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**Wisconsin State Cranberry Growers'  
Association. Thirty-first annual meeting,  
Grand Rapids, Wisconsin, January 8, 1918.  
Thirtieth summer meeting, pavilion,  
Nekoose, Wis., August 14, 1917. 1917/1918**

Wisconsin State Cranberry Growers Association  
[s.l.]: [s.n.], 1917/1918

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WISCONSIN STATE

# Cranberry Growers' Association

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THIRTY-FIRST ANNUAL MEETING

GRAND RAPIDS, WISCONSIN, JANUARY 8, 1918

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THIRTIETH SUMMER MEETING

Pavilion, Nekoosa, Wis.

August 14, 1917



## LETTER OF TRANSMITTAL

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HONORABLE EMANUEL L. PHILIPP,  
*Governor of Wisconsin.*

DEAR SIR: I have the honor to submit to you herewith the Thirty-First Annual Report of the Wisconsin State Cranberry Growers' Association.

Respectfully yours,  
MRS. S. N. WHITTLESEY,  
*Secretary.*

Cranmoor, Wis.  
January 1st, 1918.



# THIRTY-FIRST ANNUAL REPORT

OF THE

## Wisconsin State Cranberry Growers' Association

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### SUMMARY OF TRANSACTIONS, 31ST ANNUAL MEETING

The 31st annual meeting of the Wisconsin State Cranberry Growers' Association convened at Grand Rapids, Wis., January 8, 1918.

Through the courtesy of the Wood Co. National Bank the meeting was held in the old Foresters' Hall, giving us most central and convenient quarters.

Owing to severe weather and congested condition of railroads, some arrivals were tardy, and some not able to come at all. Notwithstanding these failures the attendance was good and the meeting said to be one of the best.

After calling the meeting to order at 10:00 A. M. President Searls gave a most excellent address, dwelling principally on the black head fire worm, a most destructive pest, unless stringent measures are taken at the right time.

The minutes of the 30th summer meeting were read and approved, as were the reports of the treasurer and secretary, the two not differing greatly from those of the previous year, as it was deemed best to be sure of liabilities before making inroads on available funds.

By motion made and seconded the acting secretary was instructed to cast a ballot for the reelection of the old officers with Mrs. S. N. Whittlesey as secretary for the ensuing term. The program that followed was a full one and of more than ordinary merit, showing unusual care, thought and ability.

Discussions of many of our needs occupied some time. Among the topics considered was delinquent members, Life and annual membership, and the size of annual dues. The secretary was given permission to issue a circular letter as a gentle reminder of fees due, and an in-

vation to life members to become annual, and so aid our depleted fund. The annual fee was placed at \$1.00 instead of \$2.00 as had been adopted at a previous session.

Our thanks are due Mr. C. M. Secker and others for help in suggesting topics and to the gentlemen who so kindly responded with their very able papers. The meeting adjourned at 5:00 P. M. and was closely followed by the getting together of the Wisconsin Cranberry Sales Co. to which most of the association members belong.

MRS. S. N. WHITTLESEY,  
*Secretary.*

## PRESIDENT'S ANNUAL ADDRESS

ANDREW SEARLS

As the blackhead fire worm seems to be inclined to give the cranberry growers trouble this coming season, it might be well to sound a warning and give some pointers how to manage this troublesome pest. The way I have doped this subject out is, there is only one way for the Wisconsin Cranberry Growers to combat him successfully, for if you attempt to get him with a poison, or any other way by the use of a spray, you will fail to reach him in time to prevent him from getting in his work and doing your crop and vines a great deal of harm, besides the spray method is very much more expensive.

I have had several years experience in treating for this pest and have always been successful in combatting him. I think it was twelve years ago this last fall, I discovered quite a large patch of our vines had been severely injured by some pest. I had not noticed when the work was being done but I could see if the whole bog was worked over as thoroughly as this particular patch, something like forty square rods, it would put us out of business for at least a couple of years. This looked serious and in walking among the vines on a fine sunny day I noticed very many small brown flies, or you might call them millers—they resembled millers—would rise and fly away, a few feet, and again settle down in the vines. I concluded these were the fellows responsible for the work, and from their immense numbers they would be likely to spread over the whole bog and be laying eggs for the coming season.

I had come in possession some time before of a bulletin on Cranberry Culture, and among the papers was one on how to combat the black head fire worm. The treatment advised when the first crop of worms were hatched (which usually occurs in the last days of May) was to put the bog under water for a sufficient time to drown these young worms; it might take several floodings to get them all but this was the only sure method of protection. The next spring I was on the look out for the appearance of the fellows. I think it was the 25th of May I discovered that the worms were getting busy, their first work seeming to be on the young growing buds and vines.

We at once put our entire fields under water, covering every vine as nearly as possible. They were held submerged for 36 hours, the water was then drawn off and the worms examined and were found to be dead, all at least that we had been able to get under water. We make a practice of giving our marsh a worm flood for safety, believing it will do no harm and if there are any stray worms hanging around it will put them out of business.



**STATEMENT OF ACCOUNT OF WISCONSIN CRANBERRY  
GROWERS' ASSOCIATION WITH HERMAN J.  
GEBHART, TREASURER**

		<i>Receipts</i>	<i>Disbursements</i>
Jan. 16, 1917	Balance on hand.....	\$24 18	
Feb. 23, 1917	Flowers for funeral Secretary Fitch.....		\$4 00
June 26, 1917	Grand Rapids Tribune....		3 00
Jan. 1, 1918	Balance .....		17 18
		<hr/>	
		\$24 18	\$24 18

**REPORT OF SECRETARY, JANUARY 1ST, 1918**

MRS. S. N. WHITTLESEY

Owing to the uncertainty of outstanding accounts through loss of our records by the burning of the former secretary's home—it was thought best to be sure of these before making any drafts on either Association or State Aid funds. These will appear in full in the Thirty-Second Annual Report.

The following shows amount of funds available to apply on these unpaid bills:

		<i>Receipts</i>	<i>Disbursements</i>
April 13, 1917	Balance .....	\$80 82	
July 1, 1917	Annual appropriation....	250 00	none
		<hr/>	
Jan. 1, 1918	Total on hand.....	\$330 82	

## REPORT OF DELEGATE, GEORGE N. ARPIN, TO THE ANNUAL CONVENTION OF THE STATE HORTI- CULTURAL SOCIETY

Mr. President, Ladies and Gentlemen:

Mr. Secker was the appointed delegate to the convention, he was unable to go, and I was appointed substitute.

The convention was held in the assembly chamber of the state capitol, December 11th, 12th, 13th. The program was very complete and interesting. The exhibits were good. Not enough interest, to my notion, was taken in the exhibits by outsiders.

About half a day was spent by the delegate in putting the cranberry exhibit in order, labeling the plates, etc. Several samples were partially frosted en route, but they sorted out all right and the association had an exhibit of twelve attractive plates of berries. There should have been more.

