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Citrus Talks-Back to Good Times

Charles C. Chapman

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CITRUS TALKS

"BACK TO GOOD TIMES"

Bank of America's program over
KGO and KFI, National
Broadcasting Company

April 30, 1932

C. C. Chapman, speaking on Bank of America's "Back to Good Times" program over stations KGO and KFI, National Broadcasting Company, Saturday, April 30, 1932, 7:15 to 7:45 P.M.

HEAR

C. C. CHAPMAN

"Father of the Valencia Orange Industry" ... and

TUDOR WILLIAMS

Bass-Baritone Soloist

K G O

K F I

7:15

TOMORROW
NIGHT

BANK of AMERICA

"Back to Good Times"

Program

Hollywood paper

As an agriculturist, I am indeed happy to have a part in this "Back to Good Times" movement. Agriculture has been the first of the great basic industries to readjust itself to the economic conditions that prevail today. This, I believe, is particularly true of California agriculture. This is supported by the further statement that the cash income of the farms of California, during the past year, was greater than that of any other state in the Union, according to a preliminary report of the United States Bureau of Agricultural Economics. In fact, the income per individual California farm was almost double that of the next nearest state.

This does not mean net profit, but merely cash sales of agricultural products. The point of paramount importance, however, is that California agriculture puts more money into circulation than do the farm products of any other state, and the average California farmer does a larger cash business than any other American tiller of the soil.

While it is true that the cost of production has been greatly reduced, it has not fallen in full harmony with lowering of prices of products of the farm. Nevertheless, the large number of farms showing a profit in 1931, along with a larger number which showed only small losses, leads our farmers to be optimistic, in spite of the fact that the immediate future does not hold a prospect of better prices.

For almost forty years I have been an orange grower and I do not hesitate to state that with all its obstacles the growing of citrus fruits is the most fascinating and generally as profitable as any agricultural occupation followed by man.

Today, the citrus industry is of paramount importance. During 1931, the American people, in spite of the acute financial depression, consumed more citrus fruits than ever before. It consumed a total of 167,000 carloads, exceeding the previous high record of 1929 by 9,000 carloads. This was more than seventy-five million boxes.

We do not have to search far to find the reason for this remarkable record. Nation-wide advertising on the part of California's great co-operative marketing organizations has been one of the principal factors in finding markets for a large part of the fruit produced here. For liberal, consistent, sustained advertising, nation-wide in scope, the farmers of California, I believe, have set a record which could be profitably emulated by many other lines of business and industry.

Advertising has caused the great American public to drink the juice of three oranges, instead of digging a spoon into half an orange. Advertising, backed by research, has made it possible for every man, woman and child to correct acidosis by drinking generously of the palatable and healthful juice of the orange. Advertising has made popular rubber-stamped walnuts, and has caused the consumers everywhere to demand California fruits and products.

California agriculture, the acknowledged backbone of the wealth of the state, today stands head and shoulders above that of any other section. It is eminently qualified to take a prominent place in this "Back to Good Times" movement in which California will do its part in leading the nation back to sound prosperity. California, the last to feel the depression, should be the first to throw it off and our people are making an heroic and concerted fight for an early victory over every phase of depression.

Complete and speedy business recovery depends upon the action of each individual. Let us not passively wait for some good fortune to come

to us. We can do much to create our own prosperity with our own money, here and now. Every dollar banked, or judiciously invested, or expended at the present moment, is a forward step towards good times.

This "Back to Good Times" movement, sponsored by the Bank of America, indicates a spirit of responsibility, service and leadership on the part of a great financial institution. Surely, it deserves the wholehearted support of every loyal Californian who earnestly desires the speedy return of good times.

I am impelled by my long personal acquaintance with Mr. A. P. Giannini, Chairman of the Board, Bank of America, and my admiration for him, to refer to him as I close. In my estimation, he has a rightful place among the outstanding leaders that California has produced, and we can justly boast of a goodly number of unusually great leaders. Mr. Giannini is a man of vision, which, supplemented by a forceful, dominating personality, creates confidence and enthusiasm in his followers. His splendid leadership in creating confidence among the people throughout the state at the present opportune time, and in this "Back to Good Times" movement, will rebound to the benefit of all banking institutions and every line of business in our great state.

