

it can be held back in any amount, large or small. Any water raised to the surface will bring benefits to that area not only in irrigation or sub-irrigation, but evaporation will help to restore the amount of rainfall.

With this idea in mind, we took up with Governor La Follette the matter of restoring, with the aid of the Conservation Commission, the water levels of the marshes. This also includes fire prevention and protection. Fire prevention cannot be carried on successfully without the aid of people who are interested. I have a letter here from Governor La Follette, asking this association to send a committee to Madison with whom he can confer in order to map out a program that will be agreeable to the industry. The Conservation Commission, the zoning committee and the legislature have set out to determine which land shall be used for farming, which shall be used for reforestation, etc. I think this is an opportunity that our Cranberry Growers' Association should not neglect. We have an opportunity to show our interest and have a hand in some work that I feel is very important.

### CROP REPORT

A. H. CHANEY, *General Sales Manager*, American Cranberry Exchange, New York City

The crop in the East has not been definitely estimated. The guess at present by Franklin is 400,000 barrels for Massachusetts as against 375,000 last year. Rainfall was heavy; bogs are in good condition, the crop is not so heavy as last year but the size of fruit is making the increase. The New Jersey crop is more difficult to estimate. The bloom was enormous but the weather was very undesirable. During the ten days of bloom there was very little sun, causing a heavy blight especially on native Jerseys, Late Howes and Early Blacks. The size of fruit is large and early but water is very short, several growers being without water entirely. The water shortage is affecting all crops in New Jersey. A fair estimate for New Jersey berries would be about 125,000 barrels.

The Wisconsin crop is fine in the northern part of the state; others show very well. Reports from Cranmoor and Mather districts would make an estimate of about 48,000 barrels for the state.

General fruit crops are equal to 1926 yields but the prices are lower than any year since. Peaches double last year's crop, are heavy in the middle west and selling very cheaply. The grape crop is considered shorter, and better prices are expected, likewise the fresh prune crop in the northwest.

Industrial conditions were bad last year and are worse this year but fruits are being consumed. Food values are the lowest in twenty years. Wheat is the lowest on record—18 cents a bushel in Kansas. Corn is low and there will be no improvement until the surplus is gotten rid of. I feel the cranberry growers are more secure and have a better chance to get fair values, but I doubt if we would get the old high price even if the crop was short.

We have put on a wonderful advertising campaign; cranberry juice as a drink is being featured. We are sending out recipes to hotels, trying to get them to serve cranberry juice cocktail. We are getting out a new recipe book, 85,000 to be printed for one chain store and a million for various retailers.

It will be a day to day, week to week market. I can not say anything more definite.

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## MARKET CONDITIONS

C. M. CHANEY, *Treasurer*, American Cranberry Exchange,  
New York City

As to prospective business conditions this fall, many economists, some of whom are connected with the Administration, are telling us that "good times are just around the corner," but they do not tell us how far it is to the corner.

There must be a change in the general sentiment in order to get the confidence necessary to start the wheels of business rolling. In my personal opinion one of the best things that could happen to bring this about, or at least start it, at the present time, is for the railroads to get some kind of an advance in freight rates, even though it may be only half as much as they are asking for. It is my understanding that as of July first, Class I roads alone were more than \$160,000,000 behind on current maintenance, i. e. keeping up to normal their road bed rolling stock, etc. If the roads could see in sight an increased revenue, the bringing up to date of their normal maintenance would help to place many men at work who are now unemployed. It is well known that the railroads are among the largest purchasers of raw materials, such as steel, lumber, etc.

So far as the sale of cranberries is concerned, I do not look for any speculative buying this year. No one will buy in quantities, and it is my opinion that our shipments will have to be arranged more in line with actual consumption than for many years.

About 60% of our sales from the 1930 crop were sold in quarter-barrel box; 68% of our sales from the Cape Cod district were in the quarter-barrel box; and 98% of our total sales in New York were in the quarter-barrel box. It is my opinion that we will see considerable increase in the demand for quarter-barrel boxes the coming season. There are only a few territories left that seem to have a preference for the half-barrel box, one of which is the Pacific Coast. It is my opinion that if the premium were taken off the quarters we would eventually get down to the one package, and that the 25-pound package, known as the quarter-barrel box, is the best package that we have ever had for cranberries, and I am in hopes that this will very soon be the standard package, and it will not be necessary for us to pack in smaller units.