The following is a list of growers and their exhibit:

Mrs. Pauline Smith—Badger, Bennett Jumbo.  
Mrs. S. N. Whittlesey—Prolific, Bennett Jumbo.  
Arpin Cranberry Co.—Prolific, Bennett Jumbo, Metallic Bell, Bell and Bugle.  
Elmer Dano—Bell and Bugle.  
Mr. Gebhart—Mammoth.  
A. Searls and Son—Searls Jumbo.  
Mr. Tuttle—McFarlin.

Mr. M. O. Potter was elected member of the executive committee for the eighth district.

## STATE FAIR EXHIBIT

CHELICIE TREAT, Shennington, Wisconsin.

I was much surprised when I received our secretary's letter asking for a paper on the State Fair Exhibit. I being only a greenhorn expected to escape unnoticed. But I shall endeavor to give you an idea of what was accomplished by the exhibit of last fall.

I arrived in Milwaukee Saturday and with Mr. Malde, Mrs. Whittlesey and Miss Bamberg set up the exhibit.

The aim in setting such an exhibit was of course to arouse the thousands at the Fair with the importance of cranberries as a food, and to stimulate an interest that would lead to a greater consumption of our product by the public. Hence those who passed us never left without having a better knowledge of cranberries or the bog on which they grow. One would be surprised at how few people know anything about cranberries.

Do they grow on trees; and if so, how do you gather them? asks one innocent looking man of 45 or so. "Are they the same as the highbush type, or only relative to them?" Asks another individual and when told the nature of cranberries those people looked as surprised as the Englishman who, when he asked whether North Dakota was in Wisconsin, was told it was not a city but a state.

Mrs. Whittlesey with her ever ready smile, and her eagerness to be of service to all, which gained for her the title of "Mother" was a veritable mine of information to the busy housewives of Wisconsin. She showed in a most efficient way how cranberries could be made into toothsome dainties at as small cost as any other fruit or dessert, dispelling the old idea that so much of the sugar supply was needed to make them sweet enough to eat. To those who have to live up to Hoover's dictum of sugar these demonstrations must have been received with joy by the women present.

Miss Bamberg too was indispensable in our booth, she relieved Mrs. Whittlesey and kept the interest up all the time. The only deplorable feature of her week there was a long distance phone call (We wondered who he was but failed to find out) which prevented her being in the picture. This work I believe is the basis for a large sale of berries in the future. People have to be taught the value of things and to have old notions dispelled before they will try things. The converts made by the ladies in the booth, point the way to greater success for the sale of cranberries in the future if this work is followed up as it should be.

Just what we accomplished cannot be definitely stated at this time, nor can we place our fingers on any visible results. We were in the same conditions as the negro who was chased by the ghost one night. He declared that he was not afraid of ghosts but one night when

going by the graveyard he saw one and he stopped for nothing, but he lit out. Finally his wind gave out and trembling like a leaf he sat down on a log. The white thing came up and sat down by him and tapping his shoulder said "We had a good run didn't we?" "Yes, sah, bet your life," answered Mose, "and when I gets my breff we'se gwine to have another." That's the way we feel about this exhibit, we did a great deal to arouse people's interest and get them to thinking in terms of cranberry sauce, pies, jelly and appetizers used in connection with meats, etc. But of course each fall is simply the getting of our breath for the next year. Each exhibit should be put forth with as many variations added as possible in order to show people that the cranberry industry is one of the growing industries of Wisconsin. To do this the growers must work together. There should be more rivalry among them in entering their berries in the competitive exhibits for premiums. There is \$250 to be divided among the growers as prizes if they will only send their berries down. There should be at least one pint for each plate. Last year some of the plates were ruled out because of the lack of berries.

Authorized salesmen are very important in the sale of any product but a demonstration of this sort, of a weeks duration does more than one would imagine to advertise a product. This may be because people come with the intention and express purpose of seeing what the state is doing, and they note carefully everything they see.

I know of a man who was only passively interested in tractors before the Fair, but when he went home he was talking a great deal about the line drive type, and is laying plans for possessing one when his farm is able to pay for one. And cannot these cranberry exhibits be run on the same plan? Arrange them in such a way that they will attract people even more than our last one did, and this was by far one of the most attractive in the Horticultural Building. If we go at our exhibit in this way people will talk about it after the fair week and results will be as satisfactory as we can hope for. We believe in our product and believing in it we should follow out a doctor's motto I once read, "Early to bed, early to rise, work like hell—en advertise."

As for the rest of the fair we saw little of it but enjoyed what we did see. However, we did not miss the others much, as our chief ambition was to make our booth interesting and attractive. We are grateful for our opportunity to the Sales Company and hope our efforts have met with their approval.

## IMPRESSIONS ON STATE FAIR EXHIBITS

Chicago, Ill., December 29, 1917.

Mrs. S. N. Whittlesey,  
Cranmoor, Wisconsin.

Dear Mrs. Whittlesey:

I have for acknowledgment your letter of the 24th inst. in regard to the Annual Meeting of the Wisconsin State Cranberry Growers' Association, and I appreciate the fact that it is desirable and important to have an interesting meeting, because I believe the best interest of the cranberry growers can be developed through these interesting meetings, and I will be glad indeed if the bit that I furnish should prove worthy of this title.

First, in regard to the subject, "Value of state Fair Exhibits." I doubt if I can possibly express in strong enough terms my approval of the State Fair Exhibit. I want to say to you and for the benefit of every grower and member of this association, as well as every grower of cranberries in Wisconsin or elsewhere, that to my mind the value to the cranberry industry of this exhibit is positively the most far-reaching and educational of anything I could suggest. If possible to conduct similar exhibits at other State or County Fairs I would most strongly approve.

The benefits, while they are not delivered in quick cash returns they are like grass seed scattered on good soil, and will continue to spread, bringing in benefits in many ways.

I spent one whole day with you at the Milwaukee State Fair and I was certainly very much impressed. I want to compliment Mr. Malde and Mr. Chelcie Treat on the very nice appearance of the exhibit itself, and with the limited amount and kind of stock they had to get it up with, they certainly should be commended on its nice appearance.

Then, I want to compliment you and your assistant Miss Anna Bamberg on the very impressive and able manner in which the exhibit was managed. I am very sure that no other domestic exhibit attracted so much attention and certainly nothing in Horticultural Hall was so interesting to the crowd that thronged through the hall all day.

Now, this to my mind is ample evidence that the Cranberry Exhibit made a hit with the majority of the visitors and I am sure every interested visitor, many who perhaps had never eaten cranberries, left the fair satisfied that cranberry sauce was not only delicious and palatable, but also an economical cause for every home, and regardless of the price of the material itself and the price of other commodities that make up the high cost of living the mass of people in the entire United States can afford the liberal use of the cranberries.

To insure the continual use of them is to educate all to properly cook and serve them. The pleasant recollection of a helping of properly cooked cranberry sauce will be remembered long after the price has been forgotten, and I am sure the Fair Exhibit will continue to be valuable and one of the best methods for this educational purpose.

I would also suggest to cranberry growers that they interest themselves in the competitive exhibit of cranberries as also being valuable.

I regret very much that I am unable to attend your meeting in person and certainly hope that the association, as well as all other cranberry growers will enjoy a very prosperous and happy year to come.

Very truly yours,

CHARLES SCHLOSSER.

