

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.

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.