

IMPRESSIONS ON STATE FAIR EXHIBITS

Chicago, Ill., December 29, 1917.

Mrs. S. N. Whittlesey,
Cranmoor, Wisconsin.

Dear Mrs. Whittlesey:

I have for acknowledgment your letter of the 24th inst. in regard to the Annual Meeting of the Wisconsin State Cranberry Growers' Association, and I appreciate the fact that it is desirable and important to have an interesting meeting, because I believe the best interest of the cranberry growers can be developed through these interesting meetings, and I will be glad indeed if the bit that I furnish should prove worthy of this title.

First, in regard to the subject, "Value of state Fair Exhibits." I doubt if I can possibly express in strong enough terms my approval of the State Fair Exhibit. I want to say to you and for the benefit of every grower and member of this association, as well as every grower of cranberries in Wisconsin or elsewhere, that to my mind the value to the cranberry industry of this exhibit is positively the most far-reaching and educational of anything I could suggest. If possible to conduct similar exhibits at other State or County Fairs I would most strongly approve.

The benefits, while they are not delivered in quick cash returns they are like grass seed scattered on good soil, and will continue to spread, bringing in benefits in many ways.

I spent one whole day with you at the Milwaukee State Fair and I was certainly very much impressed. I want to compliment Mr. Malde and Mr. Chelcie Treat on the very nice appearance of the exhibit itself, and with the limited amount and kind of stock they had to get it up with, they certainly should be commended on its nice appearance.

Then, I want to compliment you and your assistant Miss Anna Bamberg on the very impressive and able manner in which the exhibit was managed. I am very sure that no other domestic exhibit attracted so much attention and certainly nothing in Horticultural Hall was so interesting to the crowd that thronged through the hall all day.

Now, this to my mind is ample evidence that the Cranberry Exhibit made a hit with the majority of the visitors and I am sure every interested visitor, many who perhaps had never eaten cranberries, left the fair satisfied that cranberry sauce was not only delicious and palatable, but also an economical cause for every home, and regardless of the price of the material itself and the price of other commodities that make up the high cost of living the mass of people in the entire United States can afford the liberal use of the cranberries.

To insure the continual use of them is to educate all to properly cook and serve them. The pleasant recollection of a helping of properly cooked cranberry sauce will be remembered long after the price has been forgotten, and I am sure the Fair Exhibit will continue to be valuable and one of the best methods for this educational purpose.

I would also suggest to cranberry growers that they interest themselves in the competitive exhibit of cranberries as also being valuable.

I regret very much that I am unable to attend your meeting in person and certainly hope that the association, as well as all other cranberry growers will enjoy a very prosperous and happy year to come.

Very truly yours,

CHARLES SCHLOSSER.