and he shall be allowed actual traveling expenses in the discharge of the duties of the office, to be used at the discretion of the Commissioner, not to exceed \$2,000, said expenses to be set forth in itemized statement under oath to the Commissioner of Agriculture, and both

salary and traveling expenses shall be payable monthly out of the funds derived from the sale of fertilizer stamps in the same manner as other State officers are paid.

And Section 3, to read as follows:

The Marketing Commissioner shall have his headquarters and hold office in the city of Jacksonville, and upon the approval of the Commissioner of Agriculture may employ a clerk or clerks when necessary, but at no time may the expenses of the Marketing Commissioner exceed the sum of \$25,000 annually, and the sum of \$25,000 annually, or as much as is necessary is hereby appropriated out of the funds derived from the sale of fertilizer stamps to be paid in the same manner as all other State expenses are paid.

And Section 4, to read as follows:

Before entering upon the discharge of his duties as State Marketing Commissioner, he shall give bond in the sum of \$10,000 to the State of Florida, in some responsible indemnity company to be approved by the Secretary of State, conditioned that he will truly account for and apply all monies which may come into his hands in his official capacity, and that he will faithfully perform the duties enjoined on him by law, and that he shall take and subscribe the oath required under the Constitution of the State.

The increased volume of business requiring more help and greater expenses and in order that the Bureau may not be handicapped and may be more fully developed, these amendments to the law are vitally necessary.

Respectfully submitted,

J. W. SINGLETARY,  
J. L. SHEPARD,  
L. S. LIGHT.

**REPORT OF L. M. RHODES****Commissioner**

TO THE DIRECTORS OF THE FLORIDA STATE  
MARKETING BUREAU:

Gentlemen:

Marketing farm products is the greatest factor in the world's commerce and trade. The paramount source of Florida's income is from marketing farm and grove products. The gross wealth production of Florida is approximately \$200,000,000 per annum, and \$80,000,000 worth of this is sold as farm, grove, live stock, poultry and dairy products. We also import \$70,000,000 worth of farm, live stock, poultry and dairy products, making a business transaction in buying and selling these products alone of \$150,000,000 per annum. By unprofitably marketing this \$80,000,000 worth of products and by poor systems of purchasing this \$70,000,000 worth of supplies we could say the vitals of agriculture and horticulture and put our State on financial crutches in a few months.

Poor markets discourage production, cause the farmer to neglect his soil and abandon his farm, destroy his energy, eliminate his bank account, lessen his volume of credit, place him under mortgage and often make him a tenant. Marketing is an important question. We cannot consider it lightly for it reaches every nook and corner inhabited by men, and touches in some way every man, woman and child this side of heaven.

There is a deep seated and keenly felt dissatisfaction in practically all quarters on account of the apparently faulty and inadequate functioning of our present marketing system. Three groups are greatly concerned about the problem of marketing farm products:

The middle man claims that the producers do not standardize; that they do not use efficient methods in the marketing processes; that they do not co-operate

in order to sell their standardized produce in volume; that the consumer demands a service too expensive; that he buys in small quantities and demands a great variety; that he is frequently impatient and insists on quick service.

The consumers claim that discrimination, unfair practices, unjust profits, unfair prices, unnecessary middlemen, manipulation, speculation, hoarding, improper grading, inadequate facilities for storage and many other evils are responsible for the high cost of living.

The producers claim, and perhaps justly so, that there is too great a spread between them and consumers; that there are too many toll gates between the field and the factory or table; that there is a great duplication of service; that there is a great difference in the price received by the grower and the price paid by the ultimate consumer; at least they know that they have sold the 1920 crop from the farms of the United States at a loss of five or six billions of dollars, which is an average loss of from \$750 to \$900 per farm.

All three of these groups are looking to public institutions for a solution of the marketing problem, and the Florida State Market Bureau has endeavored to bring about a better understanding between all three of these classes and to help eliminate some of these difficulties by performing the following duties:

It has furnished information by telegraph and telephone, has issued bulletins, sent out "want and for sale" lists, furnished price quotations on printed sheets, typewritten letters, and by telegraph, has furnished shippers information concerning the financial rating and business reliability of commission men and other prospective buyers.

