

# NINTH BIENNIAL REPORT OF Florida State Marketing Bureau

---

## THE BUREAU STAFF

L. M. Rhodes .....	Commissioner
Neill Rhodes .....	Assistant Commissioner
S. W. Hiatt .....	Specialist Fruits and Vegetables
L. H. Lewis .....	Specialist, Live Stock and Field Crops
F. W. Risher .....	Specialist, Poultry and Dairy Products
F. H. Scruggs .....	Specialist, Market News
O. W. Cordero .....	Telegrapher
Effie L. Cureton .....	Stenographer
Edna Rosenkranz .....	Stenographer
Kathryn L. Vernon .....	Stenographer
Sara Wright .....	Stenographer
W. L. Jackson .....	Multigrapher
M. S. Knight .....	Clerk
Courtland Morgan .....	Assistant Multigrapher



STATE OF FLORIDA  
FLORIDA STATE MARKETING BUREAU  
204 St. James Building, Jacksonville, Florida  
Division of  
FLORIDA STATE DEPARTMENT OF AGRICULTURE  
Nathan Mayo, Commissioner

To His Excellency David Sholtz,  
Governor of Florida, and Chairman of the  
Agricultural Marketing Board,  
Tallahassee, Florida

Sir:—

In view of your many official duties and your time being more limited for the performance of these various important functions of office incident to the approaching session of the Florida Legislature, we feel that the Ninth Biennial Report of the Florida State Marketing Bureau and the Agricultural Marketing Board, of which you are a member, should be brief and specifically to the point. We realize that this is not the only report that will have your interest and attention, and we shall not impose upon your time by devoting a lot of unnecessary space to the lesser important activities of this department.

The Florida State Marketing Bureau was created as a division of the State Department of Agriculture by the Legislature of 1917. Among the first departments of its kind to be created, it began operations just four years after the Federal Bureau of Markets was established. The Bureau was a real pioneer in its field. It had to blaze the trail for there was no agency previously in existence whose policies, if advisable, could be followed or whose mistakes could be avoided. Reports made every two years since the establishment of this department have given a full accounting of our work. The department served the fruit and vegetable and the general agricultural industry of Florida during the war period and its aftermath, through the boom and the subsequent depression, and more recently has provided the necessary supplementary services under the New Deal policies of the nation.

During the initial pioneering stages of developing the Bureau policies and in our endeavor to determine the means of providing the best service, products in express and carlot volume were handled by the department. While at that time we did not consider that there was any more reason for a division of the State Department of Agriculture to itself handle directly shipments of products with the attendant responsibility resting upon the State Government than we considered the offices of the Attorney General of the State should handle the Law practice, or the Railroad Commission operate the transportation system, in competition with privately engaged enterprises of the State; still we felt that experience would more soundly demonstrate whether this was the safer course to follow. It might be said that the actual marketing of fruits and vegetables was then so efficiently handled by these offices that this feature itself was the best reason offered against dispensing with this type of service. Traffic details were handled and sales were made by thoroughly capable market agents of the department, and some of the more efficient members of the Bureau force of the early days are among its present personnel. The difficulties encountered and the mistakes made by similar departments in later years, operating in other States, thoroughly substantiated the soundness of the decision of this department to discontinue handling products in the department's name and responsibility, in competition with the agricultural industry of the State.

### Market News

Implying in the beginning that this report would be brief it will not be possible to mention more than a few of the major projects of the department. Let us take Market News for example: In due modesty the Commissioner of the Florida State Marketing Bureau and the Assistant Commissioner of the State Department of Agriculture drafted the bill that created the Federal Bureau of Markets. It was only natural that the Commissioner of the State Marketing Bureau be vitally interested in the services that such Bureau rendered. It was largely through his loyal cooperation that the southeastern circuit providing market news to Florida was made available. In beginning this service in Florida, the Bureau received direct from the larger cities condensed market information because the cost for a more complete service, under the existing facilities was prohibitive. Only a few commodities were included and

the distribution of the data was quite limited with only a dozen or so on the mailing list in the beginning, and no field stations. Without detail as to when and how special field reporting stations were established, let it suffice by saying that this season we have in effect in cooperation with the U. S. Department of Agriculture, a market news agreement whereby all important vegetables and citrus fruits shipped from Florida were reported.