## COOPERATION BETWEEN THE GROWER AND BANKER

GUY O. BABCOCK, Wood Co. National Bank

About two weeks ago I was asked by your secretary, Mrs. Whittlesey to permit my name to be placed on your program for this meeting, and a notice of that length of time ought to have been sufficient to enable me to present a very lengthy and interesting paper. I have not done my duty however, and can only plead as an excuse that I have been exceptionally busy, also your meeting happens to come on the same date as our bank's annual meeting and besides it is a very busy time of the year with us all.

I am very glad however to be with you and certainly appreciate the fact that I was asked to appear on your program.

The subject assigned to me by Mrs. Whittlesey "Cooperation between the Grower and Banker" permits me to start my paper in practically the same language which I used in a paper recently given at a Bankers Meeting where the subject assigned to me was "The Banker's Viewpoint of the question, Is closer cooperation between industry and the banker desirable."

The two subjects are closely related and were it not for the fact that cranberry growing seems to be so entirely different from most other industries and is almost in a class by itself the same paper might be used almost entirely for both subjects.

A discussion of the subject "Cooperation between the Grower and Banker" would probably not provoke much argument as we are no doubt all in one accord as to the advisability and mutual benefit to be derived from such cooperation. Nevertheless, it is a question well worthy of consideration and discussion, even though we do not argue it.

In the first place, I regret exceedingly that my knowledge of the art or rather the science of cranberry growing, is very limited indeed and until I came to Grand Rapids from Colorado about eleven years ago, I must admit that I was not just positive whether the beautiful red berry which we liked so well, grew on small trees or were dug out of the ground like potatoes. But I have since at least learned how they grow, and from the many questions I continually ask my good friends in the cranberry industry, I presume they think I ought to know it by this time. But I dont.

I have often wished that my early boyhood could have been spent in this locality because at the harvest season of the year I could at least have got into the business up to my knees, while I crawled with the line plucking the fruit at 50 cents per.

I must say however that some of the growers have tried their best to improve my knowledge in the industry, as they walked me for miles over their bogs and jumped me across their many ditches,

some of which, are a little wide on the further side. I will not soon forget one rather wide and rather deep ditch which my guide seemed to aeroplane over with the greatest ease and bade me follow. I of course wished to show my friend that I was just as expert as he at this jumping game, so I made a flying leap with as pretty a start as you ever saw, but soon to my dismay discovered that the ditch was about eight and one-half inches too wide for me to make in one jump and consequently had to make it in two which rather dampened—my confidence in my ability as a ditch aviator.

But it was a very warm summer day and after walking a few hours more in the sun, I found that the balance of my body was just about as wet as the part which went into the ditch, so it really made no difference.

Well friends thus far I have told you of things that I do not know and I am very sure you expected this paper to follow a line of thought regarding things about which I do know.

Well first of all I do know that we have got some cranberry growers in the state of Wisconsin, who, by constant study, close attention to their business and downright hard work have made themselves second to none in the entire United States as reliable and successful cranberry growers. Now my friends this may sound like throwing bouquets and if it does all right as it is so intended, but ladies and gentlemen it is not "hot air" any way as I know what I am talking about, even though I have not seen all the cranberry bogs in other parts of the country.

When I came here from the state of Colorado, which by the way has some beautiful fruit orchards, I was told about the immense cranberry marshes owned by companies and individuals in this locality. They were referred to as being marshes of so many hundred or possibly thousand acres. The thought occurred to me then, and I asked the question, why they did not intensely cultivate fewer acres as did other fruit growers and thus get more and better berries. I was soon after taken to a marsh where I found that very system was already in operation and was told that others were doing likewise.

But the appearance of some of the marshes then, as compared with the beautiful garden spots which some of you have today, is what warrants me in saying that Wisconsin has developed some real genuine cranberry growers. And friends these good cranberry experts are not all of the male variety either. We must of course give the men due credit for their skill and business judgment and yet we must also give full credit to the ladies who have rendered such valuable assistance and advice in the development of this wonderful industry.

Now this brings me back to our subject again because, while we are giving credit to those who did all this good work I presume mention should also be made of the various banks from whom they received credit.

Cooperation between the grower and the banker has been almost a necessity in the development of these properties, during their earliest stages at least, and while we are glad indeed to see that many of the

growers are gradually reaching a point in their financial condition where they do not need to depend upon their banker for steady capital stock aid, yet I am of the opinion that if the cooperation and close association with their banker was advantageous and helpful in their early career, it will continue to be useful as the time goes on.

The beginner, of course, unless he possesses sufficient means must naturally apply to his bank for assistance and even though he does not need financial aid, the banker will always welcome him in consultation and it is reasonable to suppose that the business man would also welcome a conference with an officer of a bank who is expected, at least, to keep somewhat posted on questions of finance. They both need each other and in my opinion the proper time for a conference with the banker is in the beginning. Most bankers are ready and willing to give any new proposition the benefit of the knowledge they possess and appreciate the opportunity of rendering some service to the project, whether any pecuniary benefit results from it or not.

The question of financing concerns is not an easy one, and if the banker is expected to furnish part of the cash or brains for the institution, it is no more than right that he be given a chance at the beginning and not have to wait until the concern receives a terrific bump and then expect him to try and pull it out. Let him in on the ground floor—tell him all the details at the beginning—then receive his suggestions and accept them if they are reasonable and appeal to you. Unless the concern has an abundance of capital it will surely need financial assistance at some stage of its existence, then why not give the banker an early opportunity of becoming familiar with its affairs.

Of course it may be said that bankers are over inquisitive in their desire to know everybody's business, but friends that's "our stock in trade" and is one of the things that regulates and establishes credit. The other main credit asset is the man. The man behind the bog. That in reality is the great asset and the one we must depend on.

I find this paper is developing into a lecture on the art of borrowing money and that reminds me of an old story told of a banker who had continually refused to grant a request for a loan but after many days of urging and scheming the man finally induced the banker to loan him the money. The note finally came due and Mr. Borrower having no funds, failed to respond to repeated notices from the bank.

Finally in desperation the banker induced a friend to use his influence in securing the payment if possible.

The friend immediately went to the borrower and told him of the worry and great trouble the banker was having on account of not getting back his money. The borrower replied, "Well, I'll admit he is having some trouble in getting it back, but I want to say to you that he is having no more trouble in getting his money back than we had in getting him to loan it to us in the first place." Consequently in his opinion they were even.

I want to take this opportunity of saying however that I do not believe the banks experience much of that kind of trouble with cranberry loans.



Our bank has had one or two close calls where we exceeded ordinary good judgment in our desire to help along the industry but in each one of these cases we finally got our money and I can truthfully say that we have never lost a dollar on cranberry loans.

I am going to now quote a clause from an annual report to our bank stockholders in January, 1916. Perhaps it may seem a little out of place but here it is anyway. I had been making reference to money conditions, etc., and followed by saying, "It took considerable money last fall, as usual to harvest the cranberry crop but that is now all over and the money practically all returned to us.

I wish to say right here to the stockholders of this bank that the cranberry business that we have is very satisfactory indeed. It takes considerable money of course at a time when money conditions are close from other causes, but we are always glad to strain a point to accommodate the cranberry growers because as a rule they are a bunch of fellows who are mighty prompt pay and we always know about when to expect the return of our money."

