

ADDRESS

HERMAN GEBHARDT, *President*

I am glad to see so many growers and members of their families here this afternoon. Your being here tells far more clearly than I can express to you in words the fact that you are interested in your vocation, for the interest one manifests in his occupation determines to a great degree the success or failure that follows.

We have every reason to be proud of our vocation, for we produce a worthwhile commodity—a fruit that is said to rank high in health-giving qualities. Our work is in the great out-of-doors; we endeavor to work with Nature; we live more nearly as the Creator intended man to live—quite different from the life of the city cliff dweller.

We take a comparatively worthless piece of land and, applying labor and capital thereto, bring it to a high state of cultivation, adding that much more beauty to this planet and placing the land high on the assessment roll. Nevertheless, I sometimes feel that we have a duty, a responsibility, for the people of these United States look to us, the growers of the three producing states, Massachusetts, New Jersey and Wisconsin, to bring forth the little, red, tart berry so much desired on the festive occasions. And for this expenditure of labor, capital, and time, we have every right to expect a fair reasonable return for such expenditure. Personally, I view with regret that the economic condition of this young nation is such that the purchasing power of the masses is extremely low. I sometimes illustrate with five apples representing the wealth, and 100 people representing the population of the nation. The division as it is today, is that four very wealthy people have one apple each, while 96 of you must get as get can from the remaining apple.

This Association is not a new organization; it has stood the test of many years, and I have the greatest respect and regard for those early pioneers who blazed the trail which we now tread with comparative ease. They gathered in the manner in which we meet here today to discuss their problems, having in mind the production of a better berry and a better pack. Pioneering in any line is not easy. It is within my recollection their trudging through the early morning dew over trails and corduroy roads that they might assemble at Barrs station, the Brooks marsh, the Mills marsh, or other suitable place—and got there on time.

To those of you who are guests or visitors, we want you to feel at home; we want you to feel that the time here spent has been profitable to you, and on behalf of the Association I extend you a hearty welcome.

1933 CROP ESTIMATE

MR. A. U. CHANEY

I didn't know I was on the program. I want to first speak for Dean Christensen. He telephoned me about noon time, because he didn't know who else to get in touch with, to express his regrets that he could not be here today. Some delegation of cheese people or something similar delayed him, and he thought up until ten o'clock that he would be able to get here. He said he simply couldn't make it, and asked me to express his apology and his appreciation of the invita-

tion. He said that as dean of the College of Agriculture, he was proud of the cranberry people of Wisconsin. I have known Dean Christensen about fifteen years and hold him in very high regard. He used to be the expert on cooperative marketing in the Department of Agriculture. He studied that feature of farm marketing in Denmark. He is one of the best scholars of that subject, I think, that this country possesses. I had the pleasure of serving with him in preparing a Congressional bill that created the division of cooperative marketing, of which he was afterwards made chief, and which was exceedingly helpful to cooperatives of this country. He went before the agricultural committee of this and recommended that if they would back the Division of Cooperative Marketing and educate the farmers on cooperative marketing they wouldn't need the Farm Board. I felt then that if the Farm Board was created, it would fail, but the emergency seemed so great they made the Farm Board and made the dean the secretary of it. Of course it fell flat, as I thought it would, and he is in Wisconsin now as dean of the College of Agriculture. I think he is the best authority the country has ever had on cooperative marketing. I am sure it would be a great pleasure and interesting for you to get him to talk to you some time.

I haven't much of a message for you today. I have had a nice long vacation, and am back on the job. I feel happy that I am back, and am hoping that I will be with you another quarter of a century. I am not an old man yet! My first thought the other day when I came into Wisconsin Rapids and crossed the new bridge was that just at this time thirty-three years ago this month I came here to attend one of your conventions—the first convention I attended. Then I was quite a young man—in my early twenties. I was supposed to hunt a man by the name of Gaynor, and left my grip to walk across the bridge to find him. I met a man with a horse and buggy on the bridge and inquired of him if he could tell me where to find Mr. Gaynor. He said, "I'm Gaynor; get in". So we drove out to the Gaynor marsh where you were having the meeting. I think it took two hours to make the trip. He talked all the way out and all the way back, which I enjoyed very much. This is the first year since then that I failed to get to Wisconsin Rapids at least twice. Have you ever been away from home, and had the "homecoming" feeling when you get back? I had the "homecoming" feeling when I got to Wisconsin. My health is coming back, and if God is willing, will still stick on my post and sell cranberries another quarter of a century. I have been off nine months; I don't want any more of it.