Mr. Chapman's address is one of a series of brief talks by prominent Californians who are participating in Bank of America's "Back to Good Times" programs. Hear them each week! . . . Thrilling music by the Bank of America Concert Orchestra (led by the famous conductor, Emil J. Pollak) and the West's greatest vocal artists, especially selected for these programs. . . . Make it a point to tune in each Saturday evening at 7:15 on KFI or KGO. And tell your friends about this unique radio feature.

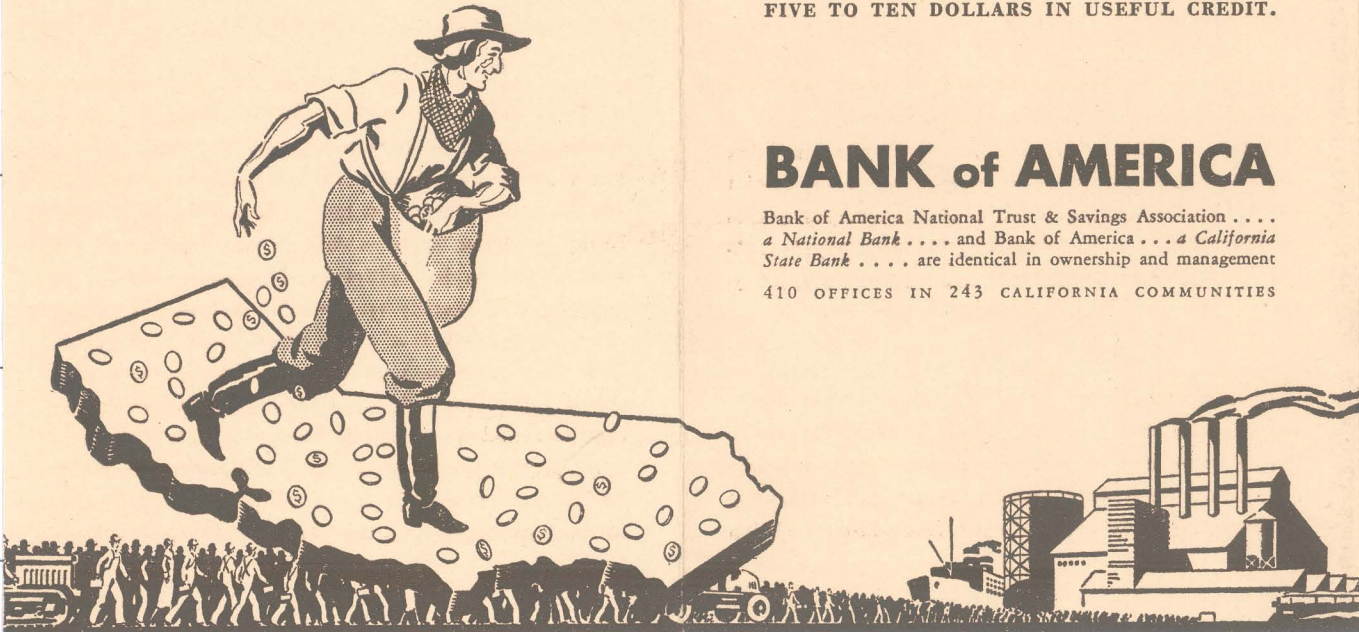
PUT IDLE DOLLARS TO WORK FOR CALIFORNIA.
EVERY DOLLAR BANKED TODAY RELEASES FROM
FIVE TO TEN DOLLARS IN USEFUL CREDIT.

BANK of AMERICA

Bank of America National Trust & Savings Association . . .
a National Bank . . . and Bank of America . . . *a California
State Bank . . .* are identical in ownership and management
410 OFFICES IN 243 CALIFORNIA COMMUNITIES

C. C. CHAPMAN *speaks for* AGRICULTURE

A RADIO ADDRESS
Delivered during Bank
of America's "Back
to Good Times"
program of
April 30
1932



AGRICULTURE *and the* "BACK TO GOOD TIMES" MOVEMENT

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WHY FARMERS ARE OPTIMISTIC

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by C. C. CHAPMAN
of Fullerton, California

"Father of the Valencia Orange Industry"

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ADVERTISING PROVES VALUE

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HEROIC, CONCERTED FIGHT

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INDIVIDUAL RESPONSIBILITY

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TRIBUTE TO LEADERSHIP

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