So there, I've gone and said it, and thus divulged the inner secret opinion which banks as a rule hold for you cranberry growers.

If therefore, you growers on the other hand entertain the same friendly feeling toward the bankers, why should there not be close cooperation between us.

Cooperation between the banker and the farmer has surely brought good results to both, and I am sure the same results will follow with close cooperation between all lines of industry and the banker.

There was a time when the farmer and banker apparently had nothing whatever in common and now they almost sleep together. It is only recently that the banker dare make suggestions to the farmer on the method of cultivating his soil and the growing of his crops. It has now become part of our daily conversation with him to the advantage of both. He thankfully receives the monthly bulletins which we provide and shows an appreciation for the interest we express in his welfare. We, bankers, of course, have had many things to learn in agriculture and most of us have much to learn yet. But we are learning some of the new methods right along with the farmer, and are able to be of a little assistance to him and he to us.

In this same manner can the cranberry industry and the banker work in harmony together for the mutual benefit of both and for the larger development of our respective communities. I have no particular method to suggest for bringing them closer together. The fact of the matter is I believe the question was solved long ago, as most of the growers and bankers have always cooperated and worked in harmony together.

The present day officer of a bank does not hold himself aloof from agriculture and industrial affairs and he is ready and willing to take an active part in the development of both. He tries to push himself forward along these lines and it seems that most any line of industry or agriculture is ready and willing to meet him half way.

We are surely as much interested in the industrial, agricultural and fruit development of our country as are other interests and we are

more than anxious to see our industries develop into strong, substantial and growing concerns. We want to share with them their burdens, as our success depends largely upon theirs.

I do not think it too much to say that modern scientific banking has made possible the tremendous commercial developments of the last few years.

Banking for the loaning of money has been carried on for many centuries. Gradually its adaptability for other purposes dawned upon financier's minds. We are informed that it was in 1401, at Barcelona, Spain, that the first bank was established for the receipts and care of deposits, by private merchants. The present twentieth century, magnificent and scientific banking system has made possible the enormous and world-wide expansion of trade that otherwise could not possibly have taken place. Today under normal conditions, it is as easy for the merchant in our town to buy and sell in Chicago, New York, San Francisco, England, Australia, China or Japan, as it formerly was to deal with his next town neighbor, because of the marvelous and perfect exchange arrangements of the banks.

Improvements are constantly taking place in our banking systems to make banks more serviceable to their patrons and communities in general. And now we have the Federal Reserve Bank which is expected to aid member banks in being of still more service to the public.

We are in the business to serve, and welcome the opportunity of participating and assisting in all worthy industrial developments. We invite the business man and grower into closer cooperation. The banker has an opportunity of learning something at least about various lines of business, and all of his experience, knowledge and ability belong to the bank and are for the use of his bank's clients. The cranberry grower and all other lines of industries should therefore know that it has a right to this close cooperation with the banks, the banker should feel that he has a right to expect it, with the natural result that both will profit thereby and know each other better.

## MARKETING

S. N. WHITTLESEY, Cranmoor, Wisconsin.

The inspiration of the following observations is the noticeable fact that the membership of the Wisconsin Cranberry Sales Company does not include all the Cranberry Growers of Wisconsin. A large minority of cranberry growers can flourish and prosper so far as marketing is concerned—provided at least a majority of growers—or of the crop, is in the Sales Company, and the marketing success of the Independents is due to, and because of, and at the expense of the Sales Company. This fact and the reasons are probably well-known to every grower. A very respectable minority of growers have withdrawn from or have not been identified with the Sales Company.

Suppose all growers, or enough to disrupt the company, should individually compete for a market for their crops. Cranberries are not counted a necessity like bread, potatoes and meat, and the demand in the market is not universal and constant. The grower generally must deliver his crop in a lump or in carlots and fruit jobbers are practically the only first buyers of cranberries.

With independent disorganized marketing we have no berries in some places and congestion in others and prices ruled by panic and slump. No buyer will touch cranberries on a falling market. Cooperation in all lines of activity is civilized and sensible. Competition in business is savage, and in marketing cranberries, suicidal.

Whether we confess it or not, it is probably the conviction of every grower that cooperation of all growers is the only solution, and the perfect solution of the marketing problem.

As a nold revolutionary hero put it, "We must all hang together in this thing or we will all hang separately."

## SHOULD WE ADVERTISE

By HERMAN J. GEBHART, Black River Falls, Wisconsin.

Members of the Association, Ladies and Visitors: In considering the subject, "Should We Advertise," the first thought that comes to me is the little saying, "Experience is the best teacher." The key to the solution of many a knotty problem however, is to be found in the answer to the question, "What is the experience of others?" Applying that question to the problem, "Should We Advertise?" the answer invariably is that "It pays to advertise."

It is hardly necessary to call your attention to a large mercantile concern in Chicago that has boasted that it possesses the largest printing outfit in the world, which is used almost entirely to convey to the consumer the merits of the numerous articles they offer for sale.

Advertising has become an art. Pick up any leading magazine; your attention cannot escape the many skilfully prepared, attractive, and interesting advertisements. You are attracted by them; you read them and the thoughts expressed therein, are often more interesting and truthful than the editorials. Why do people advertise a commodity they have produced? It is for the purpose of calling the attention of the consumer, and the consumer to be, to the merits of the article produced, resulting in increased sales which in turn benefits financially the producer, and above all, the consumer should be pleased with his purchase. That is successful advertising.

Now, what have we Wisconsin Cranberry Growers to advertise? We produce that which has rightly become the national berry—the cranberry. In that fact alone there is a fund of advertising material. What would Thanksgiving be without cranberries prepared in the various ways? The holidays that follow call for the national berry. Sometimes I think the cranberry is almost a necessary food, cranberries each day will keep the doctors away.

Of course, we cranberry growers know that in this age of watered stock, the cranberry is right up-to-date in possessing, as you know, some 90 per cent of water. However, we need not particularly enlarge upon that point, but we can, nevertheless, tell about the quality of that water swamp water, composed, as you know, of the extract of leaves, roots, gums, herbs, barks, balsams, blossoms, berries and boneset. The little bud is protected from chill with swamp water; when in blossom, we nourish and stimulate with swamp water and in maturity, their firmness accelerated by the bright, invigorating September days, we gather them bathed in swamp water gathered more gently than a mother handles a babe, for the water gently raises and lowers them within the scoop or rake, never permitting them to be jostled or threshed about,—the cushion method, as one may say, of gathering cranberries.

Basking in the sunshine, dried in the autumn breezes they take on a hue and color that tends to make the girls jealous.

Knowing that the cranberry is the most cleanly gathered of the fruits, and with the knowledge of its medicinal qualities, and as a food that it is the national berry, should we rest at that? We have an advantage, but he who sits on the cushion of advantage goes to sleep.

Sometimes, I think the best advertising is in the constant effort to get the fruit to the consumer in the best possible shape, ever having in mind quality and attractiveness. It is a sort of automatic, double action advertisement. It reminds me of the saying that blessings, like chickens, come home to roost.

