

REMARKS BY U. S. SENATOR SAMUEL SHORTRIDGE

Delivered at the Avocado Banquet

We will find it true that those succeeding in any industry are very firmly organized; you may say that there is union in strength; that is, organized cooperation that carries forward anything to a successful end be it social or be it commercial activities. Chambers of Commerce, Boards of Trade, the Citrus growers, the California Almond Association, The California Walnut Association, the Rice Growers. No man can stand alone in trade or in commerce. It is cooperation—intelligent cooperation that succeeds.

You may run up against a so-called Sherman anti-trust law; the purpose of that law was to prevent the forming of combinations. There was an old theory and is still entertained by many, that competition is the life of trade. Competition may, however, result in a sharp cut in trade progress and may result in leaving only one in control of the situation. In other words there is a limit to be drawn between worthy enterprises, joined in by many, and what I may term as nefarious combinations, the purpose of which is only to raise the price of a produce and result in complete control of the situation. There is much to be said on that subject, but I allude to it only to bring out that it is by organization that you may succeed.

You come to the important point suggested here this evening, that is the distribution of the product; the finding of a market and controlling the prices of the product in the market after you have developed it. This is a new product and it must be popularized. It is rather like an arrogant movie queen; they need a little publicity and they get it by being married and divorced seven times in seven months. The avocado must not hide itself modestly under the green leaves but must flaunt itself before a hungry people; it must proclaim its virtues; you must make every person in frigid New England feel that life is not worth living if he has not tasted an avocado; you must create a demand for it until every farmer will want an avocado, even as he signs for a Ford. The avocado is new and should be popularized by advertising; that needed word publicity.

You should organize and then organize some more and if the Department of Justice tries to get after you as violating the Sherman Law, I will try and see what I can do with my friend, the Attorney General.