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fruits in combination people would receive some of the fruits which they had not tried before and thereby, if they liked them, a new customer would be made.

After a careful study I decided on the use of Pineapple and Valencia oranges along with grapefruit during that time of the year when they are in season, and King, Temple and Tangelo oranges, as my bread-and-butter items. I made arrangements with the George Close Company in Miami for the shipment of these fruits.

As another bread-and-butter item I decided on pineapples and made an arrangement with the Miami Pineapple Plantation in Miami for the use of their Eleuthera and Natal pineapples which are delicious and far better than the pineapples which can be procured in quantity in stores throughout the country.

To add an exotic and tropical flavor I added Haden mangos, which are readily available in Homestead, and fresh lychees from the Lychee Orchards, to the list.

These were set up in combinations, the first of which I called the "Year Round" package with seven different shipments of ten fruits on which a price was put of \$34.50.

The next was called "Taste Thrill" which included four shipments of five fruits for \$18.50.

The next assortment, called "Delicious Delights," was three shipments comprised of four fruits for \$15.50. And the fourth and final package was called "Treat Special" which was made up of three shipments of four fruits for \$12.50.

In addition to this I set up a price list for orders of individual fruits which an individual fruit order form.

In pricing these fruits I used high retail prices and in each case set the price so that it would allow for 20% of the retail price for advertising and show a

profit of 25% after the cost of the fruit, advertising and express charges.

It was my contention that services and top quality fruit comprised the necessary formula for success, and that price, although important, was irrelevant if top service and quality were given. My literature and follow-up system were built around this idea. A card was designed which was mailed immediately upon receipt of the order thanking the customer for the order and stating that shipment would be made immediately. Also a thank you card is used which is mailed to the customer when his order is completed. A piece of literature was designed explaining how to tell when the various fruits are ripe and how to use them, and one of these is included in each shipment. When a combination order is received a letter is sent to the recipient of the fruit telling the donor's name and listing the items to be sent. Each shipping tag has a place for the donor's name, and this *must* be filled in. Copies of these forms are attached and I will be glad to supply to anyone who wishes them.

To start the business I used a mailing list of some 500 people that I knew throughout the country and, much to my surprise, I received 22 percent orders from this first circularization. In addition to this I have been advertising in *Gourmet*, *Esquire*, and the *New Yorker*, with good results. I also found that food editors of magazines and newspapers were glad to give this mail order setup publicity, and I have been successful in obtaining some very fine publicity in national magazines and newspapers by sending samples of fruits to the food editors along with my literature.

Am happy to report that the plan is working out well. In one year I have been able to pay myself back for my original investment in literature and advertising. However, I have made no at-

tempt to make a profit as all profit has been put into additional advertising to build up a mailing list. In one year I have been able to build up a mailing list of 1700 people who have repeat-ordered. It is my plan to continue this non-profit idea for at least three years, putting back all profits into additional advertising so that by the time my grove comes into full production I hope to have a nice little mail order business built up.

I am a neophyte at this business but I would say that to date I am quite pleased with the results. I have been able to prove to myself that people are willing to pay top prices for top quality fruit and good service, and I believe that many of you here at this meeting could do the

same thing. I have received many letters of appreciation from my customers who tell me they had no idea that avocados could be so big and so delicious or that limes could be bought that had such a fine flavor. There is no doubt that the addition of the bread-and-butter items, plus the exotic fruits, is helping to push the sale of the things which I myself grow and want to market.

If more of you here do the same thing I think that between us we can make the fine quality of Florida products better known throughout the nation and pave the way for a most necessary cooperative advertising and promotional campaign to put our fine fruits, at better prices, on more dinner tables throughout the nation.

## OBSERVATIONS OF SOME OF THE NEWER MANGOS DURING THE YEAR OF 1950

L. H. ZILL  
Delray Beach

### Keitt

Keitt trees seem to be very vigorous growers and good fruiterers. The Keitt blossom that opened the same time as Haden blossom bore fruit that ripened about three and one-half months later than the Haden. The quality was very good and some fruit weighed two pounds. The Keitt have all been very clean and free from anthracnose. The fruit had a very beautiful pink blush until matured and then most of it disappeared. This is the first year I had the opportunity to observe the fruit throughout the entire season.

### Lippins

The Lippins appears to be a very heavy fruiter if the weather is dry. When the bloom stems are old enough for the fruit to be the size of peas they

usually are as thick as a cluster of grapes. As the fruit continue to grow the smaller ones drop off and only the larger ones continue on to maturity. If the bloom or small fruit are exposed to excessive rain or fog they will turn black and all fall off. Spraying would naturally help this condition. The fruit begin ripening a little later than the Haden and there are usually a few fruit left two months after the first one begins to ripen. The first fruit of the season are a little flat in taste but those later in the season are enjoyable.

Since the fruit usually hang in clusters it is often the case that they are spotted where they touch one another. The fruit do not have as much pink blush as does the Haden. The size of the fruit, which vary from one-half to one and one-quarter pounds each, is determined to a great extent by the size of the crop on the tree. The Lippins has good keeping qualities.