The thought comes to me that we must not forget the fellow who doesn't know what a cranberry looks like. He isn't our customer; he is our customer to be. I understand they are thick in the south and southwest. How can we get him? There is food for thought. We must be careful with him or we may meet the experience of a Northerner who sent a barrel of cranberries to his Southern friend. He appreciated the kindly intent but regretted very much that the berries soured on the way and consequently could not use them. That brings up to the point regarding recipes. Almost anyone can buy cranberries but it is another matter to prepare them right. Advertising is a means of bringing recipes to the people. Women are fond of recipes, seemingly, and an attractive advertisement in the October or November Ladies' Home Journal with its world-wide circulation, picturing cranberries with their bright colors, and picturing prepared recipes in color would be a means of bringing the recipes to the right parties the world over.

There is a somewhat erroneous impression among people as to the amount of sugar necessary to prepare cranberries as compared to the amount necessary to prepare other fruit. Mrs. Whittlesey has nicely demonstrated this by taking a quantity of cranberries and a like value of apples and preparing them. After eliminating the waste, which is little with the cranberries as compared to the apple core, seeds, and peelings, the net result as to quantity of prepared food is amazingly favorable to the cranberry. People clamor for results. Advertising the experiment would bring the result to the people.

The world recognizes the necessity of advertising. We must come to it sometime, collectively. In view of the unusual world-wide conditions, the shortage in the cranberry crops, the scarcity of sugar at a time when the sugar yield is 1,331,100 tons greater than the previous year and other factors, may render it inadvisable to collectively advertise Wisconsin cranberries at this time.

Nevertheless each cranberry grower can be an advertiser through the constant effort to get the fruit to the consumer at the right time and in the best possible shape; ever keeping in mind that we have much in the cranberry itself. It is in our power through our efforts to familiarize the people with a food, to which they will take just like a cat takes to sweet milk, and resulting in the cranberry being known not as the national berry, but as the international berry.

## OBSERVATIONS AND SUGGESTIONS

By A. U. CHANEY

### FIGHTING THE FIRE WORM

Wisconsin seems to have suffered unusual damage from this pest last season. Probably the cold summer was the cause of the eggs hatching so irregularly that repeated floodings seemed necessary. These repeated floodings greatly reduced and often destroyed the crops. For a number of years the New Jersey growers have suffered severe ravages of the fire worm. The New Jersey growers, Mr. Scammell and other government experts, have tried many experiments. Some of them seem to have proven very successful. During last season I made diligent inquiry as to methods and results. Mr. Scammell seems to have proven the nicotine, mixed one gallon to seven or eight hundred gallons of water and sprayed at the proper time, is very effective. When the fire worm appears in the blossoming period, or after the fruit is set, flooding is very likely to injure or destroy the crop, whereas spraying with nicotine greatly retards the fire worm damage and very frequently totally destroys them. Mr. White, Mr. Harrison, Mr. Holman and other well-known growers have proven that by spraying at these times they often save at least one-half of the crop, whereas the flooding at that dangerous period would totally destroy it.

This nicotine is a contact poison, known as "Black Leaf 40" and is much more effective than food poison, such as arsenate of lead, Paris green, etc. It is sold by the Tobacco Products Company of Louisville, Ky., and costs about \$10.00 per gallon; but using only one gallon to eight hundred gallons of water does not make it expensive.

Two sprayings are often advisable, and the sprayings should be two or three days apart, as it is strictly contact poison. That which appears to have been the most successful remedy is about as follows:

In the spring, before taking the water off lower the head so that the vines are just barely covered with water. This shallow flooding will help to warm the soil and give the vines an opportunity for an early start. Then at about the usual time take the water off and leave it off from three to five weeks watching very closely for the fire worm to appear. After they have appeared pretty generally over the bog and most of the eggs have apparently hatched, relood, covering everything with water and keeping it under water five days. Make a kerosene torch with a gas pipe or tubular handle to hold the oil fuel and wade over the bog, or go over it with boats, and burn everything that sticks over the water, such as high vines, grasses or weeds, giving the worms no opportunity to crawl above the water and live. Some suggest that cutting off these grasses or weeds that stick above the water and letting them fall into the water will accomplish the same results. This method seems to have effectively destroyed the fire

worms when flooded at the right time. Some growers insist that when the eggs are almost ready to hatch that by putting them under the water for several days they will never hatch. It is well then to have some Black Leaf 40 on hand ready to use and, if the second crop does appear during or after the blossoming period, spray with the Black Leaf 40 to avoid endangering your crop. Give it two or three sprayings.

#### ANOTHER METHOD

One of the largest and very successful growers in New Jersey seems to have overcome the fire worm very completely by using the following plan.

He makes it a practice to spray with Black Leaf 40 as soon as the buds begin to burst, using one gallon to 700 gallons of water. He follows this spraying with a reflooding after any worms that are left appear, or have had ample time to appear and become about half an inch long, or have dropped to the ground. He says he has not lost 500 bushels by the fire worm in the last four years by following this method. He thinks, and it seems to me he has demonstrated it, that by spraying before the fire worm is easily seen and follow with the flooding is more successful than the first plan mentioned.

#### CULTIVATING AND FERTILIZING WITH WATER

Experiments in New Jersey have developed the fact that by the proper, judicious use of the water much labor can be saved in keeping the bog clean, give the vines a rest and opportunity for vigorous growth and overcome other vegetation. Where vines are weak, old or thin, or where there is an unusual amount of grasses, weeds or foreign vegetation, it seems to have been demonstrated that by keeping the vines under water until about July 10, to 15th, taking the water off just in time to permit the vines to grow and bud for the next seasons crop, has the effect of killing down other vegetation, giving the vines a rest and renewed vigorous growth, whereas the foreign vegetation dies down giving the vines a material advantage over it and driving much of it out. One of New Jersey's successful growers is now following this plan by keeping one-fifth of his total bog area under water every year, thus practically renewing his whole bog once in five years. This has greatly increased the size of his berries, his total yield, and reduced the expense of weeding and cleaning.

Where bogs are unusually grassy and weedy, it seems to have been advisable to even follow this up two years in succession, or some argue, keep the bog under water the whole season. By taking off in time to permit the vine to grow and bud for the following season only loses one crop. Quite a number of experiments along this line seem to have proven very successful.

July 10th, in New Jersey seems to be about the proper date to take the water off, but a different date might be necessary in Wisconsin. Some experiments along this line should be tried out.

## MINUTES OF THE 30TH SUMMER MEETING OF THE WISCONSIN STATE CRANBERRY GROWERS' ASSOCIATION

The 30th summer meeting of the Wisconsin State Cranberry Growers' Association was called for August 14, 1917.

The morning was devoted to the inspection of marshes in the Cranmoor District by visiting guests and others interested.

The business session was held at the Pavilion on the banks of the Wisconsin River near Nekoosa, Wisconsin. The meeting was called to order in the afternoon by President Searls. The President's address followed after which the minutes of the January Meeting were read by the acting Secretary Mrs. S. N. Whittlesey. Reports of crop prospects, marketing conditions and other interesting facts and features were given by letters and from individuals present.

