



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

**Wisconsin State Cranberry Growers'
Association. Twenty-ninth annual meeting,
Grand Rapids, Wis., January 11th, 1916.
Twenty-eighth summer meeting, pavilion
near Nekoose, Wis., Aug. 10th, 1915. 1915/1...**

Wisconsin State Cranberry Growers Association
[s.l.]: [s.n.], 1915/1916

<https://digital.library.wisc.edu/1711.dl/B33ULKSJAR53Q9B>

Based on date of publication, this material is presumed to be in the public domain.

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

WISCONSIN STATE

**CRANBERRY GROWERS'
ASSOCIATION**



Twenty-Ninth Annual Meeting

GRAND RAPIDS, WISCONSIN

January 11th, 1916



Twenty-Eighth Summer Meeting

PAVILION NEAR NEKOOSA, WISCONSIN

August 10th, 1915

WISCONSIN STATE

CRANBERRY GROWERS
ASSOCIATION

Twenty-Ninth Annual Meeting

GRAND RAPIDS, WISCONSIN

January 11th, 1934

Twenty-Eighth Summer Meeting

GRAND RAPIDS, WISCONSIN

August 10th, 1933

WISCONSIN STATE

Cranberry Growers' Association

TWENTY-NINTH ANNUAL MEETING

GRAND RAPIDS, WIS., JANUARY 11th, 1916

TWENTY-EIGHTH SUMMER MEETING

Pavilion near Nekoosa, Wis., Aug. 10th, 1915



LETTER OF TRANSMITTAL

To the Honorable Emanuel L. Philipp,

Governor of the State of Wisconsin:

Sir:—I have the honor to submit herewith in requirement of law, the Twenty-ninth Annual Report of the Wisconsin State Cranberry Growers' Association, containing papers read and discussions thereon, together with an account of moneys disbursed for the year 1915.

Respectfully yours,

Cranmoor, Wis., Jan. 20, 1916.

J. W. FITCH, Secretary.



TWENTY-NINTH ANNUAL REPORT

OF THE

Wisconsin State Cranberry Growers' Association

ADDRESS OF PRESIDENT SEARLS

I have always felt these meetings should result in great good. The opportunity of exchanging ideas must be of great benefit to each and every one present.

It seems that in every line of endeavor they reach the highest point of success where a community of interest are grouped. We see communities engaged in the growing of strawberries and other small fruits. The growing of tobacco the growing of potatoes. The production of cheese in other localities it may be the production of butter or of fine grades of stock such as cows, or horses, or sheep, and in all such lines. They have reached these advanced stages of production because of the opportunity of exchanging ideas. I consider it to be every man's duty to take a hand in these councils if he has made any discoveries he should be ready to help his brother man, by making it known, or if any grower has a problem that is troubling him, and where is the grower who has not, let him present his problem that the many minds assembled here may be able to give him help in solving the same. This is the reason why communities engaged in the same line of work enjoy the highest degree of prosperity. Life is too short to allow each one to work out all the problems that he is called upon to face. How much better to exchange ideas and accept help from our fellow man, who may be able to render him assistance if he only knows what help is desired.

This community of interest has not, I am sorry to say, received the con-

sideration it deserves, as for instance for frost protection it is the practice for every grower to be on the watch for his own benefit, letting the rest of the community do likewise according to his own ideas of the weather. This going it each one for himself and let the devil take the hindmost, has resulted the past season in the loss of a good many thousands of barrels of berries in this state. This could be avoided, I think, by some arrangement by which the several communities could employ a man for the sole purpose of keeping watch of the changes of temperature and give each and every grower warning of approaching danger, fixing the danger point so high, that every one should have time to put on water for protection. One such person could give the alarm in the Cranmoor district. One for the Mather district, who also might serve the Tomah and Black River Falls growers. There also should be such a station at the Spooner district, and also the Berlin district and each district receive reports from the weather bureau to be given out to the growers.

The difficulty of depending upon the weather forecasts has always been the uncertainty of clearing weather if it is cloudy in the evening, a grower may take it for granted, this may continue until morning, when in fact the clouds may suddenly clear away and the temperature fall very rapidly, and where a large area has to be flooded damage may occur unless a man is promptly on the ground to put on the water.

I offer this idea for your consideration and hope you will take action today. I believe each station should be furnished with a barograph and thermograph that the community may get accurate barometer and thermometer readings at any time.

MINUTES OF THE 28TH ANNUAL MEETING

The 28th annual meeting of the W. S. C. G. association was held at Grand Rapids in the council rooms, west side, Tuesday, Jan. 14, 1915. President Andrew Searls called the meeting to order at 10 a. m., there being about forty-five growers from the different districts present. Mr. Searls in his opening address gave the history of his connection with the business, which began 41 years ago and told of the changes in methods etc. in that time. The reports of the secretary and treasurer showed the finances to be in good condition. The secretary read the paper sent by Dr. C. L. Shear of Washington, D. C., on Cranberry Diseases, which was a restatement of his address at the previous summer meeting at Mather with additional data gained from his observations after the meeting. The paper was very much to the point and brought out much favorable comment from the growers.

Mr. O. G. Malde gave the report of the season's condition and the work of the station, which as usual was very interesting and brought out much helpful discussion.

Mr. C. M. Secker made a report on the exhibit at the state fair.

Mr. A. W. Chaney of New York City was present and gave a very interesting talk on the season's operations from the standpoint of the cranberry exchange.

Mr. Andrew Bissig, who is the adjuster for the exchange, gave a very interesting account of his experiences in adjusting the various claims of the purchasers and the condition of the fruit in the brokers and retailers hands, and of the efforts made by them to increase the consumption of the fruit.

Mr. Albert D. Hedler of Minneapolis, Minn., and Miss Lyda M. Huyck of Minong, Wis., who are pioneers of the business in northern Wisconsin, spoke briefly on the question of increasing the consumption of the fruit. President Searls appointed M. O. Potter, C. M. Secker, and Miss Huyck a committee to investigate the matter of increasing the consumption of cranberries. On the explanation by A. W. Chaney of its urgency and necessity telegrams were sent to all Wisconsin congressmen to work for the passage of the mandatory standard barrel for fruits and cranberries.

J. W. FITCH, Secretary.

TREASURER'S REPORT

Cranmoor, Wis., January 25, 1916.

WISCONSIN STATE CRANBERRY GROWERS' ASSOCIATION

Jan. 11, 1916	Balance on hand.....	\$53.05	
Jan. 11, 1916	Received from Secretary balance from dues, etc.	24.00	
			<u>77.05</u>

Disbursements.

Jan. 14, 1915	No. 1 for telegrams to congressmen...	23.87	
June 12, 1915	No. 2 to Grand Rapids Tribune for printing	2.50	
Sept. 14, 1915	No. 3 to Grand Rapids Tribune for printing	5.65	
			<u>32.02</u>
	Balance on hand Jan. 11, 1916.....		45.03

H. J. GEBHARDT, Treasurer.

SECRETARY'S REPORT

January 25, 1916.

To the Honorable Emanuel L. Philipp,
Executive Chamber,
Madison, Wis.

Dear Sir:—Pursuant to, and in compliance with, the provisions of Section 1479a, Revised Statutes of Wisconsin, I herewith respectfully submit the following report and itemized and verified account of all disbursements made during the year 1915 of the Wisconsin State Cranberry Growers' Association.

Receipts.

Received from dues 1915 and sale of reports.....	37.50	
Received from State Aid.....	170.95	
		208.45

Disbursements.

Sent to State Horticultural Society for dues 25c each. 55 members		16.50
----------------------------------------------------------------------------	--	-------

From State Aid.

July 13, 15 No. 7 to J. W. Fitch, secretary for 6 mos., salary Jan. 1, 1915, to July 1, 1915..	40.00	
July 15, 15 No. 8 Madison Democrat for 2 reports and printing	41.75	
Jan. 6, 1916 J. W. Fitch, 6 mos. salary, July 1, 1915 to Jan. 1, 1916, and postage \$19.20..	59.20	
Jan. 11, 1916 Gaynor Cranberry Co., rent of station for 1914 and 1915.....	30.00	
		\$170.95.

J. W. FITCH, Secretary.

SEASONABLE SUMMARY OF OPERATIONS AT THE CRANBERRY STATION

O. G. MALDE.

The actual opening of the Cranberry Station, that is the dropping of the winter flood, was done April 26, which was much later than has been our former practice. This, however, was due chiefly to the fact that we were this year able to hold the winter flood as long as we desired, owing to the fact that the Gaynor Cranberry Company had made certain improvements in their adjoining main ditches so that our winter flood did not get away by seepage as rapidly as it had in former years and we were able to maintain the small supply of water continually running onto the station.

On April 27th our data shows that in the majority of cases the cranberry vines were approximately eighteen days in advance of the normal season, which is partially due to the fact just mentioned. However, on about the 20th of May, it was found that the cranberry vine development was from three days to a week later than normally, showing that the cold weather during the greater part of May had practically kept the cranberry development at a standstill, and for that reason also it appears that the general insect pests affecting the cranberry were somewhat slow in coming out, or emerging.

The early start of the cranberry vine on many of the bogs necessitated a greater amount of frost protection during the first half of May than is usually required and we find that during the period of April 29th and June 15th frosts or low temperatures very near the freezing point occurred one-third of the time. This naturally meant the use of a great amount of water for the protection of the cranberry vines, and the use of this large quantity of water also undoubtedly served as a great controlling factor in the emergence of insect pests. Had not the month of May, besides being unusually cold, also been abnormally wet, the cranberry industry of the state no doubt would have suffered great frost damages, owing to the scarcity of water due to such continuous use as the season required, but with the rainy conditions prevailing, practically all water supplies kept normal and there proved to

b. no need of very great economy in the use of water which in itself is a great controlling factor in the protection of the cranberry crop of the state during the first six weeks of the growing season. The coolness of the season after the last few days of April seemed to prolong the emergence period of the insects, such as the black-head vine worm which did some work during April and the millers first emerged May 11th, but millers were found flying as late as June 22nd, which is an unusually long period for the presence of the miller of the first brood of this insect. However, the black-head did not appear very abundant in any district, and comparatively little damage has been done by it. The tip worm was first found at work June 6th and later observations indicated that the second brood of these had just finished their work the first week in August when it was also found that besides being somewhat plentiful in the Cranmoor district, these tip worms were also found this year to be present to some extent in the Mather district where it has previously been practically unknown. On June 7, a few specimens of the oblique banded leaf roller were found at work on experimental station bog, and on one other bog, but they have not been found plentiful at any point this season and a few specimens observed were rather rare as this insect has not been noticed for the past few seasons and the largest infestation of any areas by this insect was reported by Mr. Hardenberg in the summer of 1909.