A daily miscellaneous vegetable market bulletin issued from Jacksonville gives to every grower in the State that requests the service a complete report including shipments, passings, market prices and conditions of the Florida products on all the larger northern and central markets. This report in addition to fruit and vegetable data includes poultry and egg information on the Jacksonville and Tampa markets. F. O. B. cash track information for practically all the miscellaneous vegetables in Florida is included so that the growers in every section of the State not only know exactly what the product is worth f. o. b. cash track but also what on the same day the product is worth on the destination markets. Not only does this report go to more than 2,200 shippers each day from the Jacksonville office, but there is a special field reporting station conducted throughout the season at Sanford for reporting celery; at Hastings for potatoes; at Pompano and later at Belle Glade for beans and miscellaneous vegetables; at Plant City for strawberries; at Bradenton for celery and the Lower West Coast for vegetables; at Leesburg for watermelons; and there is a general citrus report issued throughout the season at Orlando which has provided indispensable service to citrus growers, shippers, buyers, distributors and the trade. Arrangements were made this season to issue a special daily report covering the Sanford State Wholesale Farmers Market, which gives the growers in the State f. o. b. prevailing market prices on all the miscellaneous vegetables.

There has, in addition to the above state-wide blanket market news service, been a special livestock market quotation service inaugurated, and each Tuesday and Friday a complete market report of hogs, cattle, etc., is issued from this office covering the important southeastern markets and Chicago. The poultry and egg producers have had available in the daily Press and also in the Jacksonville daily report since 1919 a daily egg and live poultry quotation service which has been used as a sales basis for 90 per cent of the eggs produced in Florida.

Beginning with only a brief report and with the whole

project in charge of only one representative, we now have some nine stations with two or more representatives at each station, not to mention two of the regular Bureau force maintained for issuing the Jacksonville daily report. There is no excuse for any grower or shipper of citrus fruit, vegetables, livestock or poultry products in the State not having available complete market information every day in the year—and a very fortunate part is that the service is provided absolutely free by the State and Federal Bureaus cooperating.

Incidentally, the Assistant Commissioner of the Bureau for three years worked upon a system of providing the Market News service to Florida growers and shippers free of cost, the expense and responsibility to be shared equally and alike by the State and Federal Departments, and finally such arrangement was accomplished. The Cooperative Agreement worked out by him with the U. S. Department of Agriculture has been taken as a standard in practically every State in the Union where this type of service is jointly conducted.

In passing we quote only a few letters received from fruit and vegetable producing sections of Florida, in connection with this feature of service:

Ft. Myers, Nov. 7, 1934—"Please place me on the mailing list to receive the daily market report Federal-State Market Service. I have planted sixty acres of vegetables and would like this service to enable me to market my produce on the most favorable markets."

West Palm Beach, Oct. 7, 1933—"Will you please favor the writer with a daily copy of Federal-State Marketing Service. Am a farmer in the Glades and this daily market report adds greatly to our knowledge of what and when to plant. Trust you will see fit to put me on your mailing list immediately."

Eustis, Oct. 20, 1933—"I wish to thank you for the promptness and thoroughness of the report on the rhubarb market. This is just the dope we needed to work on. I am glad to be able to compliment you on the organization and operation of your bureau. As we are about to begin to produce a fair quantity of citrus fruit, we would like to get on your mailing list."

Vero Beach, Feb. 20, 1934—"I want to thank you for the bulletin as it keeps me posted on markets. I have made good out of beans this year and the market news has helped me so much to make good and not get beat in prices. Thanking you again your entire force and hope to call on you this summer."

