

102
6486
1944/46

FIFTEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU

FOR PERIOD
JULY 1, 1944 TO JUNE 30, 1946



204 ST. JAMES BUILDING
JACKSONVILLE, FLORIDA



FIFTEENTH
BIENNIAL REPORT
OF THE
FLORIDA STATE MARKETING BUREAU

FOR PERIOD
JULY 1, 1944 TO JUNE 30, 1946



Reading time, 45 minutes

204 ST. JAMES BUILDING
JACKSONVILLE, FLORIDA

1870

1871

1872

1873



1874

1875

Letter of Transmittal

Florida State Marketing Bureau
State of Florida

To His Excellency,
Honorable Millard F. Caldwell,
Governor of Florida.

Sir:

I have the honor to herewith submit to you the
Fifteenth Biennial Report of the Florida State Marketing
Bureau for the Fiscal Period — July 1, 1944 to June 30, 1946.

Neill Rhodes,
State Marketing Commissioner.

Jacksonville, Florida.

October 18, 1946.

Fifteenth Biennial Report

THE BUREAU PERSONNEL

Neill Rhodes.....Commissioner
C. R. Hiatt.....Specialist, Fruits and Vegetables
L. H. Lewis.....Specialist, Livestock and Field Crops
F. W. Risher.....Specialist, Poultry and Dairy Products
F. H. Scruggs.....Specialist, Market News
Edna G. Ferguson.....Secretary
Effie L. Cureton.....Stenographer
Kathryn L. Vernon.....Stenographer
Sara Wright.....Stenographer
Caryl Cooper.....Telegrapher
W. L. Jackson.....Mechanical Foreman
W. J. McKelvey.....Mechanical Operator
Fred O. Witt.....Mechanical Operator

F. L. Lothamer.....Market News Representative, Tampa
T. J. Mullin.....Market News Representative (cooperative) Miami



**FIFTEENTH BIENNIAL REPORT
FLORIDA STATE MARKETING BUREAU**

Statutory requirements that State Departments must review their official performance at regular intervals for public appraisal have not specified that such agencies give a preview of what they expect to accomplish, say in the biennial period ahead. Like the famous whiffenpoof bird therefore, they fly ahead looking backward long enough to submit biennial reports.

The credit due for Florida agricultural production in the last two years rightfully belongs to those who actually did the job, Florida producers. Rather than center attention upon our part in connection therewith, let us instead first turn the spotlight on Florida production and valuation, and applaud the growers who made it possible,—helping as they did so much in the victorious conclusion of another global war within the last two-year period.

The two-season period ending June 30, 1946 has been quite remarkable in some respects. Beset with shortage of labor, containers, farm and grove machinery, and miscellaneous production items, the growers of Florida have produced more fruits and more vegetables than in any two years of their history. There was the difficult job in the 1945-46 season of handling a citrus crop having the largest proportion of late bloom fruit ever experienced. Like Flanagan's report, ceiling prices were on, then off again, then on again. There was the steel strike, the tugboat walkout in New York harbor and the coal and rail strikes. Nonetheless Florida citrus enjoyed a record breaking volume in 1945-46, exceeding any previous season's amount. Canneries used nearly one-half of the total production,—or equal the total production of Florida citrus some ten years ago. Fresh citrus exports were resumed in limited volume. Promising new developments were frozen concentrated orange juice, orange juice conversion into dry powdered form, house delivery of orange juice on "milk routes," and the commercial use of seeds in oil manufacture.

As farmers took second wind after the war, another record was made: The Florida watermelon acreage of 53,000 acres in 1946 was 13,000 acres above the previous high of 40,000 acres in 1929. And a planted acreage of 107,450 acres of beans in the 1945-46 season further emphasized Florida's agricultural importance.

Bearing in mind the Florida fruit and vegetable production, if we consider statistically the still larger number of agricultural producers in the United States, the amazing production of the many different crops,—hundreds of thousands of acres of this, millions of pounds of that — and the multiple millions of American consumers, the dimensions become so great that we almost lose perspective. Indeed agriculture is big business, but composed of millions of small units. Every sixth person lives on a farm.

The greatest number of people inhabiting our largest cities are not within the area of the greatest winter-time vegetable production, but

Fifteenth Biennial Report

instead just opposite it geographically. The southernmost producer therefore makes his winter garden available to the northerly consumer. The distance has been less a factor as faster transportation and better transit conditioning have developed.

