

HOW THE SUGAR AND SYRUP PROPOGANDA

WAS STARTED

A number of months ago, it became apparent that a serious condition of the world's sugar supply was impending, which could not be corrected when Peace was finally declared; and that by reason of this condition there existed an opportunity to secure the establishment of modern sugar and syrup industries in Florida and the Southeast, if the matter was properly presented, and the proper foundation laid.

Being unable to find any books or pamphlets containing information in such form as to be convincing, and at the same time containing data and statements with a selling force, an attempt was made to write a brief in support of the establishment of these two great industries in Florida and other Southeastern States; and the brief was named "The Sugar Situation."

The general purpose of the movement was to obtain the increased prosperity and higher land values which have everywhere attended the establishment of very large sugar industries.

It is a movement which must be carried on by a strong state or Southeastern organization, but some one had to take the initiative; and it seemed desirable to carry the proposition forward to a firm footing and achieve some tangible results, before undertaking the attempt to create such an organization.

Tangible results of great importance have been achieved, and the doubts as to the advisability of locating these great industries in this section of the United States which existed a year ago, have practically disappeared.

In planning this work, among other things, the books, reports and records in the public libraries of New York and Washington were examined for the purpose of ascertaining the views which had been expressed from time to time on the domestic production of sugar, with a view to meeting, as far as possible, any objections which had theretofore, or might thereafter be raised.

Men of known standing, as well as men actively engaged in the sugar business in at least one of the large Eastern cities were consulted. A study was also made of the propoganda work of E. L. Bass, who claimed to have immediate charge of the West Indies Sugar interests at the time of tariff legislation some years ago, as well as the propoganda work of Truman G. Palmer, in behalf of the American beet sugar interests. And also the records of Congress covering investigations into the domestic and imported sugars.

As the result of these investigations, it was decided that the success of the work depended upon working within certain well defined limits, which may be roughly outlined as follows:

1st. The proposition must be set forth as an AMERICAN PROPOSITION, along the line of the present AMERICA FIRST movement, and should not be localized to Florida or any other state. In this way we could reasonably expect support from other sections of the United States which would otherwise be denied to us. Florida's special advantages could easily be established in detail as the necessity arose.

2nd. The proposition should be kept separate from real estate, promotion and advertising activities. It was found in a number of cases that proof in one form or another had been presented to Congress, tending to show that the Western beet sugar industry was in many cases a real-estate development scheme, and that in many of those cases, were it not for the profits derived from increased land values accompanying beet sugar development, the undertakings would not have been a success.

3rd. Since these industries require very large capital personal criticism of the large business units in the sugar industries of this country should be avoided; believing, however, that it was proper to show economic conditions favorable to sugar and syrup production in the Southeast, as compared with existing system of producing the supply of U. S. sugar products.

For the purpose of separating the movement from real estate or promotion activities, an association not for profit was formed, under the name of THE ALL AMERICAN SUGAR LEAGUE, and as far as possible the propoganda work has been carried on through the league.

The money for carrying on the League's work has been derived partly from the sale of books, partly from honorary memberships, and partly from contributions by Mr. Spencer. The League is now in debt about \$165.

In addition to the above Mr. Spencer expended somewhere between \$1500 and \$2000 of his money, without expecting or desiring its return.

The propoganda work was performed by Messrs. C. Lyman Spencer, C. S. Emerson (of the Times Union), and Mr. George E. Brown, each giving his time freely, without expenditure for stenographer, clerk hire, or expenses of any kind, except stamps, stationery, books and pamphlets; although the correspondence was voluminous.

Early in 1918, "The Sugar Situation" was delivered personally to the heads of the largest business units engaged in the sugar trade, through proper channels. At no time has the work been coupled with an attempt to sell real-estate, or promote sugar propositions.

As the result of this work, we can expect within the next few months announcements of investments in sugar and syrup enterprises in the public press which should firmly establish this State as one of the greatest sugar producing sections of the world. Announcements which will surely lay the foundation for the active development of many very large modern sugar plantations by independent capital.

A few months ago, the usual annual convention of the National Association of Real-Estate Boards was held at Atlantic City, which afforded an opportunity to circulate propoganda favorable to large Florida sugar industry.

Manuscript was prepared and submitted to the Jacksonville Real-Estate Board, and they ordered same printed. The proposition was not submitted to the Convention, but the pamphlet was distributed to those present.

As the result of this distribution by the Jacksonville Real-Estate Board, one of these pamphlets was brought to the attention of the Home Market Club of Boston-- one of the oldest associations of large manufacturers in that section of the United States.

These gentlemen in turn interested the Ways and Means Committee of Congress. Mr. J. W. Forney, Chairman, Mr. Martin, Mr. M. C. from Louisiana and Senators Duncan V. Fletcher and Park Trammell expressed a willingness to come to Jacksonville to meet the leading men of this State, in an endeavor to arrive at something definite.

A Special Committee, composed of Messrs. C. Lyman Spencer, S. Bryan Jennings and Arthur D. Stevens, was appointed to formulate plans, some of the things which may be accomplished at the proposed meeting are set forth as follows:

FIRST: It should be shown that unless a very large sugar industry is established in Florida, as well as syrup industry in Florida and adjacent states; this country, as well as Europe, will be on short sugar rations for years to come-- and pay very high prices for their limited supply.

This condition can best be shown by inviting the Editor of "Sugar" the leading periodical in the sugar trade, and paying all of his expenses to this city and on the trip through the state.