The Bureau has furnished the press of the State with timely articles on markets, marketing, shipping, packing and production, in fact everything affecting markets; has sent out speakers to meetings of farmers and commercial bodies to discuss marketing and

kindred problems; by furnishing market agents to visit points of shipment and instruct in grading, packing and shipping; has instructed managers of co-operative shipping associations when requested; has co-operated with industrial agents and others in instructing growers as to warehousing, kiln-drying and storing Florida products; has inspected cars for protection of the shippers of the State against fraudulent reports, and shipment from buyers to protect them against deterioration and damage in transit.

Has examined methods of commission men; has organized co-operative associations when requested to do so; has sold products shipped through the Bureau in any quantity, large or small; has located farm and grove supplies for farmers and quoted prices to them; has routed cars to market from any point to any point, directing sale and collecting and paying the shipper for shipment; has collected accounts placed in hands of the Bureau by shippers, and adjusted losses in transit; has brought buyers and sellers together by letter or wire and let them do the actual trading independent of the Bureau.

Has quoted prices to farmers on farm supplies and instructed them as to where they could be bought; has furnished information as to the amount of products grown in the State and the amount imported and exported; has furnished information about Florida to people in every state in the Union and a score of foreign countries.

Has co-operated with other State Marketing Bureaus by interchange of information, exchange of "Want and For Sale" lists, exchange of bulletins, exchange of telegraphic quotations when requested, by co-operation in inspection service; by co-operation in making consignments of shipments; by co-operation in making purchases in carlots; by co-operation in making collection of accounts; and co-operation with the Federal Bureau of Markets, by mutual exchange of all information whether printed or telegraphic.

Has given statistics as to size of crops planted, harvested, on hand, also products contained in cold storage and warehouses, enabling the producer to know what crops to plant or not to plant; has sent printed bulletins, published by the Bureau, to scores of libraries in the United States, Europe, Asia, South Africa, Australia and Canada; has answered numerous inquiries from home-seekers in various parts of the United States; and has built up a system of parcel post marketing.

The Bureau has found sales for and placed in the market in carlots, syrup, snapbeans, tomatoes, cucumbers, celery, lettuce, cabbage, watermelons, oranges, grapefruit, strawberries, peanuts, velvet beans, corn, seed cane, pears, Irish potatoes, dasheens, sweet potatoes, corn shucks, hay, moss, wood, waste paper, scrap iron, wood, chickens, turkeys, hogs, honey, cattle, sheep, goats, cotton seed meal, cured meats, canteloupes, broom corn, onions, rutabagas, turnips, and sold all these in small lots.

The Bureau has also sold limes, lemons, guavas, kumquats, tangerines, satsumas, grapefruit juice, peaches, figs, grapes, plums, apples, apricots, persimmons, eggplants, chufas, table peas, cow peas, English peas, seed corn, navy beans, lima beans, sorghum, sorghum seed, seed peanuts, geese, ducks, guineas, peafowls, guinea pigs, Belgian hares, milk goats, milk cows, horses, mules, Shetland ponies, squab pigeons, furs, dried fruit, beets, peppers, pepper plants, jellies, jams, preserves, marmalades, canned fruit, cotton, fresh meats, sausage, popcorn, squash, bees wax, bees, cauliflower, feathers, hog bristles, rice, lard, radishes, pumpkins, nursery stock, cabbage plants, strawberry plants, tomato plants, kudzu roots, celery plants, collard plants, collard seeds, potato plants, sunflower seed, seed rice, rape seed, ornamental plants, watermelon seed, muskmelon seed, seed oats, tobacco plants, turnip seed, soy beans, pecans, sweet clover seed, lespedeza seed, palmetto berries, ginseng roots, baby chicks, eggs,

hatching eggs, goose eggs, turkey eggs, duck eggs, avocados, rape vines, roselle or tree cranberries, kaffir corn, raspberries, cassava, bananas, okra, mangoes, sapodillas, pineapples, romaine, sugar apples, beet seed, carrots, castor beans, seed rye, tobacco.

