

ADDRESS

By PRESIDENT A. B. SCOTT

The results of another season's planning and work are being marshaled before us for our consideration. Poor growing conditions were responsible for short crops in some sections of the state, and while the first estimate of the Wisconsin crop indicated a large production, over 50,000 barrels for the kind of a year we had, the actual production was probably less than 40,000 barrels. The principal reason for lower production was the abnormally dry season. Bogs without a plentiful supply of water were unable to have the advantage of sub-irrigation, which is essential for the proper growth of the cranberry, and were also unable to protect their crops from the disastrous frost that occurred the last of August. On the other hand, bogs with an ample supply of water gave good crop returns. Many growers report that cranberries did not keep as well as last year's crop. This, coupled with the low price, did not make this year a banner year for the cranberry grower.

This loss, however, is not to be compared with that of familiar faces of friends and willing workers of our association who have been taken from us, and for which we can only express our deepest regret and sympathy.

The unusually dry season has brought about two questions of interest to cranberry growers.

One is the increase of fire insurance rates on cranberry warehouses, and the second is the matter of conservation of natural resources.

Despite the long address and inferred assistance promised by Mr. Timbre of the Inspection Bureau at our last winter meeting, the fire insurance rates on cranberry warehouses have been raised over 57 per cent. This is due to a reclassification of the risk. Cranberry warehouses have been placed under a classification that takes a higher rate. One of the reasons, I am told, is the possible hazard of a running fire, brought to the attention of the inspector by the many forest fires that occurred last summer and this.

Mr. McCall of Tomah, who is writing insurance for some clients, has been working with me on this matter of decreasing insurance rates, and I have succeeded in getting Mr. Mortensen, insurance commissioner at Madison, to grant the association a hearing, at which the association can present an argument against the reclassification. I tried very hard to have Mr. Mortensen agree to have the hearing here at Wisconsin Rapids tomorrow, where a number of cranberry growers would be available to introduce evidence in regard to the fire risks of their different cranberry warehouses, but he said it was not customary to hold such meetings away from Madison unless a great many people were to appear to give testimony and suggested that a committee appointed by the growers could present the matter just as efficiently.

The matter of conservation of natural resources was taken up by our committee with Governor La Follette at the meeting in October. Governor La Follette's idea was that the cranberry growers, who are vitally interested, of course, in conserving forests and water for their use as well as for the general welfare of the country, would be interested in working with the Conservation Commission to establish reservoirs, cross dams, etc., to hold back the run-off water instead of letting it go to waste through drainage ditches and other ditches not necessary for the drainage of any particular area. It is their wish that this committee be in readiness to cooperate with the Conservation Commission, and I would like to further state that I believe every cranberry grower should have in mind the possibility of conserving water for their own as well as for the country's welfare. There is no question but what without water the cranberry grower might as well go out of business. I think that any move that any community or association of growers could bring about in this respect would be of considerable benefit.

LITTLE THINGS

E. L. CHAMBERS, *State Entomologist*

Just as the rays of light, insignificant in themselves, collectively make up the warmth of the sun and little drops of rain become great rivers, so we find in looking about us in nature that after all it is the little things that count. Research and investigations reveal how the big things result from these seemingly unimportant little things. We know from experience here in Wisconsin how a little smoldering camp fire, fanned by a little breeze, will break into a flame and lay waste in a few hours to thousands of acres of forest which required nature nearly a century to develop. We have witnessed the introduction of injurious insects and harmful plant diseases on nursery stock so lightly infested or infected that the casual observer did not recognize the organisms until too late, and these pests have played havoc with our crops.

History tells us of the famine in Ireland which resulted in the death of thousands of its people because of starvation, resulting from complete failure of their potato crop due to the introduction of a fungous blight unnoticed until it had become suddenly established all over that country. Similarly a coffee leaf disease cost Ceylon more than 75 million dollars in ten years following its appearance on that Island in 1868, and caused coffee cultivation to be abandoned on an island where it had been very successfully and profitably grown for many years. This same disease, you will recall, made coffee growing unprofitable in the Philippines. Likewise the Panama disease of bananas caused abandonment of nearly 100,000 acres of banana plantations in central America, belonging to a single company. We need only mention the citrus canker and the Mediterranean Fruit Fly as examples of why our citrus growers demand protection against the