Pahokee, Dec. 1, 1934—"Please discontinue my daily wire. Thanks for excellent service."

Wauchula, Dec. 1, 1934—"Kindly discontinue mailing me daily telegraphic report on cuke movement. Thanking you for your prompt and efficient service during the past season, I remain."

So much for this one project,—MARKET NEWS.

### Inspection Service

Realizing that one of the greatest needs of the Florida fruit and vegetable industry was information of standards grades under which these products could move and by which they could be sold, and to encourage grade work, a shipping point inspection service was inaugurated in cooperation with the U. S. Department of Agriculture. In the final sense, Federal-State grade or condition inspection at shipping point is fundamentally grade work. Inspection substantiates merits proclaimed for products in arranging sales, advertising, or otherwise. Inspection provides an impartial, disinterested means of adjusting disputes between shippers and receivers and a fair basis for settling transportation claims. The evidence given in certificates affords a concrete and tangible basis in making sales, since it provides the shipper with more certainty in the merit and quality of his product and gives the buyer more confidence and assurance in making f. o. b. purchases. It aids the shipper in intelligently bargaining with the buyer and protects him in instances of unwarranted complaints or rejections.

It was several years, however, before this project could be put into operation and in the 1922-23 season 162 cars were inspected at shipping point in Florida. The whole story of development in this project is well illustrated by comparing the carlot equivalent shipment inspections in the 1933-34 season of 57,977 cars, with the 162 cars inspected in 1922-23. Beginning with only one inspector in the 1922-23 season, the service has developed until last season it required a personnel of about 250 to handle this very important work.

So much for the Inspection Service.

### The Exchange Bulletin

Considering the state-wide use and appreciation, particularly on the part of the poor individual farmer, or many times the widow, a service of great importance is that

provided by the For Sale, Want and Exchange Bulletin. While in the early days of the Bureau the usual farm products were handled direct, our help was requested in placing a number of articles used in agricultural pursuits for which there was not such ready immediate sale as there was for a fruit or vegetable—for instance, such items as farm implements and machinery, poultry, livestock for breeding purposes, seeds and plants, and miscellaneous items too numerous to mention. A for sale, exchange or swapping sheet was developed to meet these requirements and to serve as a medium through which disposition of such articles could be placed to advantage. The Bulletin was at first mailed to only a few persons and no special effort has been made to enlarge the mailing list for the Bulletin. In fact its mailing list has been circularized so that in the interest of economy no Bulletin would be sent except to personally interested parties. The Bulletin, which is distributed twice each month, goes to some 25,000 Florida farmers and growers over the entire State. The editorial page is devoted each issue to a live agricultural topic, giving information to the grower that he otherwise is unable to get. The volume of sales, important as it is, is probably of no more importance than the prevailing value basis that is made generally known therein by the listing of hundreds of items of all kinds of farm products or various articles no longer needed. With such price information the farmer having these offerings for sale or needing to buy them, can more intelligently buy or sell them. Although the Bulletin is not generally considered by any means the most important service the Bureau renders, as proof of its help and of the appreciation on the part of its many readers, we are taking the liberty of quoting a few letters sent in—every communication voluntary—since our last Biennial Report was submitted to you.

Orlando, Feb. 28, 1933—"Your Bulletin is one of the most valuable publications in the U. S. today, without a doubt, and hope it will continue."

Mascotte, May 23, 1934—"Have your letter of the 24th inst. in reference to ——. Received same mail remittance from —, which is prompt service and I sure do thank you. We farmers find your Bureau the best thing yet put over in the way of marketing, for the farmer, and should a short-sighted future legislature attempt to destroy or curtail your office, be sure to let us farmers know about it so that we can back you in keeping our State Marketing Bureau."

