

ter satisfied. If not, you can follow his example. The idea of local tours isn't a bad one at all.

I will be glad, at any time, to help out the cranberry growers to their interests in any way that I can. If we can get the appropriation to get an experiment station or fieldman, I think it would be a mighty fine thing to do.

CROP PROSPECTS

By A. U. CHANEY

We have made a pretty careful survey of the Cape Cod crop, without any detailed estimate. There is no estimate other than guesses regarding the crops. Mr. Porter, whom most of you know, and who is very competent to judge, spent two weeks in July on Cape Cod, and made a very complete survey of the acreage and damage to that acreage. That is, the winter damage. We have a great many small bogs in the state; in fact, an unknown quantity. Dry bogs bear, on an average, every seven years. Last year they all bore a crop. These are the bogs that they can't flood in the winter. Last year they had no snow, and we know that they were pretty badly hurt. Mr. Porter estimated that 40% of the berries show winterkill in Barnes County. About 15 to 20% of Plymouth County had been either winterkilled or frosted, the result being that about 20% of the acreage of last year could not bear this year. The balance of the acreage had good bloom, but bloomed very late. In July it was showing signs of not setting well. Mr. Benson, our manager, made a week's tour and reported many of the bogs were poor. Professor Franklin, of the experiment stations, estimates that his Cape Cod crop will be 240,000 barrels against 400,000 last year.

Now, in New Jersey they have had a little frost; nothing very serious. They have had some fire worm there. Very little winterkill; but they have hot, dry weather, and the bloom was late. They had a late spring, and the bloom was coming right in the hot and dry spell. There was no rain in July, and I received a letter saying it is still hot and no rain. The crop will be from 10 to 25% less in New Jersey than last year.

Combined Long Island and New Jersey, 250,000; New Jersey has 150,000 barrels; that makes 400,000, and 50,000 barrels in this state. That makes 450,000 against 625,000 the last year.

Of course, the fruit is so little that it may not come in, and then the quantity would be reduced. The weather throughout the rest of August and the first part of September may change that estimate by the 15th of September. The crop is shorter than last year; we don't know how much shorter. We hope to get a pretty good estimate this week. The Association is now in session in St. Louis.

The apple crop is 29,000,000 barrels against 34,000,000 barrels last year. That is the commercial crop. The early apples are considerably less. The early apples are turning out a good deal shorter. Consequently the early apples are quite high. When I came up here at this time last year, they were selling in Chicago for 50 and 75c; now they sell at \$1.75 to \$2.50. There is also the difference in the supply of apples.

Another thing that will be favorable from a selling standpoint is that last year they had a large crop of plums that sold at extraordinary prices, selling at less than freight charges at this time. This ruined many growers. The crop this year is estimated to be less than 25% of last year, and while selling last year at 25 and 30c delivered, they are now getting cash 60c out there for the same crop.

The peach crop has enlarged from last year. Peaches have been very low this year. Strawberries also sold very low. Peaches are liable to continue very low for a long time. There was a large crop in Arkansas, Texas, Pennsylvania, New York, and Delaware.

I anticipate that the sales opportunities for cranberries will be much more favorable than last year, and at the same time we have many less cranberries to sell. I know that the troubles of the salesmen will be much less serious than last year. It is unfortunate that we cannot have more uniformity of conditions and supply. Last year there were unfavorable selling conditions, and a surplus.

There will be some cars of barrels shipped, and I should say the time will come when they won't want any barrels, but it won't be this year. There will be a supply of barrels for your department, and those in the Mather district were told to be sure to have some barrels on hand.

We should never get the idea that we can sell the berries and say when people shall buy them and what they shall pay for them. The economical law is that the seller should cater to the buyer. If they try to give you what you want in a store, you are very much happier. You will feel sore if they try to sell you something by force. We don't want them to feel sore. We ought to cater to our customers, and give them as near to what they want as we can.

If he wants the barrels or boxes, we should make it our business to give them to him. Sometimes it is inconvenient to help haul from one station to another. I know it is inconvenient, but it is important that it be done. You can't ask them to buy a straight car of fancy goods if one case is all they want. You should try to suit the buyer, and not to suit your convenience. That way we build up our reputation, and you have Wisconsin berries.

Wisconsin berries have a wonderful reputation to-day. It follows the good quality you have had in the last two years. We got a premium for Wisconsin berries last year. They stood up and gave satisfaction, and they got what they wanted. That is co-operation. That is their job. If we send out an order and the inspector comes and

asks us to do something that is inconvenient, just do it. You can't have your cake and eat it too. You have to have inconvenience sometimes. We try to make it as convenient as possible. Sometimes things are too easy, and we get lazy on the job. One inspector didn't want his job because some criticised him because he gave them orders they didn't like. We said "Don't blame the inspector, blame us." We have to use our customers to the best of our ability. It pays to please the customer, and it pays you to help us do it. This may be the only time I will get a chance to talk to you as a whole group.

COMMENTS ON THE APPEARANCE OF THIS YEAR'S CROP

MR. WHITTLESEY: About three-fourths of what we had last year. We had 1600 barrels last year. They are very late; about two weeks. We will probably begin to pick about the middle of September.

MR. HEDLAR: Lots of little berries. There are a great many more than last year, but very small.

PRES. LEWIS: We have quite a lot of berries, but don't know how many it is going to take to fill the barrel. Next week will tell the story. It seems to be universal that everybody's berries are late. Has anyone berries that are about normal size?

MISS CASE: It seems to me that they are very nearly the same size as they were last year at this time. Now they would count about 130 to the cup.

QUESTION: Did you use fertilizer?

MISS CASE: Yes, we used 3-10-4 fertilizer.

TO NEW YORK

MR. S. N. WHITTLESEY

I had long wondered whether lightning or luck would ever strike me and land me in the New York Exchange meeting. I suppose my demented state may have been apparent, and that Charlie Lewis noticed it and kindly brought about the realization of a fond dream.

I was present at the directors' meeting, but I read the secretary's report afterwards to find out what was done. Anybody can do that who is entitled to. The meeting place was in the Pennsylvania Hotel, one of the largest and finest in the world.

The railway terminal station is in the basement of the hotel. There Mr. Chaney met our party, (Mr. and Mrs. Bennett, Mrs. Whittlesey, and I) and escorted us through vast passages, lobbies and lifts to sumptuous rooms reserved for us up sixteen stories, a little more than half way to the top of that immense building.

The business of this directors' meeting of the American Cranberry Exchange consumed one whole day, with a banquet in the middle of it, and complimentary tickets to the theater in the evening, where, by some preconceived plot, we met the ladies, especially Mrs. A. U. Chaney and Mrs. C. M. Chaney, who had early taken Mrs. Bennett