The Bureau secured prices, quoted prices and bought for farmers and others: Corn, seed corn, hay, dairy feeds, all kinds of ground feeds, ashes, stable manure, lime, fertilizers, jacks, stallions, boars, bulls, brood sows, sheep, pure bred poultry, wire fencing, fence posts, work oxen, flour, salt, spraying material, potato barrels, seed potatoes, potato bags, celery crates, tomato crates, orange boxes, cabbage crates, chicken coops, egg cases, egg cartons, syrup cans, syrup barrels, syrup bottles, jelly glasses, bee gums, honey boxes, fruit jars, orange paper, butter paper, sausage cartons, strawberry crates, roofing, nails, tile, irrigation pipe, raspberry plants, incubators, brooders, Napier grass roots, tankage, beggarweed seed, Rhodes' grass seed, millet seed, white-fly fungus, building paper, poultry feed, etc.

The Bureau has bought, sold or exchanged: Trucks, mowers, spraying machines, potato diggers, corn planters, plows, saws, wagons, gasoline engines, saw mills, grain mills, grove harrows, disc harrows, rice hullers, feed mills, cane mills, cream testers, cream separators, tractors, wind-mills, tower tanks, disc plows, pumps, meat grinders, cultivators, boilers, syrup bottles, syrup kettles, engines, gins, motor boats, stalk cutters, acetylene plants, log trucks, trailers, fencing machines, stump pullers, wood sawing machines, hay balers, irrigation plants, harness, pea hullers, Spaulding's deep tillage plows, bean and pea drills, cotton planters, fertilizer distributors, automobiles, Victrolas, guns, pianos, violins, automobile repairs, stoves, peanut threshers, middle busters, hay rakes, corn cob grinders, feed cutters, ditching machines, potato planters, ensilage cutters, hog oilers, smudge pots, chandeliers, tents and camping outfits, gates, doors, window sash, lumber, etc.

The Bureau received hundreds of letters and telegrams from parties living in various parts of the State showing their appreciation of the service of the Bureau. We give a few quotations below:

Lake Butler, Fla., Feb. 16, 1921.

Mr. L. M. Rhodes,  
Commissioner of Markets,  
Jacksonville, Florida.

My Dear Sir:

I am writing to you to say that I am well pleased with the service of the Bureau of Markets. You have been instrumental in the sale of different products at considerable saving in money, also the information obtained through you office enables me to determine the present value of what I have to sell. Such knowledge is hard to get elsewhere.

Hope the next Legislature will continue the office and enlarge its powers.

Yours very truly,  
O. L. MIZELL

Green Cove Springs, Fla., Feb. 15, 1921.

State Marketing Bureau,  
417 St. James Building,  
Jacksonville, Florida.

Gentlemen:

The Marketing Bureau has been worth more to me in the way of advertising that all the daily papers that I have advertised in. Have received much better results. I am out of plants at present, but will have spring plants to offer soon and will be glad to have my name again on your list.

Thanking you for all past favors,

Yours respectfully,  
W. C. POST

Hastings, Fla., Feb. 16, 1921.

State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

As a combination business man, farmer and merchant, your Bureau of Markets is worth more to me, and I believe to the farmers of the State, than any other department in the State government.

As a farmer I find that any product I have for sale finds ready market through your department, and as a merchant, when in need of pecans, watermelons, strawberries or any other Florida product I have only to drop you a line to find what I want. The sooner the farmers of the entire State make use of your bureau the more prosperous they will be. The sooner we can eliminate the waste between the producer and consumer the better conditions will be for all concerned.

Hoping that the next legislature will greatly increase your appropriation and enlarge your powers, I am,

Very truly,  
E. H. DOWDY

Starke, Fla., June 28, 1920.