In World War II the American producing centers were drawn much nearer European consuming areas by air cargo transit. It was possible to sky move perishables to any place in the world in less than half the time required to move a car by rail on the fastest schedule across the United States. Having become world wide acquainted through comradeship in arms, having supplied our own forces abroad and also those of allied nations with food products, we have gained valuable experience and made contacts for export merchandising some of our agricultural production. Perhaps the food that we have sent overseas on charity basis will be worth its cost in advertising American production, and in building up good will.

Let us not forget however that many nations on their backs now will be very much on their feet tomorrow,—consumers of our free food today will compete with us in overseas markets for the merchandised food of tomorrow. Labor costs will be an important part of the per-package delivered cost of American production exported overseas, and labor cost is lower in many other countries than in the United States. For export distribution of fruits and vegetables there are some problems not encountered in domestic marketing. The rate of exchange and the complicated money situation for instance must be adjusted satisfactorily. Banking arrangements and the prompt clearance of papers must be assured in advance.

Not only will we have increasing domestic competition among ourselves, but competition in European markets, and competition from imports in our United States markets. We all know of Canadian rutabagas, Mexican West Coast and Cuban peas and tomatoes, Sicilian lemons, Holland cabbage, Belgian grapes, endive, etc. It is no farther from us to foreign consumers than from foreign producers to us, but import competition from Mexico and Cuba is of grave importance to the Florida grower. The better economic condition of the United States makes it a better export market for the foreign countries than they can provide for our agricultural exports.

That no more than a foreign shipper should have, and no less than a Florida shipper is entitled to, is a vegetable tariff high enough that it will not cost the Florida shipper more than the foreign shipper to place a car of vegetables on any American market. Our American markets provide the outlet without discrimination against competitive grade and quality,—if it costs the exporter less, labor, packing and transportation included, his profit is relatively higher. If foreign labor and the all inclusive delivered destination costs of vegetable imports are less than those of Florida shipments, the foreign exporter still may realize relative net returns even when the market breaks to such level that Florida shipments bring only break-even or minus returns. Should the market become so weak that import vegetables bring only charges, or say less than delivered costs,—this being the only factor it seems that prevents such imports,—then the Florida shipments yield proportionately greater red-ink sales, assuming both domestic and import offerings are about equal in quality. Why the South Florida tomato growers or sugar cane producers should be forced to yield American

markets to Mexican or Cuban export competition, to the point of bankruptcy does not seem to be a fair deal to the Florida producer. Our exports consist mainly of products not grown or largely manufactured in Cuba or Mexico, yet imports from these sources such as peas, tomatoes, etc., are produced in large domestic competitive volume within the United States. An American producer should be privileged to realize a return on an American fresh product, sold on an American market, that will equal net that of the foreign shipper.

The Florida Vegetable Committee has done fine work on the tariff situation, and \$5,000 of the Bureau's annual appropriation goes to aid them in keeping up the fight.

The two-year production approximated 251,693,000 containers, composed of citrus boxes, 1½ bushel crates, bushel hampers, and 50-pound sacks, etc. presuming all were packed. This production, which includes shipped-out, canned, and locally consumed, had a combined two-year Florida f.o.b. packed gross value of \$673,915,000.

Prices during the 1945-46 season for all fruits and vegetables combined averaged approximately 6¢ lower per container than in the 1944-45 season.

The 1945-46 volume was around 137,485,000 containers, with a gross value of \$364,330,000, as compared to 114,198,000 container volume for 1944-45 season, with a gross f.o.b. value of \$309,586,000.

Rail and truck volume of all fruits and vegetables approximated 158,552 carloads, as compared to 140,026 carloads for the previous year. Canned volume of citrus amounted to nearly 41,871,161 boxes, or 104,700 carloads of 400 boxes per carload, as compared to 29,483,000 boxes, or 73,708 carloads in 1944-45 season. Trucked-out of Florida shipments approximated 25,604 carloads as compared to 17,161 in 1944-45 season.

Rail express and interstate truck shipments during 1945-46 season accounted for 42% of the citrus crop, with 53% canned and approximately 5% consumed within the State.

Rail express and interstate shipments accounted for approximately 86% of the vegetable and miscellaneous fruit crops, with about 11% locally consumed and 3% canned or processed in the 1945-46 season.

