

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-