

## STATE FAIR EXHIBIT

CHELICIE TREAT, Shennington, Wisconsin.

I was much surprised when I received our secretary's letter asking for a paper on the State Fair Exhibit. I being only a greenhorn expected to escape unnoticed. But I shall endeavor to give you an idea of what was accomplished by the exhibit of last fall.

I arrived in Milwaukee Saturday and with Mr. Malde, Mrs. Whittlesey and Miss Bamberg set up the exhibit.

The aim in setting such an exhibit was of course to arouse the thousands at the Fair with the importance of cranberries as a food, and to stimulate an interest that would lead to a greater consumption of our product by the public. Hence those who passed us never left without having a better knowledge of cranberries or the bog on which they grow. One would be surprised at how few people know anything about cranberries.

Do they grow on trees; and if so, how do you gather them? asks one innocent looking man of 45 or so. "Are they the same as the highbush type, or only relative to them?" Asks another individual and when told the nature of cranberries those people looked as surprised as the Englishman who, when he asked whether North Dakota was in Wisconsin, was told it was not a city but a state.

Mrs. Whittlesey with her ever ready smile, and her eagerness to be of service to all, which gained for her the title of "Mother" was a veritable mine of information to the busy housewives of Wisconsin. She showed in a most efficient way how cranberries could be made into toothsome dainties at as small cost as any other fruit or dessert, dispelling the old idea that so much of the sugar supply was needed to make them sweet enough to eat. To those who have to live up to Hoover's dictum of sugar these demonstrations must have been received with joy by the women present.

Miss Bamberg too was indispensable in our booth, she relieved Mrs. Whittlesey and kept the interest up all the time. The only deplorable feature of her week there was a long distance phone call (We wondered who he was but failed to find out) which prevented her being in the picture. This work I believe is the basis for a large sale of berries in the future. People have to be taught the value of things and to have old notions dispelled before they will try things. The converts made by the ladies in the booth, point the way to greater success for the sale of cranberries in the future if this work is followed up as it should be.

Just what we accomplished cannot be definitely stated at this time, nor can we place our fingers on any visible results. We were in the same conditions as the negro who was chased by the ghost one night. He declared that he was not afraid of ghosts but one night when

going by the graveyard he saw one and he stopped for nothing, but he lit out. Finally his wind gave out and trembling like a leaf he sat down on a log. The white thing came up and sat down by him and tapping his shoulder said "We had a good run didn't we?" "Yes, sah, bet your life," answered Mose, "and when I gets my breff we'se gwine to have another." That's the way we feel about this exhibit, we did a great deal to arouse people's interest and get them to thinking in terms of cranberry sauce, pies, jelly and appetizers used in connection with meats, etc. But of course each fall is simply the getting of our breath for the next year. Each exhibit should be put forth with as many variations added as possible in order to show people that the cranberry industry is one of the growing industries of Wisconsin. To do this the growers must work together. There should be more rivalry among them in entering their berries in the competitive exhibits for premiums. There is \$250 to be divided among the growers as prizes if they will only send their berries down. There should be at least one pint for each plate. Last year some of the plates were ruled out because of the lack of berries.

Authorized salesmen are very important in the sale of any product but a demonstration of this sort, of a weeks duration does more than one would imagine to advertise a product. This may be because people come with the intention and express purpose of seeing what the state is doing, and they note carefully everything they see.

I know of a man who was only passively interested in tractors before the Fair, but when he went home he was talking a great deal about the line drive type, and is laying plans for possessing one when his farm is able to pay for one. And cannot these cranberry exhibits be run on the same plan? Arrange them in such a way that they will attract people even more than our last one did, and this was by far one of the most attractive in the Horticultural Building. If we go at our exhibit in this way people will talk about it after the fair week and results will be as satisfactory as we can hope for. We believe in our product and believing in it we should follow out a doctor's motto I once read, "Early to bed, early to rise, work like hell—en advertise."

As for the rest of the fair we saw little of it but enjoyed what we did see. However, we did not miss the others much, as our chief ambition was to make our booth interesting and attractive. We are grateful for our opportunity to the Sales Company and hope our efforts have met with their approval.