During the past two seasons nearly 71,354,000 boxes of citrus were canned or processed out of two crops, totaling around 155,000,000 boxes, which shows a remarkable development, an increase over the 17,812,227 canned in the 1940-41 season and the 7,305,512 boxes canned in 1936-37 season.

During the two years ending June 30, 1946, the citrus growers have produced 155,000,000 boxes of citrus worth \$438,143,000. Miscellaneous fruits amounted to \$20,079,000 and vegetables had a gross f.o.b. value of \$215,680,000.

The gross f.o.b. packed value of all fruits and vegetables in Florida during the two seasons ending June 30, 1946 amounting to \$673,915,000 was

Fifteenth Biennial Report

almost equal to the \$674,876,415 for the combined prewar seven-season period ending June 30, 1941.

Foreseeing large fruit and vegetable production such as Florida had in the two-year period under review, this Bureau initiated many years ago, 1922 it was, voluntary official inspection and certification of Florida products at shipping point. The volume was small then, discouragement great, for grades were first to be established on which inspection could be based. The Bureau and the U. S. Department of Agriculture brought Florida inspection into existence, nurtured it through adolescence and have continuously sustained it without either Federal or State financial nourishment. Practically every grade now used in Florida was adopted after trying out tentative standards by the original USDA-FSMB inspection service. In the year ending July 1, 1945, the Florida State Marketing Bureau and the U. S. Department of Agriculture cooperating inspected 96,915 cars of maximum average loading. For the year ending June 30, 1946, 107,613 care were inspected,—the all time high record for the service, and sufficient by wide margin to again lead the nation.

The Marketing Bureau began and developed official shipping point grade and condition inspection for Florida citrus fruits, for all the leading vegetables, but not these alone. Likewise official Federal-State inspection of eggs and poultry products for Florida was started by the Bureau. Continuous plant inspection for processed fruits and vegetables, used principally by citrus canneries, has in like manner been nurtured into healthy project stature by the same Federal-State arrangement. In the last two-year period still another service has been provided, namely, peanut inspection in West Florida. From an unknown position and 162-car volume in 1922 to top place in current seasons, leading all states and nearing the total volume inspected of one million cars thru the 1945-46 season is the record made. We dared to pioneer in attaining national leadership.

The extensive market news service for Florida, covering citrus fruits, all the principal vegetables, poultry and eggs, cattle and hogs, etc., and special field reporting stations, has been improved and materially expanded in the last two years.

Teletype facilities were extended to include the Hastings potato station in 1946 for the first time, full season two-station service for the lower East Coast and the Everglades vegetable growers and shippers has been added, more products have been included and a generally better, rounded out service provided. Perhaps the most noteworthy new service of the Lakeland Citrus office is supplying the Florida Citrus Commission detailed distribution data which are used in conjunction with their current advertising program throughout the year and particularly for setting up their program just prior to the start of each citrus season. Beginning the latter part of 1944-45 and continuing thru this season we have furnished the Commission a monthly report of distribution by boxes for Florida oranges, grapefruit and tangerines to all towns and cities, a total of around 1,100 destinations. At the end of each season an annual report of the distribution of Florida oranges, grapefruit and tangerines separately by months and the total for the season is furnished the Commission.

The semi-weekly Shippers' Reports on oranges and tangerines were mailed to shippers generally and consisted largely of detailed destination information to larger receiving points segregated by days, weeks and months with comparisons of previous season. These reports are aimed primarily on making available the most timely destination information so one can tell at a glance whether any particular market is receiving its usual quota or not. These shippers' reports have only been available in 1944-45 and 1945-46 with exception of inaugural trial report on Valencias in 1943-44.

During the last season a segregation of Indian River fruit in the Florida shipments was added following numerous requests for such data. With the increasing importance of cannery output for both oranges and grapefruit, together with the beginning of processing of tangerines in a volume way, the segregation of Indian River shipments by classes is very pertinent information.