State Market Bureau,  
Jacksonville, Florida.  
Gentlemen:

I am writing to thank you for the collection of \$30 for me for cabbage I had sold. I had about given it up as a clear loss.

Yours and oblige,  
FRED HUME

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Blanton, Fla., June 2, 1921.

State Market Bureau,  
Jacksonville, Florida.

Dear Sirs:

The mixed car of beans and Irish potatoes you sold in Philadelphia for us brought \$223.20 more for the beans and \$79 more for the potatoes than we were offered by commission men.

Thank you.

BLANTON GROWERS' CLUB

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Marianna, Fla., Feb. 14, 1921.

Mr. L. M. Rhodes,  
Jacksonville, Florida.

Dear Mr. Rhodes:

I wish to compliment you on the work of the Bureau. I have used the Bureau from time to time for the last three years. I have found it a live, responsible and efficient marketing agency.

I think you have done great work, and hope to see it continued.

Yours very truly,  
JAS. H. FINCH

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Regina, Saskatchewan, Canada, Nov. 28, 1920.

Mr. L. M. Rhodes,  
Jacksonville, Florida.

Dear Mr. Rhodes:

I thank you for the information you gave me about Florida and her resources, also the marketing information I asked for. The cold winters here are turning a lot of our people toward your State.

Yours very truly,  
W. H. THOMPSON

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Wauchula, Fla., Feb. 5, 1921.

Florida State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

I appreciate the valuable services you are rendering and I hope the legislature will remove all handicaps, you have been forced to labor under by sufficiently increasing the appropriation.

Wishing you success, I am,

Very truly  
J. S. BLACKET,  
Box 264.

Aucilla, Fla., Feb. 1, 1921.

Florida State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

Checks received. Many thanks. I appreciate the bulletin and am sending ads for next issue. It will be a great mistake if the legislature does not greatly increase your appropriation.

Yours,  
R. L. GRIFFISS

Baldwin, Fla., Jan. 22, 1921.

Florida State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

The Bureau has been a great convenience and money-saver to me during the last three years. I appreciate your valuable assistance in selling my figs, peaches, eggplant, hens, eggs and other farm products and collecting some apparently dead accounts, and advertisements in the bulletin. As a taxpayer I am in favor of ample funds for your department.

Sincerely,  
JAMES H. WELLS

Hilliard, Fla., Jan. 6, 1921.

State Marketing Bureau,  
Jacksonville, Florida.

Dear Sirs:

You have helped me wonderfully. Your Bureau is worth five times as much to the poultrymen alone as it cost the State, and must be liberally supported.

E. B. SMITH,  
Dealer in White Leghorns Exclusively.

Ocala, Fla., Nov. 13, 1920.

State Market Bureau,  
Jacksonville, Florida.

Gentlemen:

I thank you for collecting for those two shipments of sweet potatoes. Such service as this is certainly a great help to the farmers of Florida.

Yours truly,  
PARKER PAINTER

Lake Helen, Fla. Oct. 8, 1920.

Mr. L. M. Rhodes,  
Jacksonville, Florida.

Dear Sir:

We were well pleased with the melon sales, and the way you conducted business and your promptness in remitting for all sales.

I offered the two cars for \$500, he did not take them. I rolled them to you and they brought us \$591.37 net.

Very truly yours,  
J. P. MACE & SON

Verna, Fla., Dec. 29, 1919.

Mr. L. M. Rhodes,  
Jacksonville, Florida.

Dear Sir:

It would be impossible to roughly estimate the amount of business done through your bulletin. I do know I have derived great benefit from it and want to see it continued.

Yours truly,

L. L. RILEY

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Lady Lake, Fla., Feb. 24, 1920.

Mr. L. M. Rhodes,  
Jacksonville, Florida.

Dear Sir:

I must hand it to your bulletin for getting results. I hope we will never be without it.