Miami, Apr. 26, 1934—"I have received more than 100 replies to the advertisement and consider that I am under obligations to the State Marketing Bureau. I have picked out several propositions, and thanks to the S. M. B., expect to get a farm with which I will be well suited."

Altamonte Springs, Dec. 13, 1933—"Your publication has been of great help in marketing my gladiolus bulbs these hard times and I appreciate your service very much."

Wauchula, Sept. 25, 1933—"Through your efforts I believe I have located the sheep that I wanted. I want you to know how much I appreciate the services you have rendered me."

Weirsdale, July 3, 1933—"Please find my application for the continuation of your Bulletin. I think this is a grand little paper and a great help to the farmers. I use it quite often and get lots of sales. In fact, I always sell my crop of honey through the Bulletin. So please continue to send it to me. Also please put the enclosed notice in your paper for July 15th."

New Smyrna, June 21, 1933—"I am returning slip requesting that my name be continued on your mailing list for the Bulletin. This has been helpful to me in operating my farm and I have made several advantageous trades as a result of my receiving it. I sincerely hope it will not become necessary for you to curtail it, nor the service rendered thereby."

Miami Beach, Sept. 10, 1934—"I have known your father for a great many years in which time he has and is still doing wonderful work for the State and I want to congratulate you on your article in the Bulletin on 'Courtesy'. This article should be put in pamphlet form and distributed amongst the business houses."

Mt. Dora, Aug. 22, 1934—"You have recently placed in the marketing circular some items for me which have met with fine results. I on yesterday sold 20 hives of bees and some used equipment and last week sold some used bee extracting machinery, also from a want ad in your bulletin secured some good plants and shrubbery. I think you are doing a fine thing for the people of the State in this bulletin and I wanted to tell you so. It is certainly an outlet for things you raise and want to dispose of—sell or swap."

Brooksville, June 27, 1934—"I want to let you know that you and the market bulletin are filling a big place in the State. We just want to tell you that we appreciate it very much. Please insert the following ad in the next issue of market bulletin."

O'Fallon, Mo., Jan. 29, 1935—"We appreciated getting the January copies of the For Sale, Want and Exchange Bulletin and as you

offered, would enjoy getting it regularly. We find your state far in advance in its services to its people to many other States and we are hopeful of being one of Florida's citizens whenever we can be so situated as to be self-supporting there and not a burden to the State."

Cantonment, Sept. 23, 1934—"Your editorial entitled 'Courtesy' pleased me very much. It was just such a declaration of policy which I would have expected from the Florida State Marketing Bureau. I have lived in Florida only two years, but I learned of the Bureau soon after getting settled, and have had numerous occasions to write for information. On each occasion I have received the data I desired. And in several instances it has been information which required special attention and which in many public institutions would have brought back some 'buck passing' reply that it was not properly in your department. The Florida State Marketing Bureau is undoubtedly of immense benefit to those who make use of its services. And without doubt there are many individuals and groups who could improve their lot by means of information obtainable through such a reliable source. There are undoubtedly times when you may wonder if your policies are appreciated. For one I can tell you that they are. Keep up the good work."

Groveland, June 26, 1933—"I appreciate the bulletin and hope to receive same and that it will not be discontinued. Think work of Florida State Market Bureau is great help to citrus and Florida farmers in general."

Orlando, July 6, 1933—"Will you please continue my name on your mailing list for the For Sale, Want and Exchange Bulletin. This service has been of the utmost value to me in selling my produce and buying the things I needed and exchanged. And I want you to know that I for one appreciate the service to the people of Florida that you are giving them."

St. Augustine, July 26, 1933—"Will you please place my name back on your mailing list to receive the Exchange Bulletin again. I have neglected writing you through press of other things and wish now to say that I have had wonderful success in my use of the Bulletin both as an advertiser and a buyer and feel that I cannot do without it. I surely hope that nothing will prevent the continued publishing of the Exchange Bulletin as I feel it is a very great need for the agricultural business of the State."