I can't tell you anything about marketing, because I am not in touch with it. I can tell you the crop seems to be about the same as it was three years ago. The Cape Cod estimate is 375,000 barrels. That estimate may not be very accurate, because the bogs are so spotted, and you know how hard it is to estimate a spotted crop. New Jersey has had a wonderful bloom, but they have had cold weather, and hot weather, then cold again, and hot again, and their bloom hung up a long time. It was still on a week ago on some bogs. They tell me it is growing less all the time. The group of growers met to establish a rate of pay to pickers the last week in March, and in checking up with that group, their own estimate of their crop was a thirty-five per cent increase, or 105,000 to 110,000 barrels in March against 75,000 last year. There has been no check-up in Wisconsin, but gathering information "catch as catch can", some of us guess—and it is only a guess—that the Wisconsin crop will be 40,000 barrels. The north-western crop—also only a guess—may be 11,000 to 12,000 barrels. That is the present estimate. Lots of things can happen, however.

The fruit crop is also spotted. The apple crop will probably on the whole be the same as it was last year. It is a total failure in

some sections of the country, due to dry weather, aphid, and other things. The peach crop is spotted. The small fruit crop along the Ohio river and the Middlewest has been burned up, as have many other things in that dry area, so that there is less small fruit, apparently, on the market, unless a lot of others come on. That may favorably affect the market of cranberries.

My brother has been over the country, and has just returned from an extended trip to the coast, and he tells me that on his journey the sentiment of the people is hopeful that the president is putting something good over for all of us, and starting to pull us out of this depression, and we are all for the president if he can do it. Even though I have been a Republican, I feel politics is out. We will all be Democrats, I am sure, as long as we can improve conditions. We are hoping that with the improved price of cotton we will have a more favorable marketing program, and more money to buy cranberries. That is all I can tell you—we are just hopeful.

MARKET CONDITIONS

MR. C. M. CHANEY

I have always found it rather hard to enlarge on anything my brother has to say. The only way I can do that is to get the first chance, being younger—you may not think I am younger, but I am. I will have to resort to what I said this morning, to a certain extent.

It is true that I have recently made a trip across the central part of the United States, and the southern part and coastal part, and the principal topic of conversation, particularly among the distributors, is what this code is going to do for them. In all of my talks—I have usually made a city every day, and sometimes two—I have talked to many distributors in those cities up until night, if I didn't happen to be traveling. I have been out four weeks yesterday, and in all that trip I only found one man who didn't hope and really feel that this new deal is going to work out to his advantage. In fact, many said it can't be any worse anyway, and has to be better. There was quite a change in sentiment; the first two weeks I was out it was very noticeable. The last two weeks it wasn't so noticeable, because the grain and stock market kind of went off a little and sort of put a "damper" on it. However, there is a better sentiment, and if this "new deal" we hear so much about works out I look for a better marketing season. I don't think we are going to get any fancy prices for cranberries. I don't think we can get them even if we have a very short crop. The last two years has produced a bunch of bargain hunters. Regardless of what cities you go to, if you were in the shopping district at all, you find the women doing their own shopping—buying their own groceries and fruit, and you know that by doing so they are going to study prices. In one large city I spent two half days riding around to retail markets at different times of the day to see what time women shop, to see what kind of advertising we might do, and it was surprising to see so many women doing their own shopping. They didn't do that a few years ago. They have learned to look for bargains. If everything else advances proportionately, you can see cranberries will not be at the bottom of the list—probably at the top. Of course, at this time of the year I didn't see cranberries on the market, but I did see some in cold storage. The sentiment of the trade is probably as favorable toward cranberries as any other commodity, because the season of 1932 on an average showed cranberries, I be-