Respectfully,

HENRY L. KAUNE

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Upcohall, Lee County, Fla., Dec. 22, 1919.

Hon. L. M. Rhodes,  
Jacksonville, Florida.

Dear Sir:

I am glad to commend the For Sale, Want and Exchange Bulletin. It is very useful, brings immediate results, fills a long felt want. May it long continue.

Yours truly,

DR. J. B. BLANCHET

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Institut International D'Agriculture, Bureau Des Institutions, Economiques et Sociales, Rome, Italy, Jan. 28, 1920.

Commissioner Florida State Market Bureau,

Dear Sir:

I am obliged to you for sending me the report of your Bureau and other literature about Florida, which I requested you to send me. Many people on this side of the Atlantic are deeply interested in your wonderful State.

SANLUIER,

General Secretary.

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Melbourne, Fla., June 3, 1920.

State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

On May 27th, you advertised for me in your bulletin, 21 Jersey cows, 23 calves, \$2,000; one team mules, \$400; farm machinery, \$600; automobile, \$425. All sold satisfactorily in a week through your want and for sale ads, in Bulletin. Good work and much appreciated.

Yours truly,

R. WENZEL

Wellborn, Fla., July, 8, 1920.

State Marketing Bureau,  
Jacksonville, Florida.

Dear Sirs:

We enclose bill of lading for another car melons; only offered \$75 here. Your notice of sales of two cars satisfactory. Accept our thanks. This places us \$175 to the good over offer here.

Yours truly,

A. W. McLEARAN CO.

A. W. McLearn

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Plant City, Fla., June 12, 1919.

State Market Bureau,  
Jacksonville, Florida.

Dear Sirs:

Through the information you gave me I sold the three cars of melons at fair price. No satisfactory offer here. Will load another car Monday. Will call on you for help.

Yours truly,

H. B. WORDEHOFF

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Alachua, Fla., July 9, 1920.

State Market Bureau,  
Jacksonville, Florida.

Dear Sirs:

Am shipping you car of melons. You have done fine with cars already sold. Will send another car tomorrow.

Thanking you, I am,

Yours truly,

T. L. WEEKS

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Riverdale, Fla., April 14, 1920.

Mr. L. M. Rhodes,  
Jacksonville, Florida.

Dear Sir:

I appreciate very much the work of the Bureau, collecting bad accounts for me and selling products for me that gave me much worry until I took advantage of your department.

Yours very truly,

MRS. A. L. GIBBS

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Atlanta, Ga., Oct. 17, 1919.

Florida State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

We enclose herewith check for \$13.00 for L. S. Light, of Reddick, Florida, which you requested us to collect for you. Glad to co-operate with you in collecting and adjusting doubtful accounts.

Yours very truly,

GEORGIA STATE MARKET BUREAU,

L. B. Jackson, Director.

Bunnell, Fla., July 10, 1919.

State Market Bureau,  
Jacksonville, Florida.

Dear Sirs:

The Florida State Marketing Bureau is a great convenience to us and renders valuable service. It certainly has many friends in this county.

Thanking you for past favors, I am,

Sincerely yours,

HENRY SALYARDS

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Beachurst Place, Hilliard, Fla., July 27, 1919.

State Market Bureau,  
Jacksonville, Florida.

Gentlemen:

Our claims, which we turned over to you for collection, have all been paid in full.

We thank you for your assistance.

Truly yours,

J. C. and H. F. BEACH

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Palatka, Fla., Feb. 14, 1921.

L. M. Rhodes,  
State Marketing Commissioner for Florida,  
Jacksonville, Florida.

My Dear Mr. Rhodes:

My conscience will not permit me to delay any longer an acknowledgment of the valuable service which you, or the Bureau under your control, rendered me, for the industry I am establishing in Putnam and St. Johns counties during the past six months.