Ocala, July 2, 1933—"I think that the Bulletin is a great help to the farmers as it gives prices of all farm products and stock. It gives them a good idea what to ask for poultry, stock and all farm produce."

Palatka, June 23, 1933—"I do not wish to miss a single issue as this Bulletin is the farmers friend and has saved me many dollars and I am selling much of my surplus produce by watching your 'Wanted' list. Some of my neighbors use my copy. I enclose a little advt."

Fort Meade, June 5, 1933—"Best paper in the State, just great."

Davenport, June 19, 1933—"I think this one of the best services the State renders to its people. Most efficient, successful, practical and courteous."

No further comment will be made on the For Sale, Want and Exchange Bulletin.

### Specific Services Performed by the Bureau

In mentioning some of these major projects, it is nothing less than fair that the personnel responsible for these achievements be mentioned. The Bureau force, beginning in 1917 with the Commissioner and his assistant, has today in the Jacksonville office alone fourteen employees. The official personnel consists of the Commissioner, the Assistant Commissioner, and trained, experienced, practical Marketing Specialists in the following lines: Fruit and Vegetables; Livestock and Field Crops; Dairy and Poultry Products; Market News. The duties of these Marketing Specialists are performed very largely in the field to personally contact growers and shippers and help them with grading, packing, processing, assembling, loading, shipping, and selling the many diversified farm products of the State. The records of these Specialists speak for themselves. Every one of the above named Specialists is outstanding and in due modesty it must be admitted that several of them have gained national prominence by the excellent work they have accomplished. Without burdening you with detail of the services of each of these Specialists, may we present the following brief resume of the activities of the Florida State Marketing Bureau from July 1, 1933, to February 1, 1935:

The Bureau gave special marketing advice on 15,560 cars of produce valued at \$10,573,960; and in less than carlots, produce valued at \$3,567,982.

Assisted in selling the equivalent of 2,437 cars of livestock for slaughter, breeding and feed purposes; and poultry, eggs, wool, peanuts, syrup, etc., valued at \$1,713,210. Assisted in selling an additional volume of the above named

products at 558 cooperative sales, 1030 carlot equivalents valued at \$1,084,598.

Assisted in finding markets for honey, ferns, moss, seeds, plants, hides, furs, berries, medicinal plants, etc., having a total value of \$28,843.

Assisted in the marketing and distribution of 27,229 range cattle, 436 pure bred bulls, 380 dairy cows, 648 sheep for breeding purposes, with a total value of \$293,100.

Made market news available over 9 different stations on the agricultural products of the state, sending out approximately 16,000,000 words in market news messages, which has affected the sale of approximately \$150,000,000 worth of products.

Furnished Federal-State Shipping Point Inspection on 119,431 cars.

Sold, exchanged or bought through the For Sale, Want and Exchange Bulletin agricultural produce, farm implements, etc., valued at approximately \$5,440,000.

Collected claims for 647 shippers amounting to \$67,441.44. Gave complete information for filing claims under the Federal PAC and Produce Agency Acts to 242 shippers.

Supplied lists of dealers to 10,583 vegetable, melon, poultry, honey, berry, bulb, egg, fish, moss, frog, medicinal herb shippers. Advised 480 shippers as to reliability of dealers and commission men.

Made special reports on freeze damage to 750 inquirers, not including press reports.

Gave instructions and assistance to farmers desiring loans to the amount of \$1,750,000.

Helped to restore the Federal market news service when discontinued in 1933, securing an appropriation of \$900,000.

Assisted in the organization of 6 cooperative associations. Gave special market reports to 263 shippers.

Advised 885 farmers where breeding and feeding stock, feed, seeds, plants, containers, fertilizers, and poultry and eggs for breeding purposes could be purchased.

At the request of the Agricultural Adjustment Administration, held hearings on marketing agreements, and assisted in formulating codes and agreements.

