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NOV-27-1956

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Too Many April Frosts

The first frost warning was released April 17 by Dr. H. J. Franklin as compared with May 8 last year and the same date, or April 17, in 1949. Up to the present time (May 4), sixteen warnings have been released as compared with none during this period in 1950, thirteen in 1949, and seventeen in 1948. These figures include both the afternoon and evening forecasts. The telephone and radio frost warning services are operating smoothly. We sincerely hope that frost activity reduces in tempo during the month of May; otherwise, our rather ample water supplies at the start of the season will be depleted before the middle of May.

Growers may be interested to know that we have a few more subscribers to the frost warning service, sponsored by the Cape Cod Cranberry Growers' Association, than we had at this time last year. The key man in this system is, of course, Doctor Franklin. The writer sometimes wonders if growers realize and appreciate Doctor Franklin's tremendous responsibility during the spring and fall frost seasons. He is on duty practically twenty-four hours a day, seven days a week. The Weather Bureau personnel, as well as growers, respect his judgment. The cranberry industry is indeed fortunate that an entomologist, many years ago, tackled our weather problems along with insect control and various other problems.

The officers and directors of the Cape Cod Cranberry Growers' Association were responsible for another successful spring meeting of the Association, held recently at the Wareham Town Hall. An account of the meeting is found in this issue of "CRANBERRIES".

prepared by the editor. However, we would like to mention a new feature this year which included an exhibit of labor-saving "gadgets" and equipment developed by growers. We had a total of thirteen entries. Judging from the comments, there was considerable interest in this type of exhibit. We appreciate the growers' cooperation this year and hope to expand the display another year.

Hydraulic Sanding

Prof. Earle Cox, of the Agricultural Engineering Department at the University of Massachusetts, has been experimenting with a new method of sanding. We hope that growers who witnessed the demonstration of hydraulic sanding at the spring meeting of the Association will not be too hasty in their judgment of this sanding technique. Since that demonstration, Professor Cox has refined the system considerably with the helpful suggestion of growers and Experiment Station personnel so that the recent demonstration at the State Bog has been much more encouraging. Experiments with hydraulic sanding are not new, but developing the technique for Massachusetts bogs is new.

Dr. Franklin's Insect Bulletin

The long-awaited final section or installment of Doctor Franklin's Insect Bulletin No. 445 should be ready for distribution to growers by the end of May. As soon as it is received from the printers, growers will be notified. It is well illustrated and follows the pattern presented in Part I of his most recent Insect Bulletin. Every grower should have a copy of both bulletins on "Cranberry Insects in Massachusetts."

Those attending the Cape club meetings and the spring meeting of the Association were pleased to

learn that a section of another long-awaited bulletin will be ready for distribution before many months. Dr. Chester Cross has completed the first part, grasses, of his new Weed Bulletin. It is now in the hands of the Experiment Station editor. This bulletin is beautifully illustrated by Mrs. Cross, who is an accomplished artist and a botanist by profession, having received her Ph. D. in this particular field at Radcliffe.

Root Grub Still No. 1 Pest

We have an insect note from Doctor Franklin, reminding growers that the **cranberry root grub** is still our No. 1 insect pest and should not be overlooked when planning spring's work. The three effective treatments still include the use of P. D. B. crystals under sand, cyaniding, and flooding. The flooding treatment is considered the most effective. For those who will be flooding to control grubs, May 12 is the date to reflow bogs and hold until July 15-20. In view of the advanced season, it might be well to reflow a few days earlier, according to Doctor Franklin.

We have a few timely suggestions on weed control from Doctor Cross. **Pitchforks** are now plentiful and are easily controlled by spraying with iron sulphate, 1 lb. in 1 gal. of water, 400 gals. per acre. This chemical can be applied dry, but it is considerably cheaper and faster to spray iron sulphate on young pitchfork weeds.

Doctor Cross recommends that those growers who have a problem with **small brambles** try some spot treatments, using Stoddard Solvent and applying it with a knapsack sprayer. The nozzle of the sprayer should be placed under the vines and just over the crown of the small bramble plant, and a liberal "shot" of Stoddard Solvent applied. There will be damage to any new growth of vines, even using this technique; but the vines will not be killed. Two or three treatments during the summer months may be required, but results appear to be promising. Finally, Doctor Cross suggests that growers interested in chemical weed control should spend their money on the control of ferns, poison ivy, wild bean and small brambles, which

ruin production in a short time.