The cranberry fruit worm millers were first observed July 3rd, which is nearly a month later than some of our earlier records and in fact is unusually late for the emergence of this insect; June 8th being one of our earliest records. It is very noticeable in the case of the fruit worm that where the emergence is very late the per cent of damage done by this insect is very greatly reduced, due to the fact that in most cases the fruit has attained a fair amount of growth before being attacked by the insect, which, when it emerges early, often attacks the young berry at the time the petals drop and in such cases the small worm in a comparatively short time destroys five or six of these small berries, where it only works on one half-grown berry, when it makes its first entry into this larger one.

Later on in the fall, or rather about September 15th at our harvest time, we found many fruit worms yet active in the berry and in ungraded materials shipped from a Mather bog to Milwaukee to exhibit at the State Fair. This fruit worm was very noticeable in some lot shipments of fruit that had not been milled before shipping. This is the latest we have ever observed the fruit worm working in cranberries since our work commenced at the Cranberry Station, although we have heard of there being one or two seasons in the eighties when this insect was found working in fruit in the warehouses after harvest, case which is frequently reported from Cape Cod, owing to their early harvest of their earliest varieties of berries. Owing to the lateness of the immergence of the fruit worm this season, due to unfavorable weather conditions at times when we plan spraying, the matter

of general spraying operations were not taken up. This has proven entirely satisfactory owing to additional data secured by the activities of the insect during the season in their sluggishness or apparently slow development and greatly extended period of activity.

The past season the Department of Agriculture at Washington, D. C., has sent out reports of the use of fertilizers for stimulating cranberry vines to overcome or outgrow injuries sustained from the attack by the so-called cranberry root worm, which insects have not been observed in Wisconsin as yet, and no injured vines have been found that would indicate an attack such as is made by the cranberry root worm.

We are glad that this so-called cranberry root worm has not yet appeared in Wisconsin, or at least has not as yet attacked cranberry vines. We may expect that at most any time the insect will appear if it has any special liking for the cranberry plant, for, as in the case of diseases, "it is very evident that where any crop is grown extensively, the insect pests and diseases partial to it, will invariably sooner or later make their appearance and attack the plantation to a greater or less degree." The earliest cranberry blossoms found this season were on June 8th on the Prolific. This, of course, does not take into account the blossoming of the moss berry, which undoubtedly blossomed ten days to two weeks earlier.

Only a small area has been planted on the Cranberry Station the past season. This area, one-tenth of an acre, was planted to selected Metallic Bell from one of our largest nursery plots and the planting was done June 26th on three inches of sand, and in hills six by eight inches apart, a small part of this was planted as a special test, and on this area a few hills were planted with only upright striped from the runners and a few other hills planted from only runners, also vines cut in lengths one inch, two inches and three inches were also planted by sowing broadcast and applying the sand above cuttings at various depths ranging from one-half to one and one-half inches. The test being to find out to what depths vines can be planted, and still have the uprights come through the sand. It is quite evident from earlier observations that new growth will at least go through one-half inch of sand where vines are covered. The question remains, however, will such growth come up through the greater depth of sand than the one-half inch? Vines with a few small roots attached, and planted in rows by themselves, showed apparently more vigor than the vine which is ordinarily planted. The layering test failing, we will in the spring repeat our experiment of planting short vines at varying depths under the sand and plant such vines very early in the season so as to get the benefit of the early spring growth and hope to get more definite data than was rendered by this experiment during the past season.

The presence of fungous diseases on the cranberry marshes this year seems to be very rare, apparently owing to the coolness of the season. However, the False Blossom malady has shown up quite extensively in various

places. On the Grand Marsh north of Mather, we found on August 7th, a most interesting case of "False Blossom" in various stages of growth and all under a similar condition of culture that seems to give a strong key to the solution of the "False Blossom" problem. The case in question was a large section of Berlin vines planted about four years ago, part of the area having been treated with ground rock phosphate at a rate of about one ton to one and one-half ton to the acre, while other parts of the area had received no treatment and two years after planting the whole area had received a light coating of sand, probably about one-third to one-half inch deep. The demarcation is very plain where the rock phosphate treated area ends and the untreated area begins, and owing to the fact that the entire area is planted to one variety of vine, the appearance of a very luxuriant growth on the rock phosphate treated area with also a comparatively heavy crop of fruit and a very small percentage of False Blossom present were contrasted with a rather meager growth of vine with a rather small crop and the presence of at least 40% of False Blossom would seem to very strongly support our former conclusion that "this False Blossom malady is not a pathological one but purely physiological, and can be remedied by cultural methods which will invigorate the vine."

On this area, at harvest time, samples of fruit were sent me from the two different treated areas and while, as I stated above, these were one variety planted at one time and sanded two years later, the picking from one square rod of the rock phosphate treated area yielded 56 quarts of berries, while one square rod from the untreated area yielded only 8 quarts, and the difference in the berries was very noticeable as to the size. The sample from the rock phosphate treated area, counted an average of 85 berries to the half pint, or 340 berries to the quart, while the sample from the untreated area counted 192 berries to the half pint or 738 berries to the quart, crop run. It will be noticed here that it is more the matter of the difference in size of fruit than in the number of fruit which shows the actual difference in the yield and which size, unquestionably is due to the fertilizer application. The untreated area yield by measure was 14 per cent while by count 57 per cent of that of the yield from the fertilized area.

As it appears that the main factor promoting this False Blossom is due to a weakened condition of the vine which apparently can be caused by either of two extremes; the extremely wet condition or the extremely dry condition, together with lack of certain desirable fertilizer elements tending to cause the most vigorous growth of vines. The foregoing, it would seem, has given us a clue to some systematic way of treating this False Blossom problem without complete eradication of the vines, which appear to be affected, and owing to the fact that our Berlin varieties on the experiment station have the past two years shown a strong tendency to develop into the False Blossom state, we now plan to test extensively various fertilizer applications together with the resanding of the bog. Resanding is also very nec-

essary on these old vines as we find that where we have resanded areas where some changes have been made in the sections the vines adjoining the sanded areas are appearing very thrifty, while those in the larger part of the sections are still showing a puny invigorated condition due to the need of re-sanding and severe frost injuries in the winters of 1912-1913. and 1913-1914.

We have planted fertilizer experiments for the coming season for the purpose of testing Raw Rock Phosphate, Acid Phosphate, Nitrid of Soda, Potash and some so-called "Complete Fertilizers," singly and in combination, on various areas of the Cranberry Station where False Blossoms are found. in order to secure more complete data as to the fertilizer value in a general way and in connection with assisting the vines in overcoming the False Blossom malady. We hope to get some very interesting results from these planned experiments as a crop yield and vigor of vines should be materially increased the second season.

The cranberry industry of the state has been quite fortunate in having the water supply during the month of May keep abnormally large, thus promoting the free use of water, which has resulted in saving the crop of the state, which present indications tend to show has been somewhat larger than last year. The total crop will probably be between thirty-three and thirty-five thousand barrels. There appears to be considerable amount of blight showing up in different places; but this, however, did not appear to be general or cut the general crop to any extent. Indications were that there was a little heavier blight on the late setting of fruit than there appears to have been on early setting. The general crop was probably not as heavy as would have been the case with all early bloom.

The movement for the construction of new bogs for the season were rather limited, there being comparatively very little new work done, except twenty acres of new planting at Phillips, Wisconsin, which was all planted on sand, according to clean culture methods. The Cranberry Station crop for the season was 33 barrels, and the majority of this was secured from our youngest or four-year-old planting (the planting of 1911) which areas yielded on the average of thirty to forty barrels per acre, while the older vines still had the effect of winter damage from the two previous seasons, yielded rather low as a whole, the vines on the Cranberry Station for the cranberry season did very well, especially so, the new planting.

Some tests were made in the construction of bulk heads with a view of testing the comparative costs, efficiency and durability of same. A large flume was constructed across which our roadway runs, and will hold our winter flood. This was built on the regular demountable culvert form with a detachable knockdown form for casting of head. This flume was 24 feet long with an opening of three feet, the top of the flume being arched, and the whole flume set upon the floor of two-inch tamarack lumber, four feet wide. This floor being always under water, it is assumed that the floor will be practically non-rotting and perpetual. We also put a cement head upon a twen-

ty-four inch glazed sewer tile as a bulk head and in two cases we put cement heads on eighteen inch glazed sewer tiling, and we also put a cement head upon a wooden flume 13x24 inches in order to test its efficiency in connection with this cement head, whereas jaws built of lumber frequently have to be replaced on account of rotting. All the cement construction was installed with a cement base twelve to eighteen inches deep and eighteen inches wide, and the full length of the width of the head of bulk head and set below the bottom of the bulk head floor. The base was constructed and allowed to set one day before setting on forms for main head.

Demountable forms of two sizes were used in casting the head parts of the bulkheads.

The approximate comparative costs of cement and lumber bulkheads are about the same where tamarack planks are used for the body or flume part and oak for the head part. Cement one part and sand three parts were used in our work, sand being from home pit. No rock was used owing to need of long hauling to secure it. Woven wire fencing was used for reinforcement in all construction.

Owing to severely frosty nights in November and early December, concrete construction on the marshes should be done during the warm part of the season.

PAPER BY A. U. CHANEY.

New York, N. Y., January 3, 1915.

Mr. J. W. Fitch, Sec.,

Wisconsin State Cranberry Growers' Ass'n,
Cranmoor. Wisconsin.

Dear Mr. Fitch:—I enclose herewith a paper that you may read for me if you please to the Members of the Wisconsin State Cranberry Growers' Association.