Complete newspaper coverage for the entire citrus belt was made effective when the Miami Daily News started using complete Citrus CND information last season. The Orlando Morning Sentinel, Tampa Daily Tribune and Miami Daily News all carry complete CND information as released by the Lakeland Office. These CNDs include: shipments, East, West and South segregation, Potomac Yard and Cincinnati Passings, and diversions and complete auction sales on the ten leading markets for both Interior and Indian River Florida citrus fruit, together with California oranges and Texas grapefruit. The combined Orlando and Tampa papers furnish good coverage for the Interior Citrus belt while the Miami paper takes care of the East Coast or Indian River section. Our daily citrus mailing list is approximately 1,500, with a Shippers' Report list of around 125. Principal supplementary reports include: Monthly Truck Distribution Report, Annual Review and Annual Citrus Summary.

We now provide the growers with the daily carlot shipments of fruits and vegetables from Florida and from every other State, as well as daily import arrivals from Mexico, Cuba, Canada and the West Indies; likewise, we provide information as to carlot passings at the principal diversion points. Daily arrivals and cars on track are provided for the twelve most important northern markets, as well as market tendency and quotations on fruits and vegetables from Florida or competing States. We operate field stations to better serve the Florida grower and shipper at Lakeland, Plant City, Belle Glade, Pompano, Sanford, Hastings and Leesburg.

The comprehensive set-up of both the market news and shipping point inspection projects has been provided for and used extensively by both the citrus and vegetable industries of Florida statewide.

The For Sale, Want and Exchange Bulletin, published semi-monthly by the Bureau, has attained such popularity and serviceability that not only the regular content of agricultural listings but its editorials, special articles and the entire text must be "well gotten up." The circulation of the Bulletin has gained rapidly in the past two years, and without any solicitation on our part or effort other than to make the Bulletin more useful and creditable to Florida agriculture, it has reached a mailing list total of nearly 40,000, and a reading circulation of possibly 100,000.

Fifteenth Biennial Report

Space does not allow, nor for that matter does proper consideration for official and public readers permit, detailed mention of all other activities, many equally as essential and helpful.

The men of the field, what of the services of our marketing specialists? Briefly, they have helped to market 193,038 head of cattle and hogs and about a half-million dollars worth of miscellaneous farm crops. They have attended 603 breed and fat cattle shows, egg shows, calf and cattle grading demonstrations, hog shows and sales, poultry and other meetings of farmers, pecan and sweet potato grading and marketing demonstrations, estimated attendance about 35,750. They also assisted with 12 dairy cow auction sales. They have helped in the planning and building of livestock auctions, auditoriums and exhibit rooms, made numerous trips to Washington for relief of producers on quota and slaughter regulations, etc., and in aiding the poultry industry present its case for price adjustment on poultry, meat and eggs. Have prepared Beef Cattle, Hog, Poultry and Turkey bulletins, which were printed by the State Department of Agriculture, and prepared many editorials and special articles for the agricultural press of the state. They, through supervised grading, standardizing, processing and selling of butter, eggs, poultry, turkeys, etc., directly and indirectly aided in the sale of products valued at \$4,279,238.00. They participated in 410 conferences, wrote 5,020 letters.

Including the volume of work accomplished by the clerical force, the boys in the printing room, the Market News Specialist, and the Commissioner, results have been sufficient to show that where there has been a need, there has been a Bureau service or representative to provide it.

Just a word about economical operation, the keynote and pride of the Bureau: We turned back to the State unexpended appropriation of \$6,671.14 June 30, 1945. June 30, 1946 we brought forward \$8,413.77. Since the Assistant Commissioner became Commissioner June 7, 1946, he has saved the State the Assistant's salary. In the fiscal year ending June 30, 1947, every economy possible will be practiced—we shall as heretofore remain well within the funds allowed.

Looking around and ahead, Florida agriculture as a whole is in the strongest position financially,—in its history perhaps. The war-time inclination to lower quality must disappear. Then when many times because of strong demand and OPA ceilings the cull brought nearly as much as high grade, the human instinct was followed, and many cashed in on the opportunity. It will not be so in the future.

There will be an increase in the use of frozen foods. Quick freezing by portable units at Florida production points may be expected if cost is not prohibitive.

There will be, and must be better usage of surplus products and of low grades. What nobody gets, wastage in farm products, somebody pays for. That is not economically sound in principle nor humanitarian in effort.