Arranged with the Bureau of Agricultural Economics at Washington for grading and candling eggs in Florida.

Assisted Governor Sholtz in putting on and managing the Food Products Weeks in the early part of 1934.

Assisted in establishing the State Wholesale Farmers Market at Sanford, Florida.

Put on booth for the Marketing Bureau and the Agricul-

tural Department at the Orange Festival at Winter Haven, and the South Florida Fair at Tampa.

In performing these and other duties too numerous to mention in this report, the Commissioner and three Marketing Specialists traveled more than 152,582 miles, were present at 423 meetings attended by 47,262 people. And the Commissioner, Assistant Commissioner, four Marketing Specialists and Supervisor of Inspection took part in 4041 marketing conferences attended by 17,831 growers and shippers.

Commissioner Rhodes has presented for the fruit and vegetable growers of Florida means for providing an improved weather reporting service in Florida. He conferred with the Weather Bureau in Washington, and the Florida Congressional Delegation has promised that an amendment would be made to that part of the agricultural appropriation providing funds for the Weather Bureau, which would adequately meet the requirements of the suggested proposition. By having advance weather information available in sufficient time to prepare for an expected cold wave, an additional saving of millions of dollars worth of fruits and vegetables will be made.

In more or less summary of the foregoing with more specific listing of the activities, may we respectfully call to your attention the following service being provided by the State Marketing Bureau, that was not provided by any agency prior to 1917 when this department was created and which, may we say, has been instituted and continued for the most part by the Bureau individually, or in cooperation with the sources credited. In other words, Florida growers and shippers now have as a result of this department, advantage of the following which prior to 1917 was unavailable for them:

Official Florida and U. S. grades for fruits and vegetables.

---

Special field stations publishing daily complete market reports in season at Orlando, Sanford, Belle Glade and Pompano, Plant City, Bradenton, Hastings, Leesburg.

---

An agency in the Bureau that supplies on request lists of reliable dealers and buyers of the various Florida products in the markets of the United States.

---

Regular authentic segregated annual reports by the Bureau, showing the amount shipped by the State, by counties, and by months, and its valuation.

The Bureau that specializes in providing general market information on the various Florida farm products.

---

Complete official daily market reports of fruits and vegetables, poultry and eggs on the Jacksonville and Tampa markets. Daily and semi-weekly livestock reports covering the principal southeastern markets and Chicago, and daily and semi-weekly poultry and egg quotations covering Tampa, Jacksonville, Chicago, New York and other markets.

---

A daily vegetable market report for eight months in the season, covering all important vegetables shipped from the state.

---

The For Sale, Want and Exchange Bulletin which is distributed twice each month to thousands of Florida growers and shippers, providing without cost this much needed service, in detail and in form and text any layman can understand.

---

Federal-State shipping point inspection service, provision and arrangement for which was made by the Bureau, cooperating with the Bureau of Agricultural Economics.

---

Aid in advising and helping Florida growers in filing their claims with the Federal authorities for violation of special acts, and in handling various claims offered by those engaged in Florida agriculture.

---

Eggs sold on the basis of quality and in the principal producing sections, many eggs are sold on grades or a basis suggested by the Bureau.

---

In addition to regular publications, special books, bulletins, charts, etc., have been prepared, as Graphic Charts of Commodity Prices, Official Grade Booklets, Handbook for Florida Growers and Shippers, From Field to Market with Florida Vegetables and Citrus Fruits, Marketing Florida Truck Crops, Florida Citrus Fruit Marketing, Handbooks for Florida Poultrymen, Dairymen, Livestockmen, Poultry Raising in Florida, Marketing Florida Poultry and Eggs, Miscellaneous Statistics, etc., etc.