When I called on you in August of last year the difficulty of procuring an appreciable tonnage of seed cane seemed to me insurmountable, the situation then was, where I had succeeded in inducing many farmers of both counties to provide a considerable acreage for cane planting in the fall, I found myself with totally inadequate seed for the purpose, and the manner in which you relieved the tension was a marvel in efficiency, for however you did it, I speedily commenced to receive inquiries and through your agency I came into touch with over 600 cane growers in the State, and needless to say all the seed I then needed, and now my dear Mr. Rhodes, I am coming back for some more for spring planting. More farmers are intending planting some, while some of those who already have cane planted are desiring to plant more. If possible however, I would like to get my supply along the East Coast Railroad, to save the enormous freightage which more than one railroad system entails. The variety I want are the "D74," Red Ribbon and the Purple Bourbon. I do not want the green or yellow varieties.

You see sir, that I venture now even to choose my cane, for I have been long enough in Florida to have learned of the wonderful efficiency of your organization, as I have since travelled almost every county in the State, and the ever constant consigning, "care of Marketing Bureau, Jacksonville," of shipments

of fruit and vegetables by small farmers from remote corners of every county is to my mind the most forceful or eloquent evidence of the value of your department, and how on earth you manage it with so niggardly an appropriation passes my comprehension. This wonderful Florida, its increasing productivity, demands and must amply justify the establishment of the largest Marketing Bureau in the Union. It does now possess the most efficient. I again thank you.

With highest personal regards, I am,

Ever yours,  
H. A. JOHNS,  
Vice President and Manager

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Ocala, Fla., Sept. 15, 1920.

Florida State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

Your favor of the 13th, containing draft for \$158.70, which claim I filed with you against railroad for overcharges on car of cabbage, received. I appreciate your efforts in this matter. I entertained very little hope of ever getting this claim. You have been of valuable service to me at other times. I want our next legislature to take good care of the Market Bureau.

Yours truly,  
J. M. MEFFERT

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Magnolia Farms, Florahome, Fla., Jan. 21, 1921.

State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

The Marketing Bureau is worth from \$300 to \$500 per annum to me. One year it saved me over \$1500, first, in securing good markets: second, in collecting bad debts.

Yours very truly,  
G. C. HARDY

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Dade City, Fla., Feb. 17, 1921.

Hon. L. M. Rhodes,  
State Marketing Commissioner,  
Jacksonville, Florida.

Dear Sir:

The farmers of Pasco county are indeed indebted to the State Marketing Bureau for the good and successful work the Bureau has done for them in the way of marketing farm products. Farmers in every section of Pasco county have marketed products through the State Marketing Bureau and are highly pleased with the success and results of its efforts.

Very truly yours,  
FRANK G. MERRIN

Miami, Fla., March 1, 1921.

Florida State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

I want to thank you for helping us to sell our products, through the Bulletin. It certainly is a help to farmers and I for one greatly appreciate it.

Sincerely,

MRS. EMMA SCHUARTZ,  
126 N. W. 6th Street.

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Plant City, Fla., Feb. 28, 1921.

State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

We are very much pleased with the splendid and efficient service you have rendered us in marketing strawberries and other products. It would be hard to estimate the very great benefit your Bureau is to the State.

Very sincerely yours,

R. M. ANDERSON, Manager,  
Plant City Growers' Association.

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Callahan, Fla., Feb. 23, 1921.

State Marketing Bureau,  
Jacksonville, Florida.

Gentlemen:

I am well pleased with the services of the State Market Bureau. It has been of great financial help to the farmers and by all means it should have every essential support. We cannot do without it.

Truly yours,

M. L. FOUTS

## FINANCIAL STATEMENT

### Expenditures State Marketing Bureau

July 1, 1919 to December 31, 1919

Salaries .....	\$6049.92
Traveling Expenses .....	501.48
Commissioner L. M. Rhodes.....	\$477.66
Board of Directors.....	23.82
Office Expense .....	1812.18
Stamps, 2nd class mail, automobile, type-writers, repairs, upkeep, water, towel supply, etc. ....	\$1208.29
Telegraph and Telephone.....	253.89
Rent .....	350.00
Equipment and Supplies.....	662.82
Multigraph, furniture, printing, paper, envelopes, ink, pencils, etc.	
	\$9026.40

These expenditures include credits from 1917 appropriation, vouchered in June 1919, on salaries, office expense and equipment.