I regret very much my inability to be present and talk to the growers personally on this subject and discuss other subjects and hear other subjects discussed. I am to attend several conventions this month, one at Indianapolis next week and at Memphis the following week, which makes it difficult for me to go to Grand Rapids.

Very truly yours,

A. U. CHANEY.

To the Members of the Wisconsin State Cranberry Growers' Association:

Gentlemen:—Thanks to Mr. Fitch, it is my pleasure to call your special attention to what I believe is the imperative necessity for the Wisconsin cranberry growers to take up spraying in order to overcome fungus disease, and thereby improve the keeping quality of the Wisconsin cranberries.

Years ago the New Jersey growers faced the danger of their industry being ruined because of the fact that their berries showed no keeping quality and their reputation in the markets was being ruined. They took the matter up with the United States government and, with the assistance of the government, experimented with spraying, and they found that by spraying with Bordeaux mixture they could overcome this trouble. and they have been able to produce the best-keeping cranberries that we ship.

This year the advantage of spraying was very forcibly demonstrated in New Jersey. The growing season was a very wet one, and fungus breeds in dampness. Owing to the adverse season of last year and the fact that many of the growers felt that this would also be a low-priced year, a great many of them curtailed their expenses and did not spray, and those that did not spray, almost without exception, experienced great difficulties and incurred

losses because of having poor-keeping fruit. When they came to clean their berries for shipment the shrinkage was very heavy, exceedingly heavy in some cases, and their berries would not even carry sound for short distances.

On the other hand, those that did spray had practically no trouble about their berries keeping. The most notable instance of this is the case of Mr. J. J. White, the largest grower in New Jersey, who shipped in the neighborhood of 15,000 to 20,000 barrels of cranberries and received only one complaint on his entire crop of berries because of poor-keeping quality. Mr. White began shipping early in September and shipped continuously through the season until he was through, stopping only at times because of lack of orders. He shipped cars to the Pacific coast, to Southern Texas, and to almost every Southwestern and Northwestern State. He shipped them wherever we asked him to ship them without any question. Some of his berries reached the Pacific coast in the very hot weather period and were absolutely sound on arrival there, while other berries that were shipped at the same time and arrived at the same time showed anywhere from 5% to 20% decay. One of his shipments went to Spokane Washington, and the buyer wrote us that he thought it was not a perfect delivery because the fruit showed $2\frac{1}{2}\%$ decay, and that was the only complaint made on Mr. White's entire crop this season on account of keeping quality, and among the varieties that he shipped were five or six thousand barrels of Centennials that are supposed to be as tender as any variety of berries that is produced, and some five or six thousand barrels of Early Blacks.

Mr. White sprayed four times with Bordeaux mixture, and his berries kept perfectly under any and all conditions. Another instance is that of two brothers in New Jersey, both of whom are good sized growers whose bogs are in the same locality. One of them did not spray and he had a great deal of trouble with all of his cranberries because they did not keep, and the other brother did spray, and in not one single instance did he have trouble because of his berries not keeping.

I am convinced that the fungus disease exists in Wisconsin on a very large percentage of the bogs, and if the fruit was properly sprayed this could be easily overcome and Wisconsin again would have the reputation of producing good-keeping cranberries. Of course there are some cranberries that go out of the State that are good-keeping, but there are a great many that are poor-keeping, and, as the seasons progress, it seems that the poor-keeping cranberries are increasing in quantity, and the good-keeping berries suffer because of the State's reputation for poor-keeping cranberries. Therefore, it is just as much to the interest of those growers that have good-keeping berries to see that their neighbors make an effort to produce good-keeping berries as it is to the interests of those growers who have been unfortunate in not having good-keeping fruit. It is the interests of all to see that improvements are made in this direction. Mr. White, or others, would be very glad to tell you of their experiences if you write them, but Mr. Malde.

no doubt, knows all about the different methods of spraying. Some spray twice, some three times and some four times during a season, but they should be sprayed at least twice and well sprayed.

I believe the time is not far distant when the Cape Cod growers will also have to recognize the necessity for spraying. The apple growers and other fruit growers have found it necessary to spray their fruit and thereby improve its quality, and you must keep up to date with improvements, and must always have two facts in mind, if you wish to be successful growers and make money out of the growing of cranberries, i. e., you must produce berries that will reach the consumers in the retail places of the country in absolutely sound and attractive condition, and it must be such fruit as will stand up sufficiently long to tide over periods of glutted markets and still be sound and attractive, in order to create in the mind of the consumer a desire for the fruit on sight. The production has increased to too great an extent to depend on the natural demand, and today the demand for the fruit must be created by growing fruit that will keep sound and be attractive even under adverse conditions. I do not know that you can do this perfectly, but you must bear it constantly in mind and strive toward that end.

Mr. J. S. Crutchfield of Pittsburgh, Pa., in a paper which he read before the Second Pan American Scientific Congress at Washington recently, stated as follows: "The producer is the party of the first part. Upon him rests the heaviest burden of responsibility. Production must be brought to its highest state of perfection at the lowest cost. The product must have character. It is doubtful if any marketing machinery can be devised to distribute profitably to the consumer an inferior product. As a rule, when markets are normally supplied, only products of good quality put up under standard packs and brands are merchantable. Other grades frequently are almost given away. What is needed most is inter-community organizations with the enforcement of rigid inspection and discipline, to the end that standardization, efficiency and economy may be accomplished facts. The producer today suffers, not so much from lack of knowledge or facilities, as from his failure to put to proper use what he now has."

I am very anxious to see that the cranberry growers of Wisconsin keep the color, keeping quality and size of their fruit up to the very highest possible standard that can be produced, and they should encourage each other in this respect.

Wishing you all a very successful 1916 and regretting my inability to be present, with best regards to all, I am

Very respectfully yours,
A. U. CHANEY.

MARKETING CONDITIONS

With the birth of little 1916 we are all more or less interested in what has transpired since our last meeting. Of the disaster of 1914 probably the least said will be most highly appreciated by all cranberry growers and dealers as well.

It is my understanding from your Secretary that you are anxious to know something of the marketing conditions that have prevailed during 1915. It will be possible for me to tell you with accuracy of some of the things at least that have happened.

To begin at the beginning—somewhere along about August 1st the first real estimates from all sources placed the 1915 crop for the three states at about 418,000 barrels. This was approximately 75 per cent. of the 1914 crop. Fifteen days later Cape Cod had reduced their estimate considerably, New Jersey had increased their estimate almost an equal amount, and Wisconsin showed an increase of a few thousand barrels. The total figures, however, were not materially different, leaving it approximately, as originally estimated, about 75 per cent. of the crop of 1914.

Beginning about this time, or close on to September 1st, our Company had made an opening price on Cape Cod and Jersey Early Blacks at \$6.00 F. O. B. shipping point. We this year encountered some antagonism, especially so in the Massachusetts district, from a new organization who were very generous to the growers with their literature. This same organization also encouraged commission merchants and other dealers to get into the cranberry business. This element together with the usual number of regular brokers who for several years have operated on Cape Cod and in New Jersey, gave a few growers, who are not familiar with the true conditions, the impression that our opening prices were decidedly too low. Just for illustration, here is a verbatim copy of one of these independent companies, viz., The Cape Cod Cranberry Distributors, reading as follows:

“Mr. Grower, listen! The worm has turned! This year we will let you dictate prices. The buyer's reign is over. The Cape Cod Cranberry Distributors, Inc., at a recent meeting held in Boston thrashed this matter out very thoroughly and have decided upon an opening price of \$6.50, be-

lieving with the support of each and every grower on the Cape this figure can be secured. Are you with us?"

This statement was given in full in the leading trade papers in the east which cover a wide territory. It was also published locally in Massachusetts and was turned into our general offices quite frequently.

We, however, early in August had sent out a great many personal letters asking for an unbiased opinion of what basis the cranberry market should open the season of 1915. The various states to which these letters were addressed made reports as follows:

Wisconsin reported their opinion that at \$5.50 delivered the sales would be considerably less than last year.

Illinois points reported \$5.50 F. O. B. shipping point, or \$6.00 delivered, to common points in Illinois and surroundings, as a probable basis of liberal sales.

Oklahoma points reported that regardless of any price they did not think the sales this year would be equal to last year, and leading dealers would not venture a guess.

Ohio points predicted that if the opening was above \$5.50 F. O. B. shipping point the consumption would be considerably curtailed.

North Dakota claimed everything had been low during the year and it would not be possible to get any big prices. That they would do much better if opened at reasonable prices.

Missouri points insisted that any price over \$5.50 F. O. B. shipping point would be too high.

Iowa points reported that in their opinion they would sell as many at \$6.00 as they would at \$5.50 F. O. B. shipping point, but the outlet would be slow until the surplus of other fruits was nearly exhausted.

Indiana reported \$5.50 to \$6.00 F. O. B. Indiana points as about right.

Michigan thought that any price that would allow the retailer to sell at ten cents would move a liberal quantity.

Pennsylvania reported as their opinion \$5.50 to \$6.00 delivered Pennsylvania points would be a safe basis. Any higher prices would retard the movement.

We are omitting reports from extreme eastern and extreme southern points, and are giving these only as illustrations.

Of course, all this data does not really prove anything, although it is fairly interesting and shows the pulse or ideas of the trade interested in our commodity.

The southern states with low cotton prices were very pessimistic. Eastern manufacturers everywhere were picking up, lots of small eastern manufacturing towns were booming. This seemed to give us reasonable encouragement at nearby points and the price, as stated we had already named as \$6.00 F. O. B. Cape Cod or New Jersey, had just commenced to bring results. Out of 178 conditional orders for carloads 140 had confirmed. We

felt justified under these conditions, with unreasonably warm weather about this time, which was nearly the middle of September, in asking eastern growers to gather their late berries and after filling the orders already placed and in this way allow all markets to clean up. Up to this time we had not been able to advance our prices in any quarter and get orders. Up to September 25th there was no change from these conditions, and up to this time according to our own records which are fairly accurate, we had shipped almost 75 per cent. of the total shipments going forward from eastern points.

We were just then prepared to name an opening price for Wisconsin. Since that time you, who are interested, are quite familiar with what has happened with Wisconsin stock.