Dr. Chandler's Fertilizer Experiments

Dr. F. B. Chandler has been conducting some interesting experiments as to methods of cutting costs in the application of fertilizers. He has been working particularly with liquid fertilizers and has applied them in flood waters on various bogs during the last three years. Any grower interested in trying liquid fertilizers in a frost flow the last of May should contact Doctor Chandler.

Cranberry Growers Mutual Organized At Wareham

More than 100 growers meeting at Wareham Memorial town hall, May 2 voted to organize a group to be known as the Cranberry Growers' Mutual, its main purposes being to promote better understanding by the growers of marketing conditions and if possible to assist in obtaining satisfactory selling prices. Practically every grower present voted his willingness to join and many paid dues, set, for the first year, at \$2. A considerable number was forced to leave the meeting about 9 o'clock when notice was given that Dr. H. J. Franklin had forecast a more severe frost possible that night than

indicated in his noon prediction.

Nahum B. Morse of East Free-town, who had been elected chairman of a Policy committee of 11 which has held several meetings, presided, with Chester W. Robbins of Onset, secretary. Towards the close of the meeting it was moved officers of the group be named, and without opposition Mr. Morse was chosen president, Ernest Shaw of Carver, vice president, Mr. Robbins, secretary, W. E. C. Warr, Jr., of Wareham, treasurer, and the directors were named, all being members of the policy committee. These are: Bruce Arthur of Kingston, Alfred L. Pappi of Wareham, Robert C. Hammond of East Wareham, Arthur Handy of Cotuit, Charles Savery of Cotuit, Robert Cahoon of Harwich, John Shields of Osterville, Louis Sherman of Plymouth.

Six objectives were adopted with little discussion. These are: (1) to encourage and promote unity and a cooperative spirit among all growers; (2) To encourage through education a better understanding of marketing principles; (3) To study and promote the orderly and efficient marketing of cranberries; (4) To promote the adoption of the universal practice of selling cranberries only on an F. O. B. shipping point basis; (5) To urge proper action in the integration of marketing and selling of fresh and processed cranberries; (6) To do any and all things which may legally be done to benefit the members collectively in the growing and disposition of their crops.

It was voted that the association
(Continued on Page 18)

WESTERN PICKERS Inc.

1172 Hemlock Avenue
Coos Bay, Oregon

This Spring has seen some of the greatest rehabilitation of old bogs with the Western Picker. Bogs that have become rank with weeds—interwoven by new massed growth of vines—have been straightened out, cleaned and pruned with the aid of a Western Picker.

In Oregon, Mr. Kaye Howard of Hauser, used a Western Picker to straighten out the bog formerly operated by Reuben Lyons. This was 13 acres of Searles, McFarlins and Stankavichs. The bog had not been sanded for ten years. Old debris covered the bottom in places to a height of two inches. During April, Mr. Howard had Dana Wright operate the picker through this bog. To say that the appearance had been changed is putting it mildly.

In doing this work, Mr. Wright set the front conveyor roller right down to the teeth and set the vine roller back 12% inches from the front of the teeth. This worked very satisfactory. Mr. Howard says the work done by the Western Picker could not be done by hand for less than \$1,000.

In Massachusetts, Mr. Oscar P. Marsh was doing the same thing on Orrin Colley's bog in Pembroke. Not only did he do the necessary combing and pruning, but he worked out a method of training the diagonals in a bog that is being trained for picking round and round. This subject will be more fully covered in a future issue.

All this goes to show that the Western Picker is an all-round machine. If it could not pick a single berry, it would still pay for itself in bog maintenance. Many a run-down bog would be nearly impossible to save without going over it with a Western Picker. In any case it will be cheaper than by any other method.

Also, it is not particularly hard work. Nearly any person can do it, and because it is relatively easy one does not dread starting the work so much. Yes, indeed. It certainly is the Mechanical Age. (ADVT).

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF MAY 1951—VOL. 16, NO. 1

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

April Frosts

Thirteen frost warnings went out from Dr. Franklin during April, for seven nights, that is, afternoon and evening warnings. The first was for the 17th. The final was on the night of the 30th. First warning brought a low of 18 at Carlisle in Middlesex, but winds blew in the Cape area and the lowest reached at the State Bog was 22. On the night of the 30th Carlisle got 20, while readings in the Plymouth-Barnstable counties district averaged around 24-25. It was cold enough to give growers troublesome nights on several occasions.