The noteworthy and engrossing topic that engaged the attention of all present was the serious problem that confronted the growers in the abandonment of the State Experimental Station and withdrawal of aid by the University College of Agriculture.

All concurred in the need of this work being continued in some way and somewhere, also the need of financial aid to carry it on. A committee composed of F. J. Wood, E. P. Arpin and M. O. Potter was appointed to take this matter under advisement and report at the January Meeting.

Dr. Ball urged strenuous efforts in the elimination of all insect pests, giving startling figures as to the harm they were doing.

C. M. Secker, Chas. Lewis, Jr., and George N. Arpin were appointed a committee to work with the Wood County Committee on State Fair Exhibit.

Messrs. E. P. Arpin, F. J. Wood and Jacob Searls were designated to draft resolutions upon the passing away of W. H. Fitch and son, J. W. Fitch, whose loss is deeply felt.

The meeting closed with every one impressed that what we can do, what we can have and what we can agree on, are now matters for serious consideration.

MRS. S. N. WHITTLESEY,  
*Secretary pro tem.*



## ADDRESS BY PRESIDENT SEARLS

Since our last meeting this association has sustained a great loss in the death of our secretary Mr. J. W. Fitch together with the passing of his father Mr. W. H. Fitch who served this association so faithfully and so ably some years ago. Proper resolutions will be in order at the proper time that the association may pay their respects to the memory of these men who will be missed so grievously.

After consulting with several members of the association, I have appointed Mrs. S. N. Whittlesey to act as our secretary until the Annual Meeting next January. I considered Mrs. Whittlesey one of the most capable and being the best situated to pick up the threads of Mr. Fitch's work. This work has been most difficult, many of the records having been burned when Mr. Fitch's home was consumed. For the benefit of anyone who may not be familiar with the facts, the death of Mr. Fitch was caused from the effects of inhaling smoke and gasses while engaged in trying to save his home and household effects from the flames. The appointment of Mrs. Whittlesey I trust will meet with your approval.

From all the information I can get the present crop prospects are in a very uncertain condition. The berries in this state at least are very late and many growers are likely to be compelled to commence picking before the berries are fully grown, this of itself is likely to reduce the yield materially. The bloom has been most bountiful, and had the season been normal we should have been blessed with one of the finest crops of berries every grown in our state. I do not wish to be understood as admitting we are not going to harvest a bumper crop. I only wish to be understood as saying the conditions at this time are against, rather than in favor of a large yield of berries in this state.

There is imminent danger of serious trouble next season from the black head fire worms which have shown up in many places. It would be well for all growers to look well to his dikes and be prepared to combat this pest. Flooding in May or early June if thorough, and for at least sixty hours, will rid a bog of this fellow. I had supposed thirty-six hours to be sufficient submersion, but neighbor Bennett tells me he tested the staying qualities of one of these black head fire worms and found forty-eight hours was not quite enough to complete the job. I was a little surprised at this statement but I presume the temperature of the water at the time of flooding the bog would account for the difference in our conclusions, as I had found thirty-six hours sufficient to drown this worm.

## PAPER BY C. L. LEWIS, JR., BEAVER BROOK, WISCONSIN

Mrs. Whittlesey has asked be to present to the association a review of crop conditions in the northern section of the state and to present any other points that may be on my mind.

We have five companies of growers in our vicinity: The Burnett Cranberry Co. at Shell Lake, The Lewis Cranberry Co. at Minong, The Cameron Cranberry Co. at Cameron, and James Z. Colton at Spring Brook and Badger Cranberry Co. at Beaver Brook. If weather conditions will permit the maturing of an abnormally late crop I should judge that Minong would produce 1,000 to 1,200 barrels, the Burnett Cranberry Co. 500 to 1,000, Cameron 100 barrels and the Badger Cranberry Co. 500 barrels.

Spring Brook has not reached the producing stage yet but Mr. Colton's bog looked very pretty when I visited it early this summer and he will be heard from in earnest next year. Our own property did not come into full bloom this year until the last week in July and it is a question whether the latest bloom will mature. It certainly will require a warm September and harvesting will be delayed until about October 1st. Our season all through has been decidedly cold. All farm crops in our country are two or three weeks late and the possibility of ripe corn is very slight. I merely mention these other crops to show that cranberries are not an exception in being so backward.

As to the problems of the day in the cranberry business; it is hard for one to put his finger on any definite ones that trouble all growers alike. One grower is troubled by lack of drainage and its resulting difficulties, another by lack of water, one by weeds, another by insects or fungus, one by the labor question and another by poor quality of fruit. It is at these meetings that we should earnestly endeavor to help straighten out each others problems. In the midst of our troubles we are threatened with the loss of our Experiment Station, and loss of interest by the state authorities. Are we going to permit this decline through lack of cooperation?

The purpose of this association as I understand it is to promote cooperation among the growers. Wisconsin raises about 10 per cent of the annual cranberry crop. From the state's viewpoint we are entitled to state aid in proportion to the value of the crop produced and to the possibilities of production within the state. Suppose we can produce in Wisconsin 300,000 barrels of cranberries on lands which are unfitted for other crops. We should then command a very respectable recognition by the state authorities. This is in my opinion at least, entirely possible. Now if we can convince the state of the possibilities in this industry, we should have no trouble in obtaining these possibilities.

These must be realized in two ways; by more intensive cultivation and by extension. Our industry is both extremely scientific and ex-

tremely practical. We should receive aid from the state on the problems of insects, fungi, weeds, weather conditions and fertilizers, receiving the benefit of the knowledge of those men employed by the state and United States government who have specialized in entomology, pathology, botany, soils and meteorology. It is much easier for these men to apply their knowledge to the needs of our business than for each of us to struggle independently and blindly with these problems.

From the practical point of view we need a balance wheel, a man who can aid us by his suggestions. Such a man must have had practical experience in cranberry growing and must have proven his success by the only real proof, financial success. His counsel would prove invaluable to the growers.

An Experiment Station is valuable for a limited number of purposes. For propagation of new varieties it is essential and perhaps for a few other reasons. The bogs in this state are built under widely different conditions. Deep and shallow peat, various stages of decomposition, variations in subsoil and varying opportunities for sand do not permit of the formation of any code of rules for cranberry growing. Results obtained at an Experiment Station might not be applicable to many bogs. Fertilizer experiments can be especially misleading. There are many problems which each individual grower must work out on his own bog. Under these conditions, I believe a traveling adviser would be of more service than an Experiment Station. This man should cooperate with the state men who handle the scientific end. Their conclusions should be presented to the association at its meetings and perhaps monthly through some publication.

I do not mean to say that I am opposed to an Experiment Station but in the present state of development in this state, I think more benefit would be obtained by the suggestions outlined above. These are but my own ideas and may not be shared by others. I confine these remarks to this state because many problems already solved in the east are still unsettled here. We argue the question of sand culture in Wisconsin, they settled that question in Massachusetts 30 years ago.

