



JERRY APPS: NEVER CURSE THE RAIN

“I GREW UP SEEING WATER NOT JUST AS SOMETHING THAT HELPED OUR CROPS GROW – WHICH IT DID, BUT SOMETHING THAT IS TO BE RESPECTED. OUR VERY LIVES DEPEND ON WATER.” - JERRY APPS

Beloved Wisconsin author, historian and storyteller Jerry Apps shares his memories of water — from its life-giving power on his family farm during the Great Depression to its calming properties that can offer a respite from the commotion of modern life. Reflecting on water’s importance throughout his life, Apps shares why his father told him, “Jerry, never curse the rain,” and stresses the importance of this precious, finite resource.

A companion to *Never Curse the Rain*, Apps’ book from the Wisconsin Historical Society Press, *Jerry Apps: Never Curse the Rain* follows the popular Wisconsin Public Television films *Jerry Apps: A Farm Story*, *A Farm Winter With Jerry Apps* and *The Land With Jerry Apps*.



Jerry Apps: Never Curse the Rain is produced as a partnership of the Wisconsin Historical Society and Wisconsin Public Television.

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A Farm Boy’s Reflections
on Water