However, there was plenty of water available for those who ordinarily have frost protection, and Dr. Franklin called frost injury for the month as "probably practically none."

Rainfall Below Normal

Rainfall as recorded at the State Bog was 2.73 inches, or somewhat less than average. Warmest recording in the State Bog shelter was 73 degrees for the month.

Bogs Look Good

Bogs were generally described as looking "pretty good" for the end of April, that is, bud was satisfactory and vines appeared to be in good condition.

WASHINGTON

New Bulletin

Growers here are to have a new bulletin sent out at regular intervals by Ralph B. Tidrick, county extension agent, with offices at South Bend. He is a new member of the extension staff for Pacific and Grays Harbor counties and is

gradually taking over the cranberry work performed by Nolan Servoss. First bulletin has been issued, called "The Cranberry Vine", in three-page mimeograph form.

It offered advice from D. J. Crowley, suggestions for pruning, weeding, frost control, recommendations for lecanium scale, fertilizers, etc. Mr. Tidrick requests growers to send in any interesting experiments they may be conducting, to pass along to other growers.

Pest Experiments

Mr. Crowley is planning to do some insect and weed control work in Grayland this season. He is to spray one bog, following the instructions of the Cranberry Spray Chart to demonstrate that fireworms and fruitworms can be controlled if the timing and applications of proper materials are right. His plans for weed control work are to put out a series of plots, demonstrating weed control recommendations for various types of troublesome weeds. Cecil Dorning is cooperating with him and the Extension Service on one set of plots.

OREGON

A "heat" reaching 84 struck the Bandon bog area on April 10, with air so warm east breezes chased off the cold north wind of previous days. The top of 84 was reported at Cranberry Acres, the bog of Mr. and Mrs. L. M. Kranick.

They have a thermometer-alarm system which warns when the temperatures reach dangerous highs or lows. The heat alarm was sounded and it was necessary

to sprinkle the bog to protect the new growth from heat damage.

NEW JERSEY

April About Normal

April weather was not far from normal. The average temperature for the month was 51.3°, which is only .4 below normal. The rainfall of 2.57 inches was .66 inches below normal, but it was well spaced in the month. Sunshine was adequate, so that growing conditions were good. No frost warnings were needed. At the end of the month cranberry buds on early drawn bogs were just bursting or ready to break. The earliest blueberry variety was in full bloom.

Control Chart Out

The cranberry insect and disease control chart was mailed to the growers. For the first time, this chart was arranged in order of date for the spray, dust, or flood instead of being arranged for each individual pest. Cranberry scale continues to be on the increase.

Cranberry Institute Formed to Promote Sale of Fresh Fruit

The idea of a Fresh Cranberry Institute, which has been much discussed for several years, materialized April 27 when a group met at the A. D. Makepeace Co. office, Wareham, Massachusetts, and incorporated as such. Purpose of the Institute is similar to that of other agricultural industry organizations of like nature—to promote the sales of the product. No plans have been made for paid advertis-

ing by the Institute but it is expected to launch nation-wide publicity campaigns from its New York office and to engage in many kinds of promotional activity.

All shippers of fresh cranberries within the industry, cooperative and independent, have been invited to participate. Individual brands of cranberries are not to be mentioned in the Institute publicity, just "cranberries," but members may and will continue to advertise individual brand names themselves, such as American Cranberry Exchange's famous "Eat-mor."

The incorporators are Russell Makepeace of Wareham, Homer L. Gibbs of West Wareham, Theodore H. Budd of Pemberton, N. J., George Howard Morse of Attleboro, Orrin G. Colley of Plymouth, Charles L. Lewis of Shell Lake, Wisconsin, and Harold DeLong of Wisconsin.

Officers elected are: president, Russell Makepeace of Wareham; Melville C. Beaton of Wareham, vice-president; T. H. Budd, secretary-treasurer; directors, Mr. Beaton, Mr. Makepeace, Mr. Budd, Mr. Morse, Mr. Colley, William Decas of Wareham, Anthony DeMarco of Hammonton, N. J. Others will be added later, as membership increases.

Participating in the plans for the organization, with preliminary meetings in New York were representatives of American Cranberry Exchange and its state member companies, Mr. Colley of Cape Cod Cranberry Cooperatives, Inc., Mr. Morse of Morse Bros., large shippers and Mr. DeMarco.