A public statement by this gentleman at this meeting along the lines of his published articles, sent broad cast throughout the country should go far not only to convince the Congressional delegation, but the country at large as well, of the necessity of some definite concrete action, without delay.

SECOND: A conclusive showing of our advantages as to climate, soil and transportation facilities for the production of the sugar-cane, and converting it by modern methods into sugar and syrup should also be made, which may be accomplished by the following methods:

- (a) Mr. Alexander Mitchell of the U. S. Weather Bureau has offered to prepare a paper setting forth our advantageous climatic conditions, as compared with other sugar countries.
- (b) Dr. R. E. Rose, State Chemist will make a short address showing the general cane growing conditions, the sucrose content of our canes through a long period of years, and the successful operation of the Disston Sugar plantation prior to the time it fell into the hands of promoters.
- (c) Mr. Elliott, State Drainage Engineer will give us facts in reference to the Glades; and it might be well to invite the State Geologist for a talk on some of our best cane soils.

(d) Dr. P. H. Rolfs of the State Experiment Station should be asked for a short talk on cane maturity in this State.

(e) Abundant samples of cane should be provided from all parts of the State.

(f) A trip should be provided down the State, so laid out as to give a bird's eye view of the area best adapted for immediate development of sugar.

(g) Provision should be made also for a trip to the large cane fields of West Florida, where large quantities of syrup are now being produced.

THIRD PUBLICITY:

Mr. Barton W. Currie, Editor of the Country Gentleman, in a recent letter, stated that some time this Fall he would send a competent writer to this State to cover the proposed cane sugar and syrup industries. This being in response to objections made to some articles recently appearing in that periodical. The suggestion is here made that an invitation be extended to Barton W. Currie, or his representative to attend this meeting and make the proposed trip, with expenses paid.

(b) Arrangements should be made with the Associated Press to have a representative present and go on this trip, with his expenses paid.

(c) Mr. C. S. Emerson, of the Florida Times Union has kept pace with sugar propoganda from the beginning, and is well drilled in the essential elements of the propoganda. Mr. Emerson's intelligent and hearty co-operation in this propoganda work has saved several years of hard work and much money in establishing sugar and syrup on a firm footing. His expenses should be paid.

(d) A representative of the Home Market Club, of Boston, should be invited, for the prestige and publicity resulting therefrom.

FOURTH, THE MEETING. The time should be the latter part of October, thus allowing our lands to be dried out, the mosquitoes to disappear, and our cane to ripen, and at the same time permit an inspection of the cane fields before they are harvested.

It would seem that the meeting should take the form of a public dinner, the several addresses referred to being made short, an opportunity given for Messrs. Fordney, Martin, Fletcher and Trammell to make such remarks as they may deem proper.

FIFTH: EXPENSES. It being impossible to state definitely at this time, the extent of the proposed trip, for the reason that we do not know how much time can be given to it by the Congressional party, the following estimate is made as a maximum.

Item A. Expenses of Mr. R.V. Kellar-Editor "Sugar	\$225
Item B. Expenses of Country Gentleman represent	\$225
Item C. Expenses of Associated Press	\$100
Item D. Expenses of Home Market Club	\$225
Item E. Expenses of C. S. Emerson	75
	<hr/> \$850

Item E. Expenses of H. E. Rose	75
Item F. Expenses of Banquet, decorations, music invitations, programs, expenses securing cane, carting and placing same	250
Item G. Contingent fund to cover any miscellaneous expenses which may arise on the trip, or for hotel expenses of Congressional part, or other items unforeseen	<hr/> 300

It would seem that a fund of \$1600 should be secured, and that should there remain a balance, it either be refunded to the contributors pro rata, or be disbursed as follows:

Paid to George E. Brown, as Treasurer of the All American Sugar League, for the purpose of wiping out the existing indebtedness, and enabling the League to more effectively continue its work of sugar and syrup propoganda the Jacksonville Real-Estate to be refunded \$100 out of this amount.

PURPOSES OF THE MEETING

- 1st. To secure favorable recognition of the new sugar and syrup industries in Congress.
- 2nd. Securing Congressional aid for seed-cane. Seed cane was 1st. introduced into Georgia, Florida, Louisiana, the West Indies and Mexico by ship cargoes. Ample supplies of suitable varieties exist in the countries of the Gulf and Carribean, which may be delivered at Tampa, Jacksonville and Miami for distribution at reasonable prices.
- 3rd. Securing zone freight rates by rail. Before the world war zone rates for sugar-cane existed on all Florida railways, similar to those in effect in Louisiana, ranging from about 50 cents a ton at 20 miles, up to 95¢ at 100 miles. Present rates are about double this amount. Railroads are willing to return to old rates, in order to develop these important industries. Congress should see that this change is quickly made in time for this season's crop.
- 4th. A commission appointed by Congress for developing and promoting the cane sugar and syrup industries and as a socialistic scheme with government funds-- the government simply acting as promoter and press agent. Promotion activities to cover the entire cane belt, if necessary.
- 5th. Such other action as may be deemed advisable for the protection and advancement of the syrup and sugar industries of this and adjoining states, among which may be mentioned the advisability of increased duty on molasses when marketed in the United States as syrup; and the proper labelling of molasses and chemical glucose to prevent unfair competition with pure cane syrup.
- 6th. The formation of a strong organization to carry on the important work of establishing these great industries. There can be no question that, the public ear being open for information on sugar, one of the important results of this work will be a large amount of publicity, secured at very low costs, for Florida. Publicity appearing as news items, under the direction of a competent publicity man.