



Cherries canned cooperatively are shipped to market on a Great Lakes barge.

to pay expenses and to accumulate a revolving fund, which is operated on a 5-year basis. The fund is used for the purchase of growers' supplies. If, when any supplies are delivered they are not paid for by a member, the amount due is deducted from the gross returns on his cranberries when they are sold. The association estimates that the use of the revolving-fund plan has been an asset of immeasurable value to the members, and an important factor in building strong membership support.

More than 30 years ago, in 1906, producers in the area evolved a cooperative merchandising plan and organized the cooperative which subsequently became the present Wisconsin Cranberry Sales Co. A year later when the New England Cranberry Sales Co. and the New Jersey Cranberry Sales Co. combined with the Wisconsin producers, the three co-ops formed the American Cranberry Exchange. From its main office in New York City and a branch in Chicago, the Exchange undertakes each year to formulate a price structure that will

result in the marketing of the entire crop of the members of the State associations. The Exchange operations have met with marked success.

Door County Peninsular Noted for Cherries

On hillsides and through level orchards of the Door County Peninsula, each spring about May 20, pure white blossoms beautify rows upon rows of cherry trees which extend as far as the eye can reach. In the Sturgeon Bay area a majority of the orchardists are members of the Fruit Growers Cooperative, which is processing and marketing the fruit of more than 600 patrons. It was organized in 1933. The bulk of the cherries is processed, being canned, manufactured into maraschino cherries, or cold packed. Factories are operated at Sturgeon Bay, Egg Harbor, and Sister Bay, and a station at Gibraltar. The growers consider that the red sour cherries of the county have an unexcelled flavor and color. The processed fruit is marketed under the

Sturgeon Bay Brand. Of the cherries produced, a relatively small percent is sold as fresh fruit. Strawberries and apples also are marketed. Growers may purchase through the co-op supplies such as nursery stock, fertilizer, insecticides, ladders, and containers. The co-op sold products amounting to almost \$520,000 in the fiscal year ended June 30, 1939, and supplies aggregating over \$40,000.

In Door County the number of local cherry pickers is augmented every summer by four or five thousand who flock there from other places. A number of orchards are so large that each employs from 500 to 1,000 pickers, who live in standardized camps, paying a stipulated sum for lodging and board. In addition to maintaining a camp, an orchardist may provide extra services such as medical care, a full program of sports, entertainment, and free transportation to town, to church, or to bathing beaches.

Northern Wisconsin Cooperative Tobacco Pool Carries On

The Wisconsin River is a dividing line between two tobacco-producing districts. North and west of the river the so-called northern Wisconsin tobacco is grown; and to the south and east of it, southern Wisconsin tobacco. The tobacco produced in Wisconsin is classified as cigar binder in the trade. The two types produced in the State are referred to as types 54 and 55. Type 54 is produced in the southern part of the State. While the two types are similar in general appearance, northern Wisconsin tobacco produces thinner and finer binders. Leading in the production of the northern



In its large warehouse at Viroqua, Vernon County, Wis., the Northern Wisconsin Cooperative Tobacco Pool sorts and grades its leaf tobacco in preparation for merchandising.

tobacco are Vernon, Crawford, and Trempealeau Counties; the bulk of the southern crop is raised in Dane, Rock, and Columbia Counties. Tobacco raised by growers in the northern section is sold cooperatively by an association in Vernon County; there is no cooperative in the State now handling the southern type.

In 1922 when prices were low after the World War, Wisconsin tobacco growers of both the northern and southern districts organized the Northern Wisconsin Cooperative Tobacco Pool, a State-wide cooperative to warehouse and sell their tobacco. During the period from 1923 through 1936, sales handled by the pool varied from a maximum of more than \$3,000,000 to a low of approximately \$120,000. In most of these years the membership was six or seven thousand. By 1936, however, because of serious marketing difficulties that had developed during the economic depression and large tobacco stocks in storage, many growers, particularly in the southern district, had become dissatisfied. At the annual meeting held that year members