Office of the Institute is at 2 West 56th St., New York, where a new test kitchen has been set up under the supervision of General Electric Company. Plans for the Institute include continual research development new and different ways of using fresh cranberries, research on the nutritional values of fresh cranberries. The new kitchen has the latest in modern electrical cooking and refrigeration equipment. It is ex-

pected to make similar contacts with other manufacturers.

Because the Institute will limit its scope in publicity to newspapers, magazines, radio and television outlets without buying advertising space, the campaigns will be financed on a basis of two cents per case (quarter-bbl. box) from each member, which amounts to about a half of a cent per pound on cranberries going into fresh fruit markets.

New Sales Manager For Cranberry Growers, Inc., Wisc.

S. L. Healer of Mission, Kansas, has been engaged as sales manager of Cranberry Growers, Wisconsin Rapids, Wisconsin, according to B. C. Brazeau, president. Cranberry Growers, Inc., is the marketer of INDIAN TRAIL brand and VINE FRESH brand cranberries.

For the past fourteen years Mr. Healer has been employed by the Standard Fruit and Steamship Company in Kansas City, Missouri, where he has served as manager of the District Sales Office of that company.

Mr. Healer will take over his new duties in June at which time he will move to Wisconsin Rapids with his wife and three children.

N. E. Sales Co. Has Annual Meeting And Elects Officers

Number of Directors Reduced for Both State Unit and the American Cranberry Exchange.

"The American Cranberry Exchange intends to do a real merchandizing and advertising job this coming season", Harold E. Bryant, new general manager of ACE, told members of New England Cranberry Sales Company at the annual meeting of that group at Carver town hall, April 20. "I think there are some phases in the marketing of cranberries which we have not investigated yet.

"We have a new plan which our advertising agency tells us, and which we believe, will cost less money than we spent last year and bring better results than many campaigns have in the past. I may make mistakes in my new job and I probably will, but I promise members of the Exchange my most earnest and greatest efforts, and in return I ask you to support the Exchange".

He continued that he was pleased to appear before the New England group for the second time and that

(Continued on Page 14)

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Nahum Morse Heading New Cranberry Mutual Is Man Often Given Jobs To Do

Has Been Given Many Assignments Within the Industry, Is Director of Eastern States Farmers' Exchange—Operates 40-Acre Property at East Freetown.

By CLARENCE J. HALL

Nahum B. Morse of East Freetown, Massachusetts has been in the industry since 1926 and is one of those growers who at all times maintains a keen and active participation in the occupation of his choice. In his case this interest has been in both cultural and marketing aspects.

He has served on committees of various sorts, appeared on discussion panels at cranberry club meetings, taken part in many a debate at other industry gatherings, expressing his opinions for or against projects, as he saw the light. Any industry needs a certain number of those individuals who will carry their interests in the overall picture beyond their own personal affairs.

Because he has shown this absorption in all things pertaining to cranberries is probably why he was chosen temporary chairman to preside at the mass meeting of growers at Wareham on March 16 met to consider possibilities as to how growers might obtain greater participation in marketing, then chosen a member of the Policy Committee selected to draw up some concrete plans, and at the first meeting of this committee elected its chairman. He was one of an original group of about a dozen, which had been gotten together in the first place in the belief that something should be done by growers themselves concerning marketing conditions.

On May 2 he was elected president of this new organization, the Cranberry Growers' Mutual.

Is Often Given "Jobs" to Do

He happens to be one of those men who are often given assignments when a group, club or an association want to get something done. He always accepts these duties.

It happens he is a member of the Board of Selectmen of his home town of Freetown now serving his fifth year, and (by rotation) will next year be chairman. He has been president of the Southeastern Massachusetts Cranberry Club, and as such served a couple of years as a director of the Cape Cod Cranberry Growers' Association. He is chairman of

the East Freetown Choral Group. He is a past deputy of the Massachusetts State Grange. For eleven years he has been a director of New England Cranberry Sales Company.

Two years ago he was chosen to the rather important position of a director of the Eastern States Farmers' Exchange, which is made up of about 7,000 members from 9 states with headquarters at West Springfield, Mass. This is a farmers' purchasing cooperative. As a director, committee work takes him on trips over the State several times a year, an assignment he enjoys.

He was for some years "quite strong in Grange activities," as he puts it, and still is a member of the East Freetown unit. He is a member of the East Freetown Congregational Church and of Wareham Post, 220, American Legion.

His present working niche in the Massachusetts cranberry industry is president and general manager of the Chipaway Corporation with bog holdings at East Freetown.