Now, up to this point we have dealt with the real facts that we have had to encounter. When one commences to theorize on the probabilities of what is going to happen it seems as though we always venture upon dangerous ground. Theories don't always work out. In the first place, we had a very freakish year. The finish of last season had left such a taste or remembrance in the minds of the average dealer that he was afraid to take any chances and the mass of people throughout the middle states and the entire west seemingly had been struck with such a wave of economy that their interest seemed to be saving and in consequence in the points where, under ordinary conditions our sales have always been liberal, we found we were selling less than the usual quantity, and we attribute this lack of interest to this wave of economy that had seemingly swept the entire country. In many of the smaller manufacturing points, and the larger ones, where the factories were busy the trade seemingly was increasing and with the shortage in quantity it seemed only reasonably for us to expect to be able to maintain and advance our prices.

Unfavorable weather conditions and various other unfavorable conditions made the task a rather difficult one and it was not until well up toward Thanksgiving holiday season when our own theory seemed to demonstrate that we had been right in our estimates of the true market conditions, since which time it was gratifying to note that the trade was more generous in their purchases and had more liberal ideas as to values, and it looks very much as though our expectations were more than justified.

New Jersey, Massachusetts and Long Island points report at this time less than twenty-five carloads of cranberries available. The stocks held in various cities, so far as we can learn, are smaller than usual, and it seems more than likely that everything available in cranberries now will be consumed at good fair prices, the remembrance of which to the dealer for the coming year will no doubt be beneficial.

It is the general opinion of the fruit and produce trade almost everywhere that the year 1915 has probably been one of the most difficult that the trade have ever experienced. There, of course, has been made reasons

for this, and many differences of opinion as regards the cause. Without any doubt the abnormal weather of the summer months produced conditions in various localities that were hard to contend with. Freakish frosts were reported in various portions of the country during August and I speak of it as a freak only because the general Fall temperatures were very much above the normal, with the result that products grown for Fall and Winter trade under unfavorable conditions had to be marketed under equally unfavorable conditions.

In addition to this during the year trade generally has been forced to contend with a general mercantile depression, especially so throughout the middle and western states, congregating in some of the larger cities vast numbers of unemployed and a general lack of that spirit of optimism which is essential to a prosperous business. It seems to have been one of the years when it has been necessary to push the sale of everything, except possibly, war munitions, but we must always look forward for brighter things in the future. We don't believe in looking backward. We realize that large capital interests have been interested in meats and grains of various descriptions, and possibly the interesting of large capital interests have maintained a more uniform and better average to these staples, but I certainly feel that our association is founded upon the right principle and must urge upon each and every individual grower to exert his influence to the good of every other grower, as well as to render such assistance as we all can to our marketing agents.

ANDREW BISSIG.

PAPER BY C. R. TREAT

In discussing the value of fertilizer on cranberry vines, each grower must be governed by conditions as he finds them on his own bog.

Our marsh upon which these experiments were made is a peat bog from three to six feet deep and underlaid with sand, and very similar to all the marshes in the Mather vicinity.

While attending this meeting in 1909 I became very much interested in Professor Whitson's talk on fertilizers for marsh soils, and after the meeting I again took it up with him and the result was I ordered a carload of rock phosphate.

In the spring of 1909 we planted 13 acres. We put rock phosphate on 8 acres and the other five we planted on the bare peat, or "the old way." There was a marked difference in the growth of the vines the first year. In the spring of 1910 we planted nine acres without using the phosphate.

The reason was there was such a vigorous growth of vines that I was afraid that they would grow all to vines and no fruit.

The following spring or 1911 we planted five acres on three inches of sand and seven acres on the peat. This is all of planting up to the present time excepting one piece that we have rescalped and replanted.

As to results. Everywhere that we have used the phosphate we have a clean, heavy, vigorous growth of vines that have been bearing heavy every year unless something happens to them such as frost or fire worms. This last year from one measured acre of Metallic Bell vines we harvested 662 bushels of berries.

These vines were planted some six years ago with the rock phosphate and received an applicaton of one inch of sand when they were three years old, and last winter we again put on from one to two inches of sand.

The berries were so large and heavy that one picker hand-picked eleven bushels of berries in one day. Vines planted the same time as these on an adjoining section without the phosphate yielded only 60 bushels to the acre.

After allowing for every other condition it seems to me that the phosphate was responsible for the increased yield.

Another section of our marsh showed plainly the value of fertilizer. Rock phosphate had been applied to one corner, and one could plainly see just where the vines had had the application and where none had been sown. False blossom was heavy where fertilizer was not applied and almost wholly absent where it was applied. At the time of blossoming they didn't show much difference but the harvest showed the value of fertilizing beyond all question.

We carefully measured two square rods side by side. On the one without fertilizer we gathered by exact measurement eight quarts or about $12\frac{1}{2}$ barrels per acre. On the other with fertilizer we gathered by exact measurement 56 quarts or about 90 barrels per acre. Right there in the same section with only an imaginary line between them, the two rods exactly the same quality of soil, exactly the same kind of vines and planted the same time exactly, the same water conditions, exactly the same care in weeding, exactly the same frost protection, exactly the same protection against insects, one rod produces 8 quarts and the other 56 quarts and the only possible difference was the phosphate.

Taking the bog as a whole on the eight acres that has had the phosphate applied when planted this last year we harvested 2,720 bushels on the other 26 acres we harvested 940 bushels. We have also had some very good results in the use of acid phosphate. In the spring of 1913 we had a piece of a little over an acre that had been planted three times and was still in poor shape. We had this rescalped by taking off about one inch with shovels just as the frost was going out. On this we put 300 pounds of acid phosphate and in 1915 we harvested on one square rod 56 quarts or about 90 barrels per acre.

This acre was carefully weeded last fall at a cost of ten dollars. We also put some acid phosphate on seven square rods and the following fall we harvested a bushel per square rod and nothing on the balance of the three acre section.

We put acid phosphate on a three acre section in 1914 and in 1915 we harvested 396 bushels while on the adjoining section of the same size we harvested only 30 bushels.

From my experience I am sure that the best and cheapest fertilizer that cranberry growers can use in planting a new marsh is rock phosphate and the best results can be obtained by using from one to one and a half tons per acre, but it should be sown and mixed with the peat before planting the vines. I have used several tons of rock phosphate on old vines on different sections and different ways without any noticeable benefit whatever, so if the ground is in such shape that the phosphate cannot be mixed in we must use the acid phosphate.

STATE FAIR EXHIBIT

Our state fair exhibit will never amount to what it should unless we can arouse the interest and enthusiasm of the growers and make a display worthy of the industry. In order to stimulate interest and get the co-operation of the growers, we believe we have arranged matters so that premiums will be offered in order to arouse competition among the growers and get cranberries from all the marshes now producing. If we do this, we will have a display of berries which will be worth while. The idea is to offer a small premium for the best collection of commercial berries from any one marsh. Another premium for the best five varieties. Another for the best plate of Bennett Jumbos, Favorites, Daisies, Bell & Cherry, Badger, McFarlands, Fox, Banners and so on down the list of our various varieties. It has been suggested that we contribute vines heavy with berries for festoon work and get up an artistic display.

This past year we had a section of bog with running water and this received much interest, as usual, and we practically finished our list of receipt books and we must have a larger supply next year and new books if you vote for a continuation of our exhibit. We suggest that our president appoint a committee of five, or even seven, instead of three so as to get more help during the fair. This year the work was all left to Mr. Malde and he was unable to be at the fair every day. If the committee is enlarged, perhaps we can get someone to help us at a time when everyone in the cranberry business is especially rushed.

As an educational feature, our display at the State fair is undoubtedly a success and we believe should be continued. Its advertising value is difficult to gauge though we have this year one inquiry for a car of berries through our connection with the Horticultural Society and this may lead to other orders and be a direct benefit.

C. M. SECKER.

PAPER BY F. R. BRANDT

"Ladies and Gentlemen:

Although I come to you as a representative of the Otto J. Koch Advertising Agency, I am not here to sell you advertising unless sometime in the future, after you have well thought over what I am going to say, you decide that "It pays to advertise."

I come rather as a "Scout" in the advertising business. Those of you who are baseball fans know what a "Scout" is.

In baseball the "Scout" is the fellow who locates new players in the out-of-the-way places. In advertising he is the fellow who goes out to find new marketing conditions—perhaps help someone to solve marketing problems—very often to learn something and add to his own store of knowledge.

I am going to learn something here today. I have already learned something of your marketing problems and the way you solve them.

Perhaps my visit here will do nothing more than permit me to apply your solutions to somebody else's problem—in that event I will be the beneficiary and you folks will lose nothing. I hope however to give something that will be of benefit to you.

I didn't come up here with any ready made scheme or plan that I expect to sell you—what I want to do is learn something. On the cranberry por se you people have that knowledge and I am going to try to get it from you. This is that basis on which I intend to talk.

It is becoming more and more a fact that food products are being marketed in standard packages and under trade mark names.

The standard package does two things for a food product as does the trade mark.

It guarantees the quality of a product to the consumer and it fixes the price for both the producer and the retailer. The trade marked standard package is not greatly affected by fluctuating market conditions. It overcomes certain conditions brought about by spoilage and loss in handling and shipping.

If you people packed your cranberries in such a package and marketed them under an established trade name you could fix the price before the

product left your factory. That price would become standardized and recognized as the price of your product. As long as your product can be recognized the consuming public will pay for it and they will pay you a good price as long as you keep up the quality.

I don't know of any better instances of this than we find in Uneeda Biscuits. One day a fellow started to put about 18 or 20 soda crackers in a package and call them Uneeda Biscuits. There are a lot more Uneeda Biscuits eaten now than there ever were soda crackers.

I believe it is entirely possible for you people, through your selling organization, to do this same thing with cranberries.

I think if I were producing cranberries I'd have a standard package—one of such size as measures up to the average consumers usual purchase. I'd make that package pleasing in appearance—strong enough to stand shipping well,—of a shape to make it easily handled by the grocer—designed to make it look well on his shelves or in his show window—of a nature that would convey to the consumer the impression that your cranberries were so well thought of by you that every care was given them to preserve their delightfulness for the user of them.