Packaging will probably show greater development than other factors of agricultural marketing. Perhaps sooner than we expect, consumer packs will be tried out at production points. A lot of research work

was done in war-time, and has continued since, on container materials and construction which should be helpful. We have come a long way from the time the only processing known was sun-curing fruits and vegetables. Then slowly step by step came methods such as smoking, salting, spring-house cooling, canning and lastly frozen food processing. Since pre-packaging protects against waste loss, loose goods spillage, insect infestation, evaporation of liquids, spoilage thru loss or gain in moisture, and pilferage, and creates good will toward the product by reaching the consumer in better condition than loose, we may expect development along that line.

The self-service feature of the larger chains sets the stage for popular consumer reception of pre-packaged offerings of not only fresh fruits and vegetables, but meats. We may expect to find in the near future wider assortments of ready prepared foods, sooner or later a pre-cooked, ready-to-serve meal that has been frozen pre-cooked.

Should the frozen foods line really develop to be competitive to fresh vegetable volume, shippers may find it to their advantage to package vegetables in consumer units in producing centers and keep under continuous refrigeration till they reach the consumer. It is not too early to stalk this game, and start research along the trail of the fresh food distribution of tomorrow.

While airplane transportation of agricultural products is largely in the experimental stage, it has definite advantages and will compete with rail lines and truck carriers for certain perishable crops. Faster service in general, better refrigeration and pre-cooling, storage, air conditioning and all around transit preservation awaits the growers' products of tomorrow.

So the Florida fruit and vegetable producer must cater to the taste, the appetite of the consumer, in quality he prefers and as much quantity as he can use and pay for. The Commissioner has given much thought and sincere, sympathetic study to a means of increasing food distribution by increasing consumption thru a food credit risk underwritten by the Federal government. The plan is something new; it has survived critical blows of some of the nation's top marketing experts. It was outlined in detail in the June 15th issue of our Bulletin. It should go a long way toward solving an all-time marketing problem, and what is even more important, prevent any American family from going hungry.

We cannot put California and Texas out of business and no one should be so foolish as to try. We cannot thermostat control the weather so early heavy killing frost will remove competition to our first Fall vegetables and delay it till our late Spring crops are harvested; nor can we regulate the rain, wind and frost inside our own borders. Some day winter-time vegetable production will have to be marketed under a clearing house or some kind of national stabilization plan. Marketing is no longer confined to State borders; it is of national and indeed international scope.

When the scarcity period of high priced farm products is over and we have the surplus problem again, we shall have along with it a greater number of middle and low-income groups who could use those surplus products in either fresh or processed state. Most markets have been exploited by alert marketing agencies; perhaps the smaller cities, towns and

villages could use more, but the best remaining outlet, the one the least really utilized, is that of the low-income group. Since the majority of American consumers in normal times fall within the low-to-middle income class,—and the farmer still has a large proportion of No. 2 and unclassified grades in his production,—if the low income group cannot afford the higher grades, it seems the wiser course to provide that group with lower grades which they may be able to purchase, than to let such production rot in the field. Instead of spending so much effort and money trying to increase distribution among the top eight percent group of families with incomes averaging \$5,000 and over per year, we should capitalize more on distribution of our fruits and vegetables among the ninety-two percent group of American families with incomes averaging below \$5,000 per year. Something is wrong with our distribution and economic conditions when thousands of cars of food products waste in surplus while at the very same time thousands of American people suffer in famine.

Every Floridian should be interested in, and those directly engaged in agricultural endeavor are vitally concerned in a further rounding out, of extending the Florida Fall-Winter-Spring marketing season. One way to accomplish that is by supplementing fruit and vegetables with livestock, poultry, dairy and other types of farming. For the product of some of these lines of agricultural endeavor, we have as good Summer market inside Florida as we have a Winter market for fruits and vegetables outside the State. Encouraging processing, canning and frozen foods facilities for the fresh perishable fruits and vegetables, and manufacturing facilities for further utilization in by-product form will be helpful, for whatever amount is thus used is that much removed from current fresh perishable food market channels.

Reasonable transportation costs and freedom from interference in delivery to any United States market without extra assessments in connection therewith, is worthy of every necessary effort to secure and maintain the privilege of hauling perishables by truck, rail or plane.

We all want to see the grower get cash for his produce,—he is usually least of all able to extend credit accommodations, yet is too often forced to do so. The farmer should not have to take checks from individuals he has never seen before, and may never see again. Letters of credit, surety bonds, traveler's checks, cash and other means are available to truckers or other buyers, and they should be required by the farmer for his protection.