---

Carefully and specially prepared lists of dealers and buyers of different fruits, vegetables, livestock, poultry, eggs,

fish, honey, ferns, bulbs, and flowers and other products, for northern, eastern, southern markets, and supplementary lists in smaller markets. Aid also to the larger shipper and distributor in supplying lists of reputable buyers and dealers, special crop and market conditions in local and competitive domestic and foreign sections, special reports for rate hearings, and market news and inspection.

---

A Marketing Specialist in fruits and vegetables, with the Bureau, in the field most of the time helping in matters of packing, grading, shipping, and supplying marketing information and service in general.

---

A Marketing Specialist in livestock and field crops with the Bureau, who in his field work in particular aids the growers in selling their offerings at the highest prices, in loading and shipping, in auction sales, and in giving efficient general marketing service.

---

Through the Bureau a Marketing Specialist in poultry and eggs who has been very instrumental in improving grade and pack conditions, and in developing and arranging schedule sales of truck and carlot loadings of poultry, whereby the poultryman receives cash for his offerings on previously advertised bid prices, and otherwise in aiding the Florida poultryman in the better marketing of his poultry and eggs.

---

A Market News Specialist with the Bureau who is in charge of the Jacksonville miscellaneous daily vegetable reports covering all the large markets which is sent to about 2,200 shippers throughout the season.

---

A cooperative marketing Law enabling growers or groups of growers to organize in accordance with the State Law passed in 1923.

---

A marketing division of the State Department of Agriculture under the jurisdiction of the Agricultural Marketing Board that really provides prompt, efficient and general marketing service and assistance.

---

Finally, the Bureau has maintained the pace of the times. No longer ago than 1933 the department realized a change in marketing conditions was inevitable, and that an additional service almost as pioneering in character as that

when the department was created in 1917 must be provided. Through years of experience the service that the growers and shippers most demanded has been the service the department felt was most needed, and such was accordingly supplied. Service to be performed under the so-called New Deal was supplementary, to a large extent, to that already performed. Growers had not been so seriously faced with overproduction and market prices so ruinously low that it was next to impossible to realize profitable returns for the proportion of the crop that they shipped. Codes for the citrus and vegetable industry had until then been unthought of. The department has been called upon and has extended every cooperation with the Federal authorities in formulating practical codes that would be satisfactory and workable. The Commissioner and Specialists have made numerous trips to Washington in behalf of the growers and shippers of the State and have aided in working out many of the more complicated details in perfecting the different codes. The demand has been increasing for different services of the department incident to the various codes. For instance, it was necessary to put on two additional employees in the citrus market news office at Orlando for supplying both auction and shipping point information to the Florida Control Committee and growers throughout the State.

The type of service rendered by the Bureau when it was created, though efficient it was at that time, would be quite inadequate under present conditions. The department has a force of specialists that rank with leading authorities and marketing specialists throughout the United States. It is not idle boast but only giving credit where credit is due to say that the Florida State Marketing Bureau is by Federal authorities and other state departments, who might in one sense be regarded as competitive, ranked as the most outstanding in accomplishments and efficiency of all the State Marketing Bureaus of the United States.

---

The above report of the Florida State Marketing Bureau for the Biennium 1933-1935 relating as it necessarily does to the previous biennial periods of service, together with a condensed financial statement of the expenditures of the Florida State Marketing Bureau for the period July 1, 1933-January 1, 1935, is respectfully submitted for such reading and study as Your Excellency may have time to devote thereto, and with the understanding of course that a more detailed report of the different lines of our activities

is available to you, the Agricultural Marketing Board, the Legislature, or the growers and shippers of Florida on request.

In connection with the financial statement appearing on the pages immediately following, a more detailed statement with full explanation of every expenditure and financial requirement was presented to the Budget Commission. The Bureau has conducted its offices efficiently and in strict economy, and has managed, regardless of increasing prices or the heavier demand made on the department for services in general, to bring its expenditures well within the appropriation made, and has always turned back to the State as great an unexpended balance as we possibly could. Our appropriation for the 1931-1933 Biennium was reduced \$5,640 under that of 1929-1931, and again in 1933-1935 our appropriation was reduced \$25,480 under that of 1931-1933, yet we have turned back since 1931, \$6,033.08.