Here are some of the things such a package would do for you.

First of all, I believe such a standard package will sell at a sufficiently higher price over the price you get for bulk goods to pay for the packing.

It would eliminate a big percentage of the loss from spoilage in transit.

It would make cranberries a more attractive merchandise for the dealer.

It would permit of better organized, more concentrated sales effort in their marketing.

It would equalize prices and put you producers in the position of fixing the price of your product.

All these things working together would make for a great big increase in the consumption of cranberries.

Of course putting a standard package on the market and establishing a trade mark means a good deal of good salesmanship and the right kind of advertising.

When I say advertising I mean well thought out advertising definitely planned and having definite ends in view.

You know there are a lot of people who will talk to you about advertising in a vague sort of a way and mention General Publicity. Now up at our office we are not very intimate with Old Gen. Publicity. He seems to be sort of a scape-goat for a lot of the money wasted in poorly executed advertising campaigns.

When I tell you folks to advertise cranberries I mean that you should lay a well planned campaign and be prepared to carry it through. If it is properly planned and executed it will not mean sinking a lot of money into something that you hope to get returns from sometime.

I don't think much of advertising that does not pay dividends. I don't believe that any advertising is really advertising unless it pays for itself.

One of the first questions that came to my mind when I thought of the possibilities of advertising cranberries was this—why is it that people only eat them on Thanksgiving, New Years and Christmas? Now—with prunes it's not that way—many people eat them every day. If we can only make people eat cranberries on three more days a year we will double the consumption. That doesn't seem like a hard job—does it?

There are other ways of using cranberries besides eating them as sauce or in pie. I don't know of a soda fountain in the country where one can get a cranberry flavored soda water or sundaes. It would certainly be a lot better flavor than a great many of the flavors now served. Why not get busy and have every soda fountain in the country serving cranberry as one of their popular flavors?

Of course to bring these things about you must educate your buying public. You must spend money—but if you are going to spend your money to increase the consumption of cranberries you want to spend it in such a way that you will get the benefit.

You can only do that by standardizing the name of your product, making it possible for the consumer to recognize your cranberries when they buy them.

The California Fruit Growers were raising oranges in California long before any of us heard of Sunkist Oranges. They were shipping their oranges east to be sold. That is they shipped them east when the Meat Packers had empty refrigerator cars going east. Although oranges sold for a good price in the eastern markets the growers in California didn't get much for them. Oranges were cheap in California. They were absolutely at the mercy of the packers who owned the refrigerator cars.

Then the California Fruit Growers Association was formed. They advertised oranges. They showed people new ways of using oranges. They increased the consumption of oranges. We who buy oranges can't buy them any cheaper, but the growers are getting very, very much higher prices for their product.

Last week I was talking to cheese makers at their convention in Milwaukee. Do you know that these fellows can't even make a price on their cheese? What they get for their produce and how much they can sell depends on how much space the packers have to fill in cars of meat going South and West in order to make up full car loads. They have no market of their own.

Think of this—50% of the cheese produced in the United States is made right here in Wisconsin and the best cheese is produced here too. Still housewives right here in Milwaukee are going into their grocery stores every day and asking for Herkimer County cheese. Somehow Herkimer County, New

York, has succeeded in making its name known all over the country as the real cheese center. Isn't it too bad that the Wisconsin cheese men don't get some of the profit that is made on the "Herkimer County" (?) cheese they produce?

Now you cranberry growers are away ahead of the producers of most farm products in that you have already formed a very excellent marketing organization. You are to be congratulated on that.

But your sales organization is not in itself enough. Its function, as I understand it, is to supply, to the best advantage of its members, the demand, already existing, for your product.

One thing remains for you to do—that is for you to identify your product and thereby make it possible to cultivate the demand for it.

It can be done.

One of the gentlemen who spoke before me mentioned the objection on the part of the grocer to handling cranberries in small packages. I think this would apply if they were put up in small boxes like strawberries, but if it was a well made package of attractive appearance I know that grocers would buy them and push them and their sale in preference to any bulk fruit they carried.

Discussions of the above followed.

DISCUSSION AND BUSINESS

A very interesting discussion on the subject of better warnings in nights when frost was probable brought out various ideas from different growers. President Searls spoke of the thousands of barrels lost the past summer and said that there should be at least four special observers, in the principal districts. Mr. Malde told of the way the weather bureau worked at present, how they called for special reports by telegram on days of frost danger. Mr. C. R. Treat said that the government work had not been very reliable the past year. An interesting discussion of the electric alarms followed, Mr. Malde stating that while some makes were not infallible, the Taylor system had given good results. Mr. Albert Hedler said that it would seem to be a good investment for any grower who had much of a crop to get a man to watch the thermometer. A very interesting discussion took place during the address of Mr. F. R. Brandt, who represented the Otto J. Koch advertising agency of Milwaukee, Wis. Mr. Brandt advocated the distribution of cranberries in small cartons, but the growers seemed in general to think the present barrel was the best method. Miss Lyda M. Huyck of Minong, Wis., who manages the marsh of the Lewis Cranberry Co., spoke briefly on the conditions in that northern district and told of bringing a crop through thirty-five frosts without damage.

Mr. Clarence Searls told how they always kept the temperature up to 55° in their warehouse, using oil stoves if there was danger of its getting lower. This, he stated, not only made the berries keep better, but prevents loss when shipped, as berries which were shipped from a warehouse where the temperature was low were sure to get wet when brought to a warmer climate or a warm building.

Mr. S. N. Whittlesey gave the growers some of his ideas on grading berries. Mr. Whittlesey's idea was that the present method, where the small ones came out first should be reversed and the large ones be first removed, thus giving the best berries the least handling. Mr. Whittlesey explained how this could be done by having the screens revolve around each other, thus making the distance to be traveled by the berries much less than in other graders.

Mr. O. O. Potter of Warrens, Wis., who had had very remarkable results in harvesting his crop cheaply, at an average cost of 8c per box, said that it was possible because of following the advice of clean culture, pruning and sanding. Mr. Potter had had the best results from dry raking as to economy, but there is less injury to vines when raking on water. Mr. E. K. Tuttle said that he understood that growers on the cape harvested as low as 9c per barrel. The discussion brought out the opinion that too much pruning was injurious, that it could be overdone; also that on the sanded marshes the vines and berries matured earlier, thus assuring a better budding for the next crop.

Mr. Albert D. Heddler of Minneapolis, Minn., who is secretary of the Cranberry Lake & Development Co., spoke on the work they were doing at Phillips. They were trying to put in the vines in a scientific way. Each location seemed to have different problems. They had an enormous growth of moss, which made scalping expensive, that they had built a special dredge for removing it. They had made money selling the moss one year, only to lose it the next, and Mr. Andrew Searls had shown them that the holes made by the dredge would make the bog uneven. They were getting their sand from the lake with a dredge, loading it on cars which ran directly onto the bog. He felt that their experimental stage was over and extended an invitation to all to come and inspect the work.

Mr. F. J. Wood told of seeing $\frac{1}{2}$ bu. of cranberries in Porto Rico eight years ago. They came from New York, but there was no demand for them because they said they took too much sugar. They did not know how to cook them. Last year he sent a box with receipts to Kentucky and they were glad to get them.

BUSINESS.

On motion made and seconded, the association unanimously voted to have the Secretary cast the ballot for the old officers, viz., Andrew Searls, President, F. J. Hoffman, vice-pres., J. W. Fitch, secretary, H. J. Gebhart, treasurer, J. J. Emmerich, member of executive committee.

The reports of the secretary and treasurer were accepted and since practically all bills were paid from Madison, the auditing committee was dispensed with.

A committee consisting of C. M. Seeker, Miss L. M. Huyck, C. R. Treat, E. Parpin and J. W. Fitch were appointed to take up the matter of better frost warnings and special observers with the weather bureau. The following resolution was adopted:

We, the members of the Wisconsin State Cranberry Growers Association, wish to extend our thanks to the United States Weather Bureau and to those connected therewith, for the important service rendered and to assure them of our desire to co-operate in extending this service, so that every grower of cranberries in the state of Wisconsin may receive frost warnings.

On motion made by A. E. Bennett and carried, the executive committee was empowered to spend any surplus funds of the Association in experiments.

Dr. C. L. Shear of Washington, D. C., and Mr. O. G. Malde of Cranmoor were elected honorary members of the Association.

Motion made and carried that the date of the annual meeting be changed from the second Tuesday to the third Tuesday in January.

Motion made and carried that a vote of thanks be extended to the telegraph agents at Grand Rapids, Mather and Berlin for their courtesy and prompt transmittal of report messages from the cranberry districts to the Weather Bureau at Chicago.

The following committee was appointed to look after the exhibit at the State Fair at Milwaukee with a per diem allowance: C. M. Seeker, Geo. Aspin, O. G. Malde, J. W. Fitch, C. R. Treat.

Motion made and carried that a vote of thanks be extended to the young ladies of the Wood County Telephone exchange for their courtesy in telephoning weather and special frost reports.

NOTES

OF THE

TWENTY-EIGHTH SUMMER MEETING

The 28th summer meeting of the Wis. S. C. G. Ass'n was held at the pavillion near Nekoosa on the Wisconsin River. The morning was spent in taking the visitors around the Cranmoor district to the various bogs, including the experiment station. About noon the growers began to collect at the pavillion for dinner, which was served by the ladies of the Catholic church at Nekoosa, who also served the supper, both of which meals were thoroughly enjoyed by all. The time in the afternoon was limited, owing to the Sales Company having a meeting first, so that it was almost three o'clock before the regular program commenced. President Searls in opening the meeting referred to the great loss the Association had sustained in the death of Mr. Gaynor. Miss Lyda M. Huyck of Minong, Wis., spoke briefly on the possibilities of increasing consumption. Mr. Geo. W. Paulus read a splendid paper on the life of Judge J. A. Gaynor, which was a deserved tribute to Mr. Gaynor's life work. Mr. O. G. Malde of the experiment station told of the season's conditions. Mr. A. U. Chaney of New York City paid a glowing tribute to Mr. Gaynor and told of crop conditions and marketing prospects. Mr. Wm. F. Collander of Madison, Wis., spoke on the Government work of gathering statistics and the help the growers could be if they would promptly answer all inquiries.

