Now, let the express companies do that one specific thing for which they are here and not encroach on the banker's business and on the merchant's business and also be a common carrier.

YEAR'S REVIEW.

BY A. C. BENNETT.


In reviewing the events of the past year we must all realize that a new leaf has been turned over. A new milestone has been passed. That a new history in the cranberry industry is being put on the stage. Old things are passing away, behold all things are new. Cranberries have become a cash article at last and to remain so forever.

Under the leadership of experienced salesmen in limited numbers the crop of Wisconsin cranberries has been more evenly distributed than ever before.

Through the united efforts of A. U. Chaney and the Wisconsin Cranberry Sales Company, we have secured in the name of the Wisconsin Cranberry Sales Co. a reduction in railroad rates to California of $40 on every car of 200 barrels.

$72 for every car to all northern Pacific points.

$60 per car to Winnipeg.

$12 per car to Minneapolis.

$24 per car to Milwaukee and Chicago.

This means so many extra dollars in the pockets of Wisconsin growers. It also means a vast territory opened up to us in which we had never before been able to sell our Wisconsin berries. When we get low rates to Chicago it means that we get Chicago rates from there to a vast territory thickly populated and rolling in wealth whose appetites have longed for years for a taste of Wisconsin berries but owing to railroad rates they had to accept of eastern berries entirely. Now they have had a taste of Wisconsin berries and say they like them.

Our berries have gone east to Grand Rapids, Mich., and to Terra Haute, Indiana, northwest to Winnipeg and southwest to Dallas, Texas, and all along the Pacific coast, Los Angeles, Seattle, Tacoma, etc. Our last and best sale or highest price was obtained in Kansas, where our competitors advertised us the most.

What more could we ask?
By our contract with A. U. Chaney Co., they were placed under $50,000 bonds to the Sales Company to sell the association berries in the open markets for the best obtainable market price to sell them in accordance to the laws of the states where sold, and of the United States; and that they should not enter into any combination with any other parties in violation of such laws and that as fast as the berries are sold that a duplicate bill shall be forwarded to the secretary of our association all of which has been faithfully performed to the letter. A. U. Chaney Co. were to do the collecting, advertising, telegraphing, remitting and bear all expenses of selling and receive five per cent. of the net returns at our shipping point and not five per cent. on the gross sales including freight, cartage, and exchange, as other commission men always do. This item alone saved the association over $2,000; add to this the saving in railroad freights an average of $40 a car, amounting to $6,400, which A. U. Chaney Co. and the association saved the growers by such reduction and added together, the growers have saved $8,400 on these two items; add to this the increased price by reason of the enlarged territory in which to sell the berries which count it $1.00 per barrel, makes a grand total of over $42,000 saved to the Wisconsin growers. A. U. Chaney Co. sold for cash and promptly returned to each shipper by check or draft eighty per cent. of the collection. And by the contract they are also to settle the balance with the association whenever the board of directors require them to do so. Could we ask for anything better? Out of this 20 per cent. we are to pay A. U. Chaney Co. five per cent., also pay them back the money advanced by them for labels and stamps and six per cent. interest, the necessary expenses of the association at this end such as inspection and officers. The association is to pay also back to each member the ten dollars advanced by them and replace it from the two percent. reserved for necessary expenses, the balance belongs to the growers. Under our revised contract there is no pooling nor any evasion of any laws and any fool of a politician that would turn us back to the ungodly thieves that used to slaughter our berries for the commission ought to go and hang himself.

One beauty of our Sales Co. is that different varieties can be shipped in the same car and different priced berries from $4.00 to $11.00 per barrel no matter who raises them, each barrel bears the number of the grower and as soon as they are loaded in the car the business of the grower ends at his own station.

In this way small lots can be shipped at car load rates and the
jobber get a variety in price and quality to suit his trade and
in times of shortage on cars we know the volume of the busi-
ness and the agent can order them ahead, otherwise we might
have been till mid-winter shipping this year.

Owing to the larger territory to sell in and the thorough dis-
tribution of the fruit, avoiding over-loading any one market and
without producing gluts and stagnation anywhere, A. U. Chaney
Co. not only sold all the berries of the Wisconsin Sales Co.
without the loss of a single dollar of bad accounts but also sold
nearly 300 car loads of Cape Cod berries. In so doing he pre-
vented them being piled up directly in our pathway and secured
good prices for them as well as our own and our association
today, though less than a year old, has a record of being the
boss Cranberry Sales Co. of the world and best of all we have
not had the least desire of evading any of the laws of the states
or of the United States. Our aim has been from the first, to
give everyone a square deal and to raise the standard of Wis-
consin Cranberries, believing that the American people would
approve our efforts and be willing to pay a fair price for a good
article which they did and we appreciate it. We have labored
under untold disadvantage this season with inadequate store-
room, short on curing boxes, short on help, having to install
many new cleaning and grading machines to be run by gasoline
engines which often proved very balky in the hands of inexpe-
rienced men, sometimes short on cars, and lastly short on barrels
but we are all alive yet and fully determined to improve the
quality of our berries in every way possible and to be fully pre-
pared another season to give our patrons the full worth of their
money.