Weather forecasting facilities to every growing section should be available and so extended. Records prove that weather adversities are major problems. Bad as these sometimes are, the winter production fares better than would a full summer-time truck crop production for fresh sale on the Northern markets.

We may expect new crops and diversification of the old reliables, old crops springing up in new sections, different kinds of vegetables given trial growing in sections where one main crop has so long been the practice. Where the crop can in the net be the most economically grown and advantageously marketed is where we may expect our future centers of field activity. In the migration let us hope operations do not cross borders, that

sound tariff protection will prevent Americans from growing truck crops in foreign sections.

What can we substitute for the demand and market created by war-time domestic and export outlets? If there were the war-time demand in peace-time, we would have a minor marketing problem: Finding a replacement market for the war-time volume is the problem to solve, or else we face eventually drastic production curtailment. We shall have to take advantage of export and domestic outlets; of canning, processing and freezing facilities, of manufacturing into by-products in the feeds and plastics fields; of surplus-purchase programs; and of getting these products more widely distributed among the low and middle-income groups.

We believe the Bureau organization has the ability to keep step with future conditions, and stay abreast with progressive marketing in its many diverse requirements. Marketing is our business, better marketing has been our objective since the Bureau started in 1917. Our Marketing Specialists have a sympathetic grasp of Florida agricultural marketing conditions, the knowledge of how to best use existing facilities to the advantage of the producer, and sufficient experience and fundamental, conservative background to lay workable plans for future progressive marketing.

Regardless of how detailed the service recapitulation of a public agency may be for current or all inclusive biennial periods, its real worth cannot be measured by performance alone. If it could also be determined how much the agricultural progress of a State would have been retarded, how much less growers would have received for their production, how much more it might have cost the producer to grow and sell his crops had such agency not existed, then would we know its worth. The cost of maintaining the Florida State Marketing Bureau in dollars and cents in the current biennial period is detailed in the financial statement that follows:

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1944 to June 30, 1945

APPROPRIATION FOR YEAR ENDING June 30, 1945.....	\$75,969.25
Brought forward from 1943-44 Appropriation.....	11,400.99
TOTAL AVAILABLE	\$87,370.24

EXPENDITURES (12 Months)

SALARIES\$37,243.00

NECESSARY & REGULAR EXPENSES:

PRINTING\$7141.95

Maintenance of equipment and supplies,
such as paper, envelopes, ink, etc., for
issuing daily markets reports, bulletins, etc.

ADDRESSOGRAPH 1560.98
Upkeep and supplies.

POSTAGE 2782.71
General office mail, semi-monthly
bulletins, market reports, daily mail
reports from Miami, Tampa and 8
road guard stations, miscellaneous.

TELEGRAPH 428.50
General office, leased wire maintenance.

STATIONERY & OFFICE SUPPLIES..... 1084.65
Office equipment, rating agency subscrip-
tions, trade directories, typewriters,
stationery, ink, stencils, water, etc.

TELEPHONE 589.95
Monthly regular, and long distance.

TRAVELING EXPENSES 7740.64
Commissioner and 4 Marketing Specialists,
field duties.

RENTAL 2860.00
Jacksonville offices.

MARKET NEWS19,266.72
Daily reports, 8 field stations, general
overhead expenses.

\$43,456.10

\$80,699.10

TURNED BACK TO THE STATE June 30, 1945.....\$ 6,671.14

FINANCIAL STATEMENT
of the
FLORIDA STATE MARKETING BUREAU
Expenditures from July 1, 1945 to June 30, 1946

APPROPRIATION FOR YEAR ENDING June 30, 1946	\$86,571.25
Credit, sale of old equipment replaced with new	871.60
TOTAL AVAILABLE	\$87,442.85

EXPENDITURES (12 Months)