The president appointed Mr. C. M. Secker, G. W. Paulus and S. A. Warner a committee to draw up suitable resolutions on the death of J. A. Gaynor.

It was voted to continue the old committee in the work of preparing an exhibit for the State Fair.

RESOLUTIONS

ON THE DEATH OF J. A. GAYNOR OF GRAND RAPIDS, WISCONSIN.

The following resolutions were passed by the Wisconsin State Cranberry Association at its meeting, held at the Street Car Pavillion at Grand Rapids, Wisconsin, August 10, 1915:

WHEREAS, Death has removed from our midst our faithful member, our able associate, and our ardent co-worker, John A. Gaynor, and,

WHEREAS, This Association recognizes that the wide influence, and the great services it has rendered to its members, to the individual growers and to the cranberry industry of Wisconsin is due to his untiring efforts since its organization, and,

WHEREAS, This Association and our community has lost in him a most valued member, a wise counsellor, a distinguished citizen, whose genial presence and sound advice will long be missed in our councils and our meetings, and,

WHEREAS, Mr. Gaynor has won the love, honor, esteem, and respect of every member of this Association,

Now, Therefore be it Resolved, That this Association express its deep admiration for his sterling qualities of loyalty, unselfishness, and loftiness of purposes in life, and an appreciation of his faithful services in behalf of this organization.

And be it further Resolved, That this tribute of our respect and esteem for our late associate and highly appreciated co-worker, John A. Gaynor, be entered upon the minutes of this meeting.

In accordance with the foregoing action and with an expression of sympathy this memorial is presented to the daughters of the deceased.

Signed:

WISCONSIN STATE CRANBERRY ASSOCIATION,

By its President,

Andrew Searls

By its Secretary,

Jos. W. Fitch

By its committee,

C. M. Secker

G. W. Paulus

S. A. Warner



JUDGE JOHN ALEXANDER GAYNOR.

JOHN A. GAYNOR

BY G. W. PAULUS.

If you were to ask me to tell the story of the life of John A. Gaynor in a few words, I should say, John A. Gaynor lived and labored to serve his fellowmen. And in such words we have the greatest eulogy mortal can pay to any man, whether his sphere of action has been the narrow one of a neighborhood or the broader field of a nation. Of what man, that our Society knows or knew, can we more truly say this than of John A. Gaynor, "He lived to serve his fellowmen"?

Benjamin Franklin said he labored the earlier years of his life for a competence, so that he might spend the balance of his life unhampered in the cause of his Country and his fellowmen. Mr. Gaynor's years, like Franklin's useful years of service, were spent without much thought of grasping dollars.

But we who knew Mr. Gaynor wish to hear more than that he lived a life of self-sacrifice. I can only recite some of the many things he has done.

Mr. Gaynor was a man of broad training and learning and master of many subjects, but we who are here assembled think of him and remember him above all, as a cranberry man. No one ever heard him speak at our meetings or talked with him in private, who ever doubted that his heart and soul was above all in the cultivation of cranberries. No other thing so thoroughly absorbed his mind and heart during the last thirty years of his life as that of our industry.

He was optimistic. He believed with all his heart in the future possibility of this industry. He wrote about every phase of it. He talked about it in public gatherings. He talked about it when he could find anyone interested and would listen. He believed that cranberrying would become a great resource to the State of Wisconsin. He loved to be with cranberry men. He loved to be at their meetings. He loved to hear of their difficulties. He delighted to study out their solutions. He loved the open free air of the marsh and never missed an opportunity to visit one. Some of the happiest hours of his life were spent when on the marsh. When his health was waning he turned to the marsh and there hoped to regain his strength. He hoped that he might live a year or two longer in order to solve some more of cranberry

problems. How fitting that the last days of his life were spent in the pure air of the marsh. And although John Gaynor had friends in every walk of life, yet I believe that his lessons and deeds will live longest on the lips and in the hearts of cranberry men.

The Wisconsin State Cranberry Association was organized twenty-seven years ago. Its members met for the first time at Kruscki's marsh at Cranberry Center. A few of you who are present here were at that meeting. Cranberry men met to get that benefit which arises from an exchange of ideas, of union and organization. John A. Gaynor was there. If he was a prime mover in getting the men together, I do not know but he was there at the first meeting and I dare say that he attended nearly every meeting of this organization up to the time of his death. He let nothing interfere with his coming. He always had some message. We were always glad to hear him.

Any man with a scientific training and a legal training such as Judge Gaynor possessed, and who would take an active interest would be a valuable asset to such an organization. There were many problems, scientific, legal and practical to solve. The men of the marsh had the muscle and the brain, but no great battles ever are won without a leader. It took a man like Mr. Gaynor to state the problems clearly and show the angles from which the problem was to be attacked. It might be said that the cranberry men were a brainy lot of men and it is only just to say that Mr. Gaynor had many able co-workers.

Mr. Gaynor was a teacher by nature. He never lost patience in going over and stating minutely step by step an explanation or a solution. With able men on the marshes in the harness and with John Gaynor in the saddle, it was evident that the old methods of raising cranberries must give way to newer and better methods. It had been either a feast or a famine. There was no permanency, no certainty of a crop. The grower might be likened to a circus manager, to whom good weather brought success and poor weather brought failure.

Mr. Gaynor's university training in science taught him that if you can control conditions the result must be certain and the same. Broad minded men could say that many conditions could be controlled. If this could be done the industry had wonderful possibilities. The dream of a promoter could not contain greater futures.

A good share of the best that was in Mr. Gaynor was given to finding out the cause of failures in cranberrying. He tried to get the growers to study out the way to avoid and control conditions. He always believed that some day conditions would be so thoroughly controlled that the dream of possibilities would become true, and that such a time was near at hand.

He was always giving his views of planting, draining, rolling, ditching, flooding and cleaning a marsh.

One of the earlier problems to solve was the question of reservoirs, water supply and drainage. His legal training stood him well in hand. It was a fortunate circumstance that the growers had Judge Gaynor thru these years of development. He saw that the rule of common law would prove ruinous to the industry, but that the water must be handled according to rules of civil law. And to this end he succeeded in placing a law upon our statute books for the benefit of the growers.

In the matter of water supply and control of water, the theory of looking out for yourself, first, last and all the time and never thinking of your neighbors' rights was most prevalent in those earlier days. Mr. Gaynor knew that a farmer could do this in a way, but the cranberry men could never do this except at their own loss ultimately. These growers must work together, give and take, must receive and divide, they must co-operate, be just, exercise fair play. In the earlier days growers as a whole were a distrustful lot of fellows often emphasized by envy, hatred and malice. Cranberry men were all acquainted with Mr. Gaynor and naturally went to him for advice. What a fine field for litigation, for an unscrupulous lawyer. John Gaynor though it was the business of a lawyer to keep people out of trouble and not to promote discord and strife.

Nearly all of the important contracts and deeds and concessions for water and outlets, and there were many of them, were drawn by Judge Gaynor. It is to his credit to say that few, if any, court controversies or law suits arose out of his contracts. He strove to get people to understand, to trust each other, to give and take, to co-operate. He never would draw a contract, where he saw that one fellow had it over the other fellow. He was one of those few mortals who believed in a square deal at all times to everybody. It was not the business of an attorney to free a man when guilty to take one man's property and give it to another.

Mr. Gaynor was a recognized authority on drainage and drainage laws and was always called in when the University needed counsel in these matters. He was one of the attorneys appointed to help draw the present drainage laws as they now exist on our statute books.

The two yearly meetings of the Wisconsin Cranberry Association were very valuable, but the problems to be solved would be solved too slowly consistent with the rapid development with the energy of the cranberry men as they pursued their work. Some one must be on the job steadily, so thought Mr. Gaynor.

Again it was fortunate that Mr. Gaynor became a member of the State Legislature during the struggling years of the industry. He knew that the state sometimes went into the charity business. It certainly was pitiful to see our poor infant industry struggling, when a few hundred dollars from the great state of Wisconsin could put it on its feet.

Mr. Gaynor was a member of the Legislature in 1893. Among other Legislations introduced, he introduced a bill known as chapter C. 236 Laws

of 1893, asking the State to make an annual appropriation of \$250.00 to be used exclusively for the purpose of procuring and publishing information relative to the cultivation and production of cranberries. I might add right here that the Association by this small appropriation has received nearly \$6,000.00 to date from the State of Wisconsin. The appropriation was small, but we have had the benefit of thousands of dollars.

A strong protest was raised against the passage of this bill. Senator Hall, the father of the "Progressive Movement," was one of the strong opponents. It was cried down as class legislation, and a dangerous precedent. It would open a door where other organizations would rush in and ask for appropriations. It would not do. Mr. Gaynor met its opponents by the facts that he believed in helping infant industries, as well as infants, and that such industries should only be helped while young. Other industries like horticulture, where wild varieties had been domesticated and improved, had netted handsome sums and developed into permanent resources of the State of Wisconsin. Why not do this for the cranberry?

This appropriation was the first important step in the governmental aid to our industry, out of which led larger and larger inquiries which even involved the use of funds out of the agricultural department of the United States government. Now there is hardly a phase of the industry which has not been investigated, is being investigated, or soon will be investigated.

The passage of this act meant the establishment of a permanent industry of cranberry raising in Wisconsin and the birth of a cranberry experimental station. In fact, Mr. Gaynor had a station in mind when he drew up the bill. The Association immediately made provision for the establishment of three experimental stations. These were soon afterward consolidated into one station and finally located where it now is.

The station soon took up all kinds of problems. The society believed in the best varieties. Other industries had proven that with the same labor \$2.00 worth of fruit could be raised where only \$1.00 worth had been raised. From this time on, the industry took a new turn, for the experimental station has wrought many changes possible thru the small appropriation enacted in Chapter 236 Laws of 1893.

John Gaynor was at his best when he was instructing someone. His hobby was teaching. When something unusual happened, when some strange phenomenon appeared, some curious animal or insect was discovered, some mineral specimen looking like gold-bearing rock was found, some one always suggested to go to see Mr. Gaynor about it. The unusual things found by cranberry men were brought to his attention. Never was he too busy to answer questions for those eager to know, to understand.