In view of this curtailment in our appropriation, many tributes have been paid this department by those thoroughly familiar with its work that the department has been able to continue its good work. The Bureau has worked its personnel almost to the breaking point and at great personal sacrifices in order that those engaged in the agricultural industry of the State might suffer as little as possible as a result of the funds allotted to this department, for their assistance, having been so drastically slashed.

Very respectfully yours,

L. M. RHODES,

Commissioner, Florida State Marketing Bureau  
and  
Secretary The Agricultural Marketing Board.

**FINANCIAL STATEMENT**  
**of the**  
**Expenditures of the Florida State Marketing Bureau**  
**July 1, 1933, to January 1, 1935.**

For Period July 1, 1933, to July 1, 1934  
 Appropriation \$57,000.00

SALARIES .....	\$26,880.25
*MULTIGRAPH .....	550.45
Maintenance of equipment and supplies such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.	
ADDRESSOGRAPH .....	43.27
Upkeep and supplies.	
*POSTAGE .....	1,325.66
General office, semi-monthly bulletin, special reports, etc.	
TELEGRAPH .....	2,774.23
General office, leased wire maintenance, special field station relays, etc.	
*STATIONERY AND OFFICE SUPPLIES .....	1,026.65
Office equipment, rating agency books, trade directories, typewriters, stationery, ink, stencils, water, miscellaneous.	
TELEPHONE .....	723.60
TRAVELING EXPENSES .....	5,370.73
Commissioner and Marketing Specialist traveling expenses.	
RENTAL .....	2,040.00
MARKET NEWS .....	5,307.10
TARIFF COMMISSION .....	5,000.00
TOTAL EXPENDED .....	<u>\$51,041.94</u>
Carried forward to 1934-35 (Salaries & Expenses)	5,958.06

\*Realizing paper in particular and other supplies would mount in price within the year, the Bureau purchased and paid for, as practical business economy, prior to July 1st, 1933, supplies of the following amounts as shown under "A", which were used in the year July 1, 1933, to June 30, 1934; and during the year July 1, 1933, to

June 30, 1934, supplies as shown by the amounts under "B". The total amount expended for Multigraph Department, Office Supplies and Postage actually used within the year proper is given under "C".

	"A"	"B"	"C"
Multigraph .....	\$5,435.32	\$ 550.45	\$5,985.77
Office Supplies .....	690.22	1,026.65	1,716.87
Postage .....	1,274.62	1,325.66	2,600.28
	\$7,400.16	\$2,902.76	\$10,302.92

It will, therefore, be noted from the above that had these supplies as listed under "A" not been purchased until after July 1, 1933, the amount of \$5,838.31 brought forward from General Expenses July 1, 1934, would have been insufficient by some \$1,561.85 even on the basis of the old prices, which were greatly increased during the year.

#### For Period July 1, 1934, to January 1, 1935.

Appropriated per Annum .....	\$57,000.00
Unexpended balance carried forward from '33-34	5,958.06
Total appropriation 1934-35 .....	\$62,958.06
SALARIES .....	\$13,404.63
MULTIGRAPH .....	2,150.20
ADDRESSOGRAPH .....	32.66
POSTAGE .....	176.07
TELEGRAPH .....	545.27
STATIONERY AND OFFICE SUPPLIES .....	269.06
TELEPHONE .....	394.35
TRAVELING EXPENSES .....	2,569.83
RENT .....	1,020.00
*MARKET NEWS .....	1,904.44
TARIFF COMMISSION .....	5,000.00
Total .....	\$27,466.51

Balance for remaining six months (January through June) .....\$35,491.55

\*Heaviest expenses in main shipping season January through June.