SALARIES	\$35,590.94
NECESSARY & REGULAR EXPENSES:	
PRINTING	\$6687.91
Maintenance of equipment and supplies, such as paper, envelopes, ink, etc., for issuing daily market reports, bulletins, etc.	
ADDRESSOGRAPH	325.40
Upkeep and supplies.	
POSTAGE	1963.15
General office mail, semi-monthly bulletins, market reports, daily mail reports from Miami, Tampa and 8 road guard stations, miscellaneous.	
TELEGRAPH	400.37
General office, leased wire maintenance.	
STATIONERY & OFFICE SUPPLIES	1157.61
Office equipment, rating agency subscriptions, trade directories, typewriters, stationery, ink, stencils, water, etc.	
TELEPHONE	546.55
Monthly regular, and long distance.	
TRAVELING EXPENSES	6189.34
Commissioner and 4 Marketing Specialists, field duties.	
RENTAL	3120.00
Jacksonville offices.	
MARKET NEWS	18047.81
Daily reports, 8 field stations, general overhead expenses.	
TARIFF COMMISSION	5000.00
	\$43,438.14
	\$79,029.08
CREDIT CARRIED FORWARD to year July 1, 1946-June 30, 1947 \$ 8,413.77	

IN MEMORIAM

L. M. Rhodes was born in Carroll County, Tennessee, October 13, 1874, and died in Jacksonville, Florida, June 17, 1946. His early life was spent on the farm and teaching school. He was of rugged stock with the spirit of the pioneer.

He entered the work as lecturer and organizer of the Farmers Educational and Cooperative Union of America in 1907 which work took him over many States and he became a national leader in that organization. It brought him in contact with statesmen in Washington and his appearance before congressional committees influenced legislation on measures relating to agriculture.

In 1917, he was appointed to the position of Florida State Marketing Commissioner, which position he held to his death. No man in public life was known personally by more people in Florida than your friend and mine — L. M. Rhodes. His character and personality were such that it was a benediction to associate with him.

A man whose life was an inspiration to all who knew him, whose good name stood for all that made for noble living, whose character labeled him as God's nobleman, when called to go left all who knew him with sad hearts.

Mr. Rhodes was a man of superior mind, of integrity as unblemished as the heart of a Saint, as generous as a mother to a child, as ardent for a humanitarian cause as a St. Paul. For a quarter of a century his voice was heard from the Atlantic to the Pacific always pleading for the cause of the poor. In his life he knew hardships and what it meant to struggle for a competence but proved himself a master of circumstances.

He rejoiced at all things good and deplored all things vile. His ambitions were praiseworthy and his aspirations gave meaning and purpose to life. Were all men of this earth such as he there would be no need for prisons, criminal courts, or wars.

It is glorious to so live that when the summons comes there will be no regrets and all must feel the loss of a great soul. — Such a man was L. M. Rhodes.

Farewell, friend of man! Your life has been an inspiration and an exemplification of one who loved the Lord. So sure as life continues in another sphere, so certain will a welcome be given our friend by the redeemed in the mansions not made with hands.

— T. J. Brooks

IN MEMORIAM

Mr. S. W. Hiatt succumbed July 17, 1945, to a heart attack in Gainesville, following a major operation. Mr. Hiatt joined the force of the Florida State Marketing Bureau in 1929 and served as our Marketing Specialist in Fruits and Vegetables, until his death.

To know this man on casual acquaintance was to respect and like him; to know him more intimately in his official capacity and observe his conscientious, fair-minded spirit in the performance of his duties was to admire him. To have the privilege of his association as a co-worker was to love him.

The Bureau entrusted matters of weight and importance, requiring tact and skill to conclude, for Mr. Hiatt to handle, resting assured that such assignments would be discharged honorably, fairly and creditably. Not once did he lose his head, never did he embarrass the department, always he exceeded expectations in his specialty of service.

His patience under stress and poise under the most vexatious tasks equalled those of any public official I have known. His fortitude in hour of tribulation was as remarkable as commendable, — he carried on with a smile though his heart was heavy many times. Never was the statement more true than in this instance: He was a good man.

No man had greater love for his family than S. W. Hiatt. He once told me his greatest investment and his fondest asset in life were his children. Of these, noble sons and exemplary daughters, his every hope must have been fulfilled, his every pride in them was amply justified. Their attainment of success and their loftiness of character have rewarded well his fatherly interest and devotion.

Our deep sympathy to his family cannot amend the irreparable loss they have suffered, — condolence in time of such bereavement is so impotent, so deficient, though our endeavor to lighten their sorrow be ever so great. But there is this compensation: He left an enviable credit balance in the book of life. The memory of S. W. Hiatt can never bear a trace of ifs and buts, nor conditions and qualifications, for there were no blemishes on his character. His thoughts were sublime, his actions all of them were well tempered in conception and magnificent in execution. His deeds for Florida agriculture will live long after him.

— Neill Rhodes