I am going to mention a few of my own experiences with the Badger Cranberry Company. As many of you know I started a cranberry proposition in Washburn county six years ago. I prepared for it in Massachusetts and came to Wisconsin very enthusiastic over eastern methods. I copied them as nearly as possible in my work here. You are undoubtedly interested to know how I am progressing. On the whole, well, but not without my troubles. In planting my vines 14 inches apart each way I made a serious mistake. I am convinced that we must plant closer together here than they do in the east. Due to thin planting and slow growth, numerous weeds gained foothold and I have often been discouraged at their persistency. But by certain methods of combatting them, they appear to be thinning out and I fully expect to rid our bog of them entirely in a few years. Thin planting has also kept our production far below what it should have been the first few years. Aside from the manner of planting I am as yet unconvinced by my own experience at least, that I have adopted any other eastern methods that have not proven very satisfactory.

Speaking of weeds; I have worried myself sick at times over weeds that really amounted to very little. I have had to learn their characteristics by experience alone when a few words by some authority a few years ago would have saved us a great deal in worry and money. I fought with the horsetail weed and found none in this state who could give me advice. I have worried over many another weed only to work out my own solutions as best I could. I believe I could write a book on the subject of weeds on a cranberry bog. Although experience is our best source of knowledge, the subject of weeds is one with which we should not have to struggle. Each plant has its peculiar habitat, method of growth, special root system and means of propagation. Each and every one can be conquered if we find the proper weapon. The roots of one, the seeds of another, the amount of moisture required by a third, the length of life of a fourth, and so on, are the points of attack. Without problems the cranberry business would lose much of its interest and there would be an over production. We still have great improvements to make in the marketing end, in more intensive cultivation and in better cooperation. Personally I am an enthusiast. The opportunities appear unlimited. My seven years experience in the business is just enough to make me feel happy that I have about 40 years experience ahead of me.

## **SPOILAGE OF CRANBERRIES AFTER PICKING**

DR. C. L. SHEAR, Plant Pathologist, Bureau of Plant Industry, Department of Agriculture, Washington, D. C.

All cranberry growers are familiar from observation or experience, or both, with the large losses of fruit which frequently occur after picking, and it is in response to the urgent appeals of the Cranberry Growers' Association that the Department of Agriculture has undertaken, in cooperation with the Massachusetts Agricultural Experiment Station and some of the cranberry growers, investigations to determine the exact causes of these losses-and if possible, to devise practical means of preventing them. More or less work bearing on these problems has been carried on by Dr. Franklin and myself for several seasons past. Last season we also had the assistance of Dr. Stevens on the Cape and Mr. Wilcox in New Jersey, where we are also carrying on similar work. The present season, with increased funds and facilities, we hope to obtain sufficient data for the solution of some of these problems.

Spoilage of cranberries excluding insect injury is due in general to one of three causes, or combination of these causes, freezing, fungous rots or premature death of the fruit caused by rapid ripening or suffocation. It is not necessary here to discuss freezing, as its cause and prevention are understood by all.

## FUNGOUS ROTS

According to our investigations, extending over a period of fifteen years about one-half of the loss of berries after picking is due to fungi which develop in the fruit and cause a softening or rot. There are several destructive storage rots. The most frequent and important during the past few seasons have been early rot, formerly called scald, bitter rot or Anthracnose and end rot. The organisms producing these rots are parasitic plants, consisting of very small threadlike filaments, which reproduce by means of minute bodies called spores. These are invisible to the naked eye and may be distributed by wind, or water or animal agencies, as insects and birds, and under favorable conditions germinate and grow inside the berries, causing them to become soft and worthless. In most cases where these fungous rots develop, the fruit apparently becomes infected before picking, and the fungus develops later when the condition of the fruit is more favorable for its growth. The surest way of preventing fungous rots is by preventing the infection of the fruit during its growth. This can be most satisfactorily done by spraying with Bordeaux mixture. It has been demonstrated many times in our experiments and also in the experience of growers that sprayed fruit shows much less loss from rot in storage and distribution than unsprayed fruit. Whether sprayed or unsprayed, however, there is always some development of rot after picking, as infection cannot entirely be prevented.

We have found by studying the growth and behavior of these rots fungi under carefully controlled conditions of temperature that most of them make but little growth at a temperature of 55 degrees or less, but develop much more rapidly at higher temperatures. This indicates the great importance of cooling the fruit as quickly as possible after picking and keeping it cool. Next to high temperature, bruising is probably the most important factor in favoring the development of rot.

## RAPID RIPENING AND DEATH PROCESSES

Besides the fungous rots, we have found in the last few seasons especially, that there is a considerable amount of loss in stored fruit which is not due to fungi but to premature death of the fruit and the physical and chemical changes which follow, causing it to become soft, discolored, and practically worthless. In many cases, especially late in the season, and during the winter from 25 to 75 per cent of spoiled fruit is due to this cause. The cranberry when picked is a living thing, carrying on active life processes and these are continued under ordinary conditions for a considerable period after the fruit has been picked. In order to keep fruit in the best condition after picking, it is necessary to prolong, as much as possible, these ripening or life processes of the fruit and so prevent its death and the destructive changes which naturally follow.

The principal vital process which takes place in the fruit after it is picked, as well as before, is what is known as respiration. This consists of the taking in of oxygen from the surrounding air and the giving

off of carbon dioxide. It is essentially the same as respiration in animals. The cranberry breathes in its own way and when it is prevented from so doing by depriving it of oxygen it suffocates and dies. The more rapid the respiration the more quickly does the fruit die and become spoiled. In general, it has been found that high temperature favor increased respiration and thus hasten the death of the fruit. Studies have been made upon respiration in the case of other fruits, but no thorough studies have yet been made of respiration of cranberries and the exact conditions controlling it. In order to determine exactly the effects of temperature, moisture and ventilation upon this vital process, it is necessary to make a thorough study of the respiration of the cranberry. This requires special chemical and physiological knowledge, and we are fortunate in having secured through Professor Brooks interest in these problems, the cooperation of Professor Morse of the Massachusetts Agricultural Experiment Station to undertake this feature of the work. Professor Morse is especially fitted for this, both by training and experience, and we hope that by another season data will be secured which will furnish a basis for definite and practical recommendations as to the best methods of handling cranberries in order to reduce losses from this kind of spoilage.

As already stated it is known in general that high temperature and lack of ventilation tend to hasten the death and destruction of cranberries. Berries in the center of barrels show much more injury than berries near the top and bottom or berries which have been kept in ventilated crates.

More accurate information is also needed in regard to the cause and effect of the so-called "sweating" of the fruit and its relation to the development of rot and spoilage

Many details of experiments made the past season will be found in Dr. Franklin's report and also in a supplementary paper prepared by Dr. Stevens, Mr. Rudolph and myself. Although our investigations are far from complete, still there are certain practical recommendations which we believe can be profitably followed at this time and which will tend to greatly reduce losses of fruit.

#### COOL THE FRUIT AS QUICKLY AS POSSIBLE AFTER PICKING

It has been found that the more quickly cranberries are cooled after picking, other things being equal the better their keeping quality. Few people perhaps know that the cranberry absorbs a large amount of heat and that the berries picked in the middle of the day are of much higher temperature than the surrounding air. In records made during the past season, it was found that the temperature of the fruit was on an average 10 degrees higher than the temperature of the air. At noon when the air temperatures were 70 degrees, berry temperature were 80 degrees, and when air temperatures were 75 degrees, berry temperature were 85 degrees.