It was wonderful the amount of all kinds of information he had mastered, from poetry to religion, from mathematics to science, from history to sociology. He was practically posted in everything. You all know too how well posted he was in our industry, and think of it, a man who was sitting in his law office day after day.

Do you remember the many articles he wrote? instructing us in every department of our work?; now on "Preparing of the Soil for Planting," the "Preparation of the Vines," then "Cross-fertilization," on "False Blossoms," "Blight," and "Fertilizers." Teaching us even the botany involved in the cultivation of cranberries.

He was never dogmatic. The hardest problems he revolved in his mind until they became simple. He always had his reasons. He always listened to the other fellow's reasons. He used his own observations and reasons as well as yours. But above all, his purpose was that of a true teacher. That is, to stimulate thought to get men to think. He knew the brains mixed with the soils were the best fertilizers. He wished us all to think about our work. He knew thinking solved difficult problems even as the summer sun dissolves the solid hard ice.

How often have we heard him say that if a grower lost his crop, he ought to be able to sit down in the middle of his patch, examine the vines, then tell what and when it happened and what could have been done to prevent it. It was interesting to have him examine a handful of vines, looking at each one carefully and telling just what had happened. Just think how much it would mean to all of us if we could train ourselves in this, so that when we saw anything wrong on the marsh to be able to tell what caused it, how to avoid it, and then apply muscle accordingly. The great message of Mr. Gaynor to us in this industry was to learn to understand our work.

The experimental station of this society was doing good work. Greatly through the efforts of Mr. Gaynor, it had collected 150 different specimens, from all parts of the world. What to do with them? In his broad knowledge of government and affairs, he knew of the good work the great University of Wisconsin was doing for farming and for horticulture. Why not use the scientific training of these brainy professors to help us solve some of our cranberry problems. We would get along much faster. Mr. Gaynor had already paved the way for this work. He had taken up single problems of blight, terminal buds, and cross-fertilization with the University men like Professor Goff and Dean Henry of the University. He found they were eager to help us. To these men he presented new and interesting problems unknown to them. It was not long before Mr. Gaynor had a number of these professors interested. He gave them problem after problem that they could not answer. Soon the professors of the agricultural school got interested in cranberries and the problem of their culture. Mr. Gaynor sent them vines as early as 1899. These they planted at the university so they might study them better. It was not long before Dean Henry and later Dean Russell saw the problems and the future possibilities of our cranberry industry. They were willing to use a portion of the State University appropriations to investigate our problems and to help us. We still have and we have had for years a portion of the University money which is used for extension work in the interest of cranberrying.

The far reaching effect of this work initiated by Mr. Gaynor could not then be foreseen. Today the University has tackled almost every problem, from soils to plant pathology and physiology, from insects and weeds to fertilization. The solution of these difficulties will be of inestimable value to future generations.

Again the great agricultural department of the United States government were investigating the problem of irrigation and drainage. The government men were at work in Wisconsin. We have problems of drainage and irrigation. Here again Mr. Gaynor co-operated with the University and men were sent here to survey and establish levels and to make a map of everything of value to the cranberry men in the Town of Cranmoor.

See how the seed of the little appropriation of 1893 has grown! From this tiny seed sprung up a plant not unlike the cranberry vine itself. Mr. Gaynor continually nurtured this plant and by the care of his skillful hands it sent out runners. These runners he anchored. They sent out more uprights and more runners until it covered a larger and larger territory. Some fruit appeared. The plant continues to spread and bear more and more fruit and will continue to do so as long as cranberries are grown in Wisconsin. During later years, even when these plants were turned over to most skillful hands, yet Mr. Gaynor never ceased to watch their growth and to plan and to suggest for their welfare until his death.

Mr. Gaynor believed that cranberrying should be made comfortable, attractive and convenient and he did what he could to add to the isolated life of the marsh. Isolation made men narrow and suspicious. Neighbors should know and love each other. He did much to organize a telephone system among the marshes. When the Rural free delivery was inaugurated he was right on the job and helped pull the wires so that the marshes were among the first to enjoy rural free delivery. Fires threatened marshes. He co-operated in getting legislation and fire wardens for marsh interests. One of the early annoyances were standard sizes and measures. He was on a committee and succeeded in getting a standard size cranberry barrel, a standard picking box. When he had discovered the Prolific variety at Walton, Michigan, it was he who went and got them for us. He was active in getting exhibits at the numerous State Fairs, and the World's fair at Chicago, at Paris, and at St. Louis. He did much to establish a method of describing the various varieties. He was interested in creating a demand for cranberries and increase consumption. His horizon for the cranberry industry seemed to cover everything.

In all these things it never was in his mind: "How much is there in it for me?" How often has he given his time, his money for such things without ever a thought of being reimbursed?

It would be an injustice to Mr. Gaynor's life not to touch upon the system of co-operation as worked out by him and applied to various public utilities and public interests, especially the system applied to our Co-operative

Sales Company. The system of competition was one of destruction. Instead of allowing outsiders to exploit our crops, he believed those that had a common interest should unite and pull together. To organize and market our own products. The Cranberry Sales Company will ever be a monument to his name. How fine, too, that he died with a consciousness that we all trusted him, that he had the confidence of his neighbors, associates and acquaintances to the last.

John Gaynor was a great man because of the loftiness of his purpose in life, because his heart was in his work and because his reward was in the labor itself.

Mr. Gaynor was with us many years. He has come and gone. We count his life among us as a great blessing, especially during the trying years of our industry. His lips are silent, yet the lessons he has taught us will be in our hearts and action for many years to come. We now realize that a great and guiding hand led us, for the long methodized, regulated, systematized, organized, and co-ordinated our work for us, and although he is not here in body, he is here in spirit. I know many of you feel as I do, who has the feelings a sailor must have who has lost his anchor. Many times has he been our anchor when doubt and fear and suspicion lashed us about like an angry sea lashes an anchorless boat. John Gaynor was always there. He came in time to cast the anchor for us and how soon the doubts and mental storms and fears and suspicion stopped and vanished and we felt safe. His anchor was always based on unselfishness and a square deal to all and now we almost tremble when we think the guiding hand is still in death. Although not present with us any longer, yet his sense of justice I hope is so inculcated in us that we shall always find an anchor of peace and harmony among ourselves.

John A. Gaynor was born in Longford County, Ireland, Oct. 1st, 1844. The harshness and oppression of the English landlord system drove thousands of Irish to starvation and out of Ireland during this time. Among them was the Gaynor family. which arrived in New Orleans during the winter of 1849. Shortly after, the family came to the town of Lisbon, Waukesha County, Wisconsin. Here his earlier years were spent on the farm. From boyhood he was eager for an education. This he gained in the meager country schools and by home study. He taught a country school when seventeen years old. He attended the University of Wisconsin eight years and was graduated from the Classical and Scientific courses in 1871. He went thru many struggles to gain his early education, sawing wood, doing chores while in Madison, working on the farm and harvesting fields during vacation to get a little cash to continue his studies.

After completing the University course he came to Grand Rapids and was principal of the Howe High school for two years. He then went back to the law school and finished the course in one year. He was impressed with the future possibilities of Grand Rapids and decided to hang out his

shingle as Attorney-at-Law in this city and formed a partnership with Henry Hayden under the firm name of Hayden & Gaynor. After the death of Mr. Hayden, John Gaynor and George R. Gardner formed the law firm of Gardner & Gaynor; there was no better known firm of lawyers in Northern Wisconsin and they figured prominently in most of the important suits during its existence.

On Dec. 24th, 1881, Mr. Gaynor was married to Miss Mina Webb, oldest daughter of the late Chas. M. Webb. They were blessed by three children, Elizabeth Gaynor, who is teaching in Urbana, Illinois, High school, Gertrude Gaynor, now a student in the University of Illinois, and James Gaynor, whose death about a year ago shocked the whole community. Mr. Gaynor tried to bear his son's death philosophically, but the loss was a smouldering fire and struck at his very vitals. From that time on his friends could see his health steadily failing. The sudden death of his wife five years before James' death was a shock from which he never fully recovered.

John Gaynor held many positions of both public and private nature during his life time. He was district attorney of Wood County for two terms, a member of the State Legislature in 1893, served as County Judge from 1893 to 1902, was a member of the school board for many years, City Attorney, member of the County Board, and on the Common Council during his life time. He was a public leader and always prominent in any and all movements of a public nature undertaken in this community. The Co-operative system in our telephone exchange and city lighting plant, the Co-operative scheme of handling the sale of cranberries, first among our growers but now national in its scope, was conceived in his mind. They were nursed untiringly for years. All of these plans resulted in organizations and were perfected during his life and proved to be unquestioned successes.

All of John Gaynor's life cannot be written in words, most of it is written in hundreds of grateful hearts, in hearts that remember a kind word or a kind act, in hearts that received an inspiration from "Honest John Gaynor." Ultimately the story of every great life is simple. The story of his life is simple, and yet, many who knew him for years never grasped the simple, and constant purpose so manifest in every act of life. Let it be simply told so that all may fully grasp his greatness.

His parents and ancestors had lived for years under the inhuman system of English landlordism. As a mere child its cruelties kindled a flame in him. This flame was fanned by the stories and tears his mother and older brothers and sisters, who rehearsed the wrongs of the landlord and told how thousands in Ireland toiled to "support one lordling's haughty pride,"—and how his father's family with seven small children was thrown out of a home in mid-winter because six month's rent could not be paid in advance—how thousands of innocent children starved to death. These facts burned in him an impression deeper than any branding iron could ever burn. To him a once happy and prosperous nation was reduced to pauperism and starva-

tion; he knew one landlord held hundreds by throat and their lives were in his merciless hands. John Gaynor did not want to see a single hand on any single throat. In his daily contact with people he saw single men trying to get their hands on a single throat and again a few men trying to get their hands on the throats of thousands of fellowmen. He had early been branded to fight this human wrong. He fought it and everything that smacked of tyranny. Everything in his whole life's purpose seemed to hinge to or revolve around the one central idea of Equality and Justice to all. Whether he thot out a scheme for our Co-operative Telephone and Electric light plant or the Cranberry Sales Co., or when he took his stand in public matters, his aim constantly was to help loosen a tyrannous grip or to devise some thot so that no man nor a few should ever in this free country hold the lives and happiness of the many in their hands.