January 1, 1920 to December 31, 1920

Salaries .....	\$9299.88
Traveling Expenses .....	1028.53
Commissioner L. M. Rhodes	
Office Expenses .....	2718.32
Stamps, 2nd class mail, automobile, type-writers, repairs, upkeep, water, towel supply, etc. ....	\$1708.70
Telegraph and Telephone.....	349.62
Rent .....	660.00
Equipment and Supplies.....	750.66
Multigraph, furniture, printing, paper, envelopes, ink, pencils, etc.	
	\$13,797.39

Credits for January, 1921. Salaries allowed from 1920 appropriation.

January 1, 1921 to March 5, 1921

Salaries .....	\$1549.98
Traveling Expenses .....	237.94
Commissioner L. M. Rhodes	
Office Expenses .....	600.46
Stamps, 2nd class mail, automobile, type-writers, repairs, upkeep, water, towel supply, etc. ....	\$244.10
Telegraph and Telephone.....	180.86
Rent .....	175.50
Equipment and Supplies.....	302.69
Multigraph, furniture, printing, paper, envelopes, ink, pencils, etc.	
	\$2,691.07

This is a summary of expenditures for periods named. Approved itemized bills and salary requisitions filed with Comptroller.

### In Conclusion

Within the next decade the farm, grove, truck, poultry, dairy and live stock products, sold by Florida producers will amount to not less than \$1,000,000,000; if the Market Bureau by efficient service can save just one per cent in helping to market this \$1,000,000,000 worth of products, it means a saving of \$10,000,000 to the State or \$1,000,000 per annum.

To do this I think it will require an appropriation of \$25,000 annually. I do not believe there is a shadow of a doubt that the Bureau can save more than this, but even at one per cent on the sales to say nothing about the hundreds of millions of supplies bought would mean a saving of 30 times as much as it would cost.

Our greatest industry, agriculture, must have untrammelled markets and economic freedom. Marketing farm products is both a national and an international problem and its difficulties cannot be removed instantly. It is to some extent a process of evolution.

The public at large grows more and more disgruntled as the facts are driven home, that the mere cost of distribution equals or even exceeds the cost of physical production.

Investigation revealed the fact that a Kansas farmer sold the wheat contained in a barrel of flour for \$8.37. The miller sold it for \$12.70, the baker sold it for \$58.70, and when served at a fashionable hotel its value had grown to \$587. A carload of poultry was shipped from Omaha to Chicago, dressed and returned to Omaha, after passing through 11 hands, each taking a toll or profit. Is it any wonder that the underpaid farmer and overcharged consumer are discontented, and that Secretary of Agriculture Meredith sounds a note of warning that the stability of agriculture in the United States is threatened unless farmers receive adequate returns for their products? Yet the fact remains that an article is not completely produced until it is where it can be used. Someone must as-

semble from all parts of the earth thousands of different products and make them available to a consuming public, must buy where there is a surplus, and sell where there is a scarcity. There is always a legitimate expense for this service, but it should be done with the greatest economy, the least waste and with the minimum spread between production and consumption.

Handling in various ways more than 300 different kinds of products and articles, amounting in value to many millions of dollars, most of them perishables, much of this produce grown, packed and shipped by inexperienced people, we expect difficulties in marketing. We know that all organizations, corporations, firms, companies, or individuals engaged in selling Florida products, have had difficulties and will continue to have them.

But with the funds and facilities available, we have done our best. We have shirked no task, neglected no duty, nor crouched before any difficulty. If we have made mistakes they have been unintentional ones. We have earnestly and faithfully endeavored to be perfectly fair with all and to help everyone in the strong desire to make Florida bigger and better.

Respectfully submitted,

L. M. RHODES,