As soon as berries are picked the boxes should be placed in a shady, well-ventilated place, either under trees or under a simple roof

of boards or canvas. They should never be covered by spreading canvas or oil cloth or other covering tightly over the piles of boxes. As much of the hauling to the storehouse should be done in the cool of the day as possible, and the storehouse should be arranged to cool the fruit as quickly as possible and keep it cool by ventilating the storehouse at night and keeping it closed as much as possible during the day in warm weather. It is also desirable to pick as much of the fruit as possible in the cooler parts of the day. There is a difference of opinion as to whether it is beneficial or injurious to pick fruit when it is wet. Most growers apparently regard it as a bad practice. Experiments along this line to definitely determine this question will be carried out this season.

#### VOID BRUISING

Fruit bruised in any way, either by handling, sorting, or dropping in barrels, or in packing, always shows poorer keeping quality than fruit handled carefully and free from bruising. It has also been found in all our experiments that fruit kept in medium sized, more or less ventilated packages keeps better than fruit packed in barrels.

#### SUMMARY

✓ Cool as quickly as possible after picking.

Store in a cool, well ventilated place.

Handle carefully to avoid bruising.

Use ventilated packages, especially for early shipments.

#### RESOLUTIONS

*Whereas*, The members of the Wisconsin Cranberry Growers' Association who have met at their semiannual meeting are reminded by the absence of their former secretary, Mr. Joseph W. Fitch, of the sad tragedy that befell the home of the Fitch family at the time their home was destroyed last February, and at which time the aged father and invalid William H. Fitch, passed away owing to the excitement and shock caused by this experience, and in which the death of their maid, Miss Sawin, was also caused by the fire and smoke while endeavoring to save the household furniture, and Mr. Joseph W. Fitch passed away later on from the same cause.

Mr. William H. Fitch, father, served efficiently as secretary of this association for many years until he was taken ill and at which time he was succeeded by his son Joseph W. Fitch. Both of these gentlemen were not only efficient but courteous and held the good will and esteem of all the members of the association.

*Now Therefore, be it Resolved*, That we recognize in the passing away of William H. Fitch and Joseph W. Fitch a great loss to our association and to this community, and

*Be it Further Resolved.* That our sympathy be extended to the members of the bereaved family, and a copy of this resolution be spread on the minutes of this meeting.

The above resolution was duly adopted at the meeting held at the Pavilion near Nekoosa, Wisconsin, on the fourteenth day of August, A. D. 1917.

Wisconsin State Cranberry Growers' Association.

ANDREW SEARLS, *President.*

MRS. S. N. WHITTLESEY, *Secretary.*

By its committee,

E. P. ARPIN,

F. J. WOOD,

JACOB SEARLS.

## LIST OF MEMBERS IN GOOD STANDING ON ANNUAL ROLL 1917

A. E. Bennett.....	Grand Rapids, Wis., Route 3
G. O. Babcock.....	Grand Rapids, Wis.
Dr. E. D. Ball.....	Madison, Wis.
Bissig Bros.....	City Point, Wis.
D. R. Burr.....	Berlin, Wis.
R. C. Brown.....	Riverhead, N. Y.
Russel Case.....	Norway Ridge, Wis.
Walter Case.....	Cameron, Wis.
E. C. Dano.....	Tomah, Wis.
H. J. Gebhart.....	Black River Falls, Wis.
H. H. Gebhart.....	Black River Falls, Wis.
H. S. Gane.....	Santa Barbara, Cal.
Miss L. M. Hucyk.....	Minong, Wis.
E. M. Hulden.....	Seaview, Wash.
I. C. Hammond.....	Onset, Mass.
Chas. L. Lewis, Jr.....	Beaver Brook, Wis.
H. R. Laing.....	Berlin, Wis.
Mrs. A. C. Otto.....	Grand Rapids, Wis.
O. O. Potter.....	Warrens, Wis.
J. D. Potter.....	City Point, Wis.
M. O. Potter.....	Grand Rapids, Wis.
Roy M. Potter.....	Grand Rapids, Wis.
Earle Pease.....	Grand Rapids, Wis.
Miss K. C. Rockwood.....	Princeton, N. J.
Chas. A. K. Rankin.....	Corvallis, Oregon
Geo. Strozewski.....	Warrens, Wis.
C. M. Secker.....	Tomah, Wis.
A. L. Stevenson.....	Trout Lake, Wis.
Chas. Schlosser.....	Chicago, Ill.
Jacob Searls.....	Grand Rapids, Wis.
A. Searls and Son.....	Grand Rapids, Wis., Route 3
Mrs. Pauline Smith.....	Grand Rapids, Wis., Route 3
F. J. Wood.....	Grand Rapids, Wis.
S. N. Whittlesey.....	Cranmoor, Wis.
J. J. White.....	New Lisbon, N. J.



## LIFE ROLL

ARPIN CRANBERRY CO., Grand Rapids, Wis.  
I. W. BUDD, Pemberton, N. J.  
W. B. CHAFLIN & CO., Hopkinson, Mass.  
J. J. EMMERICH CRANBERRY CO., Grand Rapids, Wis.  
R. A. EVERSON, South Hanson, Mass.  
W. H. FITCH, Cranmoor, Wis.  
L. J. FOSDICK, 28 Virginia St., Boston, Mass.  
ALFRED EDGAR FREEMAN, Island Heights, N. J.  
GAYNOR CRANBERRY CO., Grand Rapids, Wis.  
CHAS. H. PITMAN, Brown's Mills, N. J.  
EMULUS SMALL, Harwichport, Mass.  
C. R. TREAT, Valley Junction, Valley Junction. Successor to Metallic  
Bell Cranberry Co.  
JUDD M. WAIT, Embarrass, Wis.  
S. H. WATERMAN, Cumberland, Wis.

## AUXILIARY

ARMOUR & CO., Chicago, Ill.  
BENNETT & HALL, New York.  
A. U. CHANEY CO., Des Moines, Iowa.  
GINOCCHIO-JONES FRUIT CO., Kansas City, Mo.  
PEYCKE BROS. COMMISSION CO., Kansas City, Mo.

## WISCONSIN STATE CRANBERRY GROWERS' ASSOCIATION

An organization having for its object: Improved quality of fruit, better grading, packing, and extension of market; increased consumption by making known the wholesome and medicinal virtue and value of the cranberry, and the collection and publication of statistical and other information of interest and worth to all concerned.

January 1918 report, now ready for distribution, will be sent to all entitled to same on application to Mrs. S. N. Whittlesey, Secretary  
W. S. C. G. A., Cranmoor, Wood County, Wisconsin.

## ASSOCIATION OFFICERS

President, Andrew Searls, Grand Rapids, R. F. D. 3.  
Vice President, F. J. Hoffman, Mather.  
Secretary, Mrs. S. N. Whittlesey.  
Member of Executive Committee, J. J. Emmerich, Cranmoor.  
Treasurer, H. J. Gebhardt, Black River Falls.