John Gaynor's counsel and good advice was free. Hundreds sought it, hundreds received it. He was happiest when he could help to loosen the strangling hand or when he could strike or destroy the hands that were constantly stretched out to receive tribute from struggling toiling humanity. His aim was to help mankind individually and collectively. He did it untiringly to the end.

John Gaynor died at the home of his brother in the Town of Cranmoor, May 12, 1915. His remains rest in the Catholic cemetery in the city of Grand Rapids, Wisconsin.

BY A. W. CHANEY

Mr. President, Members of the Wisconsin Cranberry Growers Association and Friends:

I feel greatly impressed with the good paper just read by Mr. Paulus about our departed friend, the Hon. J. A. Gaynor.

The first cranberry grower I ever met in Wisconsin was Judge Gaynor. I was sent by my associates, Messrs. Peycke Bros., to Wisconsin to attend your annual August meeting. I have forgotten definitely the year, but think it was in 1902 or 1903. I met Mr. Gaynor on the bridge at Grand Rapids. I did not know him, but he was on the lookout for me and, seeing that I looked strange, he hailed me and asked if I was looking for some one. I said, "I am enrouté to find Judge Gaynor." He said, "I am your man, and we are late, so jump in and we'll be going."

Enroute to the convention and returning, he told me much of the history of your industry in Wisconsin and boosted Wisconsin cranberries strong. I remember it as a very pleasant day, and met all that were at the meeting, I think.

In the fall I returned to buy Wisconsin berries, owing to Mr. Porter being needed in the east. I began in the Tomah district and worked toward

Grand Rapids. I soon noticed that I was making very little progress. Growers would listen to me very pleasantly and tell me they would let me know later. I had been trained to buy as cheaply as possible and did certainly not expect to pay uniform prices for all I bought. I noticed that growers would ask me whether I had bought the Gaynor crop, and when I said "No," they usually said they would wait. I saw that I had better try to buy the Gaynor crop first, instead of last as I had planned. I called on Judge Gaynor and in a long interview and lawyer fashion he pumped me dry. He seemed determined that I should convince him what the market was, how much I ought to make on the crop, etc. I met him several times. Mr. Hoskings of the H. P. Stanley Company and myself tried to combat his influence so as to buy the crop cheaper, but it wound up in my buying the Gaynor crop at full market price, and he reserved the privilege to, and did, tell the other growers what he sold for and suggested apparently that they should hold for the same price. I was then, as I always have been since, forcibly impressed with Mr. Gaynor's unselfish interest toward all cranberry growers and with his determination to do all he could to uplift the industry.

It was Judge Gaynor that first talked to me about organizing a Sales Company, and he kept after me until I was interested to help him plan for it. He always seemed advanced in his ideas. In all such plans he was scrupulously honest and absolutely unselfish. He would countenance no plan that was not purely cooperative and treated all equally. It was he that enthused me to push on the work and to him belongs the credit of bringing about this organization. He was your and my real friend.

I was also much interested in the talk on Advertising, Demonstration and Educational work by Miss Huyck, and I strongly indorse all she has said. The several state companies allied with the American Cranberry Exchange at several different times have published and distributed cranberry recipes in different ways. The New England Cranberry Sales Company several years ago published a small book entitled "An Hundred Ways to Cook Cranberries." These they distributed in different ways. For instance, they had printed in London about 10,000 copies and had them mailed direct to the consumers in England along with a special letter calling attention to American Cranberries. This they did two years ago. They rented a booth two seasons at a pure food show in Boston and displayed cranberries, demonstrated them, and distributed these recipe books. They rented a booth and displayed cranberries and distributed recipes at the National Land show in New York city two or three years ago. Through their efforts the public press copied many of these recipes during the Thanksgiving season and printed them. The New York Sun at one time used nearly one whole page for cranberry recipes that they had picked up at this stand at the land show.

The old New Jersey Cranberry Sales Company several years ago at the National Grange meeting held at Atlantic City, erected a booth on the

boardwalk, decorated it with New Jersey cranberries, served cranberry ice and cranberry frappe and cranberry sauce free, and got all the hotels in Atlantic City to put cranberry ice on their bills of fare and serve them, and at that time they distributed cranberry recipes, all of which was thought to be decidedly beneficial, but at no time could you actually get at the facts that such advertising and demonstration work positively did increase consumption. It undoubtedly did increase consumption most materially and was beneficial, but you could not show in black and white that it had increased consumption whatever, nor could you point to any increased consumption directly due to those efforts.

Nearly every city, some time during the year, through the organization of local retailers, gives what is known as a Pure Food Show, and if there could be a cranberry exhibit and demonstration work done at every show of that character, no doubt it would be very beneficial towards increasing consumption, and if demonstration work could be carried on in the department stores in the large cities and in prominent places, it would be beneficial, but it should be done in connection with local newspaper advertising campaigns. All this, however, means lots of money spent, and a national campaign of this character would be exceedingly expensive, and, until the cranberry growers are in the frame of mind to spend money freely for advertising, we cannot serve them, but I advise that the matter be continually discussed and urged. All our salesmen can do is to distribute them broadcast and equitably and not have them pile up at one place and not have any bare spots. He can put the fruit before the consuming public, but he cannot put the consuming public in the frame of mind to want to eat it. This is what demonstrating and advertising will do. After all, it really tells much of the story of prosperity for the cranberry business.

The outlook for the coming crop is that it will be much short of last year's crop in the three states combined. Cope Cod suffered a severe frost on May 29th and, as a result of that and later weather conditions, I do not look for a crop to exceed one-half of last year's. New Jersey will probably have just about the same quantity as they had last year, while I believe the growers generally are looking for a slight increase in Wisconsin.

The apple crop is short of last year's and, particularly, is the crop of winter apples very short. Summer fruits are plentiful and fall fruits promise to be more or less plentiful, but winter fruits are short, and this should give a very good opportunity for cranberries this year in spite of other adverse conditions.

LIFE ROLL

ARPIN CRANBERRY CO., Grand Rapids, Wis.

Growers and dealers in choice varieties of cranberries. Grown on sand-
ed marshes exclusively.

I. W. BUDD, Pemberton, N. J.

W. B. CHAFLIN & CO., Hopkinson, Mass.

J. J. EMMERICH CRANBERRY CO., Grand Rapids, Wis.

Growers of cultivated cranberries. Address all communications to Geo.
W. Paulus, Secretary and Treasurer, Grand Rapids, Wisconsin.

R. A. EVERSON, South Hanson, Mass.

Grower and dealer in high grade fruit and vines and manufacturer of
Cape Cod Champion Picker.

W. H. FITCH, Cranmoor, Wis.

President Cranmoor Cranberry Co., Cultivated marshes.

L. J. FOSDICK, 28 Virginia St., Boston, Mass.

Proprietor Springbrook Cranberry Meadows, North Carver, Mass.

ILIKEIT is our trade mark for Aunt Lucy's Cape Cod Cranberry Sauce.
Put up in glass jars hermetically sealed with cork lined cap. Sold by
first class dealers.

ALFRED EDGAR FREEMAN, Island Heights, N. J.

P. O. Box 1224. Cranberry Grower.

GAYNOR CRANBERRY CO., Grand Rapids, Wis.

All varieties carefully graded, hand picked and well packed. Keepers of
the state cranberry experiment station and nursery.

CHAS. H. PITMAN, Brown's Mills, N. J.

Shipping station Hanover. Line of Penn. R. R. to Long Branch and
seashore.

EMULUS SMALL, Harwichport, Mass.

Cranberry grower. Shipping stations Harwich, Tremont and West
Barnstable.

C. R. TREAT, Valley Junction, Valley Junction. Successor to Metallic Bell
Cranberry Co.

JUDD M. WAIT, Embarrass, Wis.

Proprietor Hotel Wait. Reasonable rates and first class service.

S. H. WATERMAN, Cumberland, Wis. Cultivator and dealer.

AUXILIARY

ARMOUR & CO., Chicago, Ill.

General offices 295 LaSalle St. Produce department.

BENNETT & HALL, New York.

No. 161 West St. Commission merchants. Fruit and produce.

A. U. CHANEY CO., Des Moines, Iowa.

Wholesale brokerage and commission.

GINOCCHIO-JONES FRUIT CO., Kansas City, Mo.

No. 159 and 521 Walnut St.

PEYCKE BROS. COMMISSION CO., Kansas City, Mo.

Wholesale brokerage and commission. We are in daily contact with the jobbers of 130 cities in the Missouri and Mississippi valleys. Cranberries, potatoes, cabbage, onions. We buy for cash only. Carload business only.

WISCONSIN STATE CRANBERRY GROWERS' ASSOCIATION

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

The annual due of fifty cents (which may be sent in postage stamps), entitles one to all our reports, bulletins, crop estimates, etc., and a membership, it is believed, will be of interservice and benefit to those in any way connected with the industry.

Any person paying above prescribed due may be admitted as a member.

Annual meetings on third Tuesdays of January and second Tuesday of August of each year at places determined by ex. com.

January 1916 report now ready for distribution and will be sent to all entitled to same on application to J. W. Fitch, Sec'y W. S. C. G. A., Cranmoor, Wood County, Wisconsin.

WISCONSIN STATE CRANBERRY GROWERS' ASSOCIATION

OFFICERS.

Pres., Andrew Searls, Grand Rapids, R. F. D. 3.

Vice President, F. J. Hoffman, Mather.

Secretary, J. W. Fitch, Cranmoor.

Member of Executive Committee, J. J. Emmerich, Cranmoor.

Treasurer, H. J. Gebhardt, Black River Falls.

Read the Fruit Trade Journal, Weekly

The representative paper of the Fruit and Produce trade. Gives accurate market reports, prices and all other news of the trade from the principal cities of the United States, Canada and foreign countries. Subscription price ONE DOLLAR per year. Sample copies on application.

FRUIT TRADE JOURNAL

76 Park Place

New York

