

LOOKING AHEAD

THE AMERICAN FRUIT GROWERS, INC., HAVE JUST FINISHED THEIR FIRST SEASON'S OPERATIONS IN THE HOOD RIVER DISTRICT. THE PAST SEASON HAS BEEN A VERY PLEASANT ONE FOR US, AND IT HAS BEEN DEFINITELY DECIDED TO MAINTAIN AND OPERATE PERMANENT YEAR AROUND OFFICES IN THE HOOD RIVER DISTRICT.

WE ARE PLANNING AND LOOKING AHEAD HOW TO BEST SERVE THE GROWER AND SELL HIS FRUIT THE COMING SEASON SO AS TO NET HIM THE GREATEST AMOUNT OF MONEY POSSIBLE.

THROUGH THE AMERICAN FRUIT GROWERS, INC., THERE IS AVAILABLE TO EVERY GROWER IN THE HOOD RIVER DISTRICT THE SERVICES OF A NATIONAL MARKETING ORGANIZATION, PROPERLY EQUIPPED TO WORK WITH YOU IN SOLVING YOUR SALES PROBLEMS.

THE AMERICAN FRUIT GROWERS, INC., ARE REPRESENTED IN MORE THAN 160 CAR-LOT MARKETS THROUGHOUT THE UNITED STATES, AND IN THE LARGER MARKETS SUCH AS NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, PITTSBURGH, BUFFALO, WASHINGTON, D. C., ET AL, WE OPERATE COMPLETE OFFICES, WITH A MANAGER IN CHARGE, SALESMEN, INSPECTORS, TRAFFIC MEN, ETC., TO EFFICIENTLY HANDLE THE LARGE VOLUME PASSING THROUGH THESE IMPORTANT MARKETS.

NATIONAL ADVERTISING HAS ESTABLISHED THE BLUE GOOSE TRADEMARK IN EVERY MARKET, AND THIS BRAND CAN BE USED BY ALL GROWERS WHO SELL THEIR FRUIT THROUGH THIS ORGANIZATION.

OUR COMPLETE CHARGE FOR F.O.B. SALES SERVICE IS 10¢ PER BOX. TERMINAL MARKETING BROKERAGE IS PAID BY US OUT OF OUR PER BOX CHARGE.

ONLY THE VOLUME REPRESENTED BY THE LARGEST TONNAGE SHIPPED OUT OF THE PACIFIC NORTHWEST ENABLES US TO FURNISH THIS KIND OF SERVICE ON SUCH A SMALL MARGIN.

AS FOR RESULTS WE HAVE OBTAINED IN THE HOOD RIVER DISTRICT THIS SEASON, WE ASK YOU TO GET IN TOUCH WITH ANY GROWER OR SHIPPER WHOSE FRUIT WE HANDLED THIS PAST YEAR. ALSO, WE INVITE ANY GROWER INTERESTED TO VISIT OUR OFFICE AND REVIEW OUR FILES OF THE SEASON'S SALES.

IT WILL BE TO YOUR ADVANTAGE TO CONSIDER THE SALES SERVICE OF THE AMERICAN FRUIT GROWERS, INC., WHEN DECIDING ON YOUR MARKETING PROBLEM FOR THE COMING SEASON. WE WILL BE PLEASED TO GO INTO THE DETAILS OF OUR OPERATION WITH ANYONE WHO IS INTERESTED.

AMERICAN FRUIT GROWERS, INC.

HOOD RIVER DIVISION

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