1. We need first of all inspectors that can devote fully ten
hours every day in the "picking" and "packing" season to the
exclusive business of inspecting, not only the berries, but the
warehouses during the picking time and to insist on a free cir-
culation of air in all cases while the berries are being cured.

2. To see to it that no berries be packed wet.

3. That some more definite rules be formed for sorting and
grading.

4. That the inspectors be provided by state laws the same as
the inspectors of lumber now are and having no interest in the
article inspected by them.

Certain ones of our competitors seem to have been lying
awake nights to devise some plan to break up this association
from the first, but it can never be done by outside parties. If
it is ever done, it will be done by traitors within our own ranks.
Christ in his little band of chosen disciples had one traitor but the record says that he went out and hanged himself.

We must expect some of our members to do the same thing but our Kansas competitor has not only hanged himself, but dug his own grave in advance just because we did not employ him. If we had done so at his own expense we would not have only lost all the reductions in freight rates, but we would have been paying him $2,000 more in commissions on freight, cartage and exchange and would have been restricted to our old narrow limits to sell in, and of course would have been compelled to sell at lower rates, he would have been interested to have the railroads increase their rates and to ship them as far away as possible. Your board of directors would have been branded as a pack of fools if they had accepted his proposition. He bought berries, so I am told, in the east at $5.50 per barrel and advertised to sell them at $5 per barrel, and offered Wisconsin berries at $7.25 per barrel to our customers for which he had paid $7 per barrel. Another competitor bought some poor berries because they were cheap and advertised them at 35 cents per barrel less than our customers were getting. These scavengers do not scare us in the least. They are as necessary as the buzzards in the south that live on carrion. The association berries have all been sold at a better average price than outside parties obtained and collections were made without the loss of a single dollar on bad accounts and the growers received the benefit and this was done in the face of the fact that there was a very large crop of apples, estimated at 36 million barrels, and the most generous amounts of all other kinds of fruit all over the country and a big cranberry crop, all of which brought fair prices. Last year cranberries brought as high as $24 a barrel but outsiders got the profit not the growers. What more could we ask in a year like this?

Year by year all kinds of fruit are being put up in better condition; in more attractive packages, shipped under more scientific management. All large dealers, even in the retail business, have their refrigerators and the fruit being kept cool from the grower to the consumer, avoids the necessity of forcing unsound fruit upon the consumers. Yet some will try to do it, and the present stagnation in the cranberry market has been produced by some eastern jobbers who bought a lot of cranberries in the dirt of some growers who did not belong to any association. These smart alecks that refuse to join any association that would compel them to put up good berries and think they are making more money, the more poor berries they put in, are

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deceiving themselves and blind to their own interests. If only good sound berries had been put on the market the market price would have continued firm at good prices until all were sold, but a small amount of slush put on the market at a low price soon brings them all to its price and stops consumption, creates a panic and every man goes in for himself and the devil gets the whole crowd.

SOME PRINCIPLES OF ORNAMENTAL PLANTING.

Prof. S. B. Green, Minnesota Agr. College.

The subject which I have to present to you this afternoon is one that does not in the least concern the question of low freight rates or best methods of marketing or growing of crops, but on that account it is none the less a strong subject, and I believe when regarded in its fullness as related to the life of every one here, it will be found to be a matter of great importance.

I am going to talk to you about the value of the aesthetic as applied to landscape decoration. Please don’t think of this subject as something only fitted for dilettantettes, for it is something that is well worthy of the highest and best that is in you, as it has in all ages past occupied the attention of the brightest minds.

Pliny defined the aesthetic as being the “splendor of the truth”. Levoque defined the beautiful as being “a force moving with all order and power”. But I like Haven’s definition best of all. He defined the beautiful as being “the manifestation of the hidden spiritual nature in a material form”.

Viewed at from these standpoints, it partakes of divinity itself.

There are a number of distinct types of ornamental gardening. The common style in the older civilizations was what is known as the formal. This was largely artificial, and the gardens and walks were largely laid out on geometrical lines and were graced with statuary and formal balconies and railings. Such a form of gardening is very proper about large buildings, but does not fit well into our ordinary surroundings. A good example of this style of gardening was shown at the Columbian exposition in Chicago and the Louisiana Purchase exposition in St. Louis.