rely upon is water, and plenty of it, both winter and summer, so I would say prepare for the winter flooding by all means.

Yours with regards. Am sorry I can't be with you but my health will not admit it. Horace Miner, Sec. and Treas. The Metallic Bell Cranberry Co.

Small Packages from a Retailer's Point of View.

By Chas. F. Kruger.

Recently, while in the lobby of the hotel, several cranberry growers and myself entered into a debate as to whether it would be profitable to pack cranberries in cartons or packages smaller than bushel crates. Without giving the matter any consideration, I said it would be a good scheme; but after debating the question in my mind I came to the conclusion that I had made a statement to those cranberry men entirely different from my views. I found, after investigating the question, that it would advance the price of the berry to the consumer from 5 to 10 per cent when put up in cartons. While I have been told that berries could be put up in cartons nearly as cheap as barrels, I wish to beg to differ from the men with those views. Supposing you were to furnish me about five barrels of cranberries put up in three quart cartons. We will figure about 115 quarts to the barrel, or making a total of 576 quarts. I want them put up in cases, twenty-four packages to the case, or making in all for the five barrels eight cases and 192 3-qt. cartons. The cost of the cartons will depend entirely upon the label. A nice, showy package will require a lithographed label and I have a doubt whether they can be put up for less than 1c per quart advance above the barrel price. You see the crates or cases that the cartons are packed in for shipment will cost nearly as much as the barrels; that is, to hold the same quantity of berries. Then comes the expense of the carton, the filling and packing in cases ready for shipment and probably at an advanced freight rate. My experience in selling the berry is, first, by buying the graded berries, the larger berries are the best sellers. What I mean is that the average customer that comes to our store and sees the different grades of berries displayed, prefers to purchase the ones that are the most pleasing to the eye and if the same berry was put up in a carton, the customer would want to see them before he or she would purchase, because you never can tell by the label what the quality is unless it's a standard brand, and quality always the same and a long time established. I think that the smaller berries are as good as the large ones and will make equally as good sauce and pies, but, as I have said before, the appearance of larger berries is so much better that the average customer will pay an advance of 2c per quart and purchase the larger ones. On the other hand, large consumers of the berry will buy the standards with as much satisfaction as the small consumer finds in buying the fancy ones. My experience in selling cranberries is to display them in a neat basket in the front part of the store so a customer will see them, and anything that pleases the eye in the way of eatables many times will cause a craving for them. Therefore, I think there are and will be more berries sold in bulk than in any other way.

Frank W. Stanley.

The Wisconsin Cranberry Growers' Association.—Ladies and Gentlemen: I am asked and authorized by the firm, H. P. Stanley Co. of Chicago, to extend to all members of this association their congratulations upon the close of a season that has been eminently satisfactory both to growers and handlers of Wisconsin cranberries, and to express their hope for you that the coming year may be even more favorable and encouraging. I feel also that the sad duty is incumbent upon me to announce the death, on November 16th last, of Mr. Frank W. Stanley, president of the firm of H. P. Stanley Co. For the past 25 or 30 years Mr. Stanley has been more extensively interested in both growing and handling of cranberries than any other man or firm west of New York. The firm H. P. Stanley Co., of which he was president, has been during more than 30 years the principal buyer and distributor of the Wisconsin cranberry product, and while the surviving member of this illustrious firm will continue the business in the same full, fair and faithful fashion, yet we cannot but pause to pay our tribute of honor to the memory of one in whose death we each of us feel a great personal loss. Very truly.

S. N. Whittlesey.

This resolution unanimously adopted: That this association and each individual member