Just Happened Into Cranberries

Morse got into cranberry growing like many others in the Cape Cod cranberry area mostly because it came as a rather natural thing to do. He was born March 17, 1899 at West Wareham, in the Pierceville section, where there are many bogs. He is the son of Mr. and Mrs. Isaac F. Morse, his

father having had a bog of about two acres in nearby Rochester. In fact his father, who is a farmer, still owns a bog of about the same size, although a different one in Rochester.

Nahum is the brother of Raymond F. (CRANBERRIES, May, 1944) as is well known in the Massachusetts area, where the two brothers are about equally active in taking part in various cranberry affairs.

Nahum attended Wareham High School and then for a short time worked before he volunteered for service in World War I. This was not long after the outbreak. He chose the cavalry as the branch of service for him, and was assigned to duty in Texas, mostly at Ft. Sam Houston. In all, he spent 26 months in the service, being a corporal at the time of his discharge.

He remained in Texas for five years. For a time he worked in a drugstore and for a time as salesman for an office supply firm. While in Texas he married Lucille Haddon of San Antonio and they had one son born there, Nahum H. Morse, who was killed in service in the second World War.

The Morses have had in all eight children, and among them is William who recently enlisted in the Navy. The others are Eugenia, who is married and has three children; Charlotte, Marjorie who has two children; Phyllis, who is studying at a teachers' college; Joanne, who died in childhood and Phillip who is to be graduated from high school this year.

After five years in Texas Nahum says he "guesses I got kind of homesick for New England

-INTERESTED-

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again," and the family came back to Massachusetts. His background had been more or less farming, his father having "lived off the land," selling wood, vegetables and so forth. Of course Nahum had picked cranberries when he was small, as had most boys of his native area and of his generation and was familiar with cranberrying.

So he naturally took a job in the cranberry industry, that of foreman for E. L. Bartholomew, large Wareham grower. This was in 1926. After he first began working for Mr. Bartholomew, later the latter moved away for some years and had almost complete charge of the properties. He continued in that capacity until the Winter of 1930.

In the spring of that year he became foreman for the late L. B. R. Barker at the Century bogs and screenhouse in Plymouth. He remained with Mr. Barker until 1938.

The time then came when he decided to go into the cranberry business for himself. There was a piece of property for sale in East Freetown of 22 acres, that of the Copicut Cranberry Company. With Lyman G. Bryant of East Wareham, and B. C. Cushing, Wareham attorney, as clerk, the Chipaway corporation was formed and the property purchased.

The name Chipaway came because an ancient road near the bog was so called and is presumably Indian in origin.

From several owners of adjoining property pieces of land were bought from time to time. The original purchase had contained about 375 acres in all. A large purchase was one made from the New Bedford Ice Company, which had cut ice on a pond there for a great many years. This purchase consisted of about 150 acres, and with the various extensions altogether the Chipaway now has about 575 acres.

The bog land was originally muck and it is estimated that 100 acres of good bog can be put in, if circumstances warrant the venture.

Made Pond Into Bog

To the original 22 acres small

pieces were put into vines, the largest being that on the property bought from the New Bedford Ice Company, so that the total acreage now is about 40, the final pieces having been put in in 1948. This latest piece was made on the site of a pond where the ice was formerly cut, and has not yet, of course, come into full bearing.

This pond was one of about 50 acres, including some swamp, and was quite a drainage job. It required a canal two miles long to be dug by gas shovels and the removing of an old bridge on Chase Road to lower a brook bed three feet and replacing the old structure with a modern arched concrete bridge. The town assisted in the project because it got a new bridge and also additional taxable property from the bog development.

The original Copicut bog, besides Early Blacks and Howes had some odd varieties. Now, except for these "old fashioned" varieties such as centennials and natives, the acreage is about divided between Howes and Blacks.

Largest Coop to Date 2400 Bbls.

As new pieces have been constantly coming in, to make an estimate of the average production would be difficult. The maximum has obviously not yet been reached, but the largest crop to

date has been about 2400 barrels in 1946. This was on 26 acres.

Water supplies at Chipaway are excellent, the source being spring-fed brooks, the water being stored in five separate reservoirs. There are about 100 acres of reservoirs, which is in good proportion to the vine acreage. All bogs are located so they may be flooded by gravity.

Sand is excellent and it is in ample quantity by the bogside. In fact there is so much sand that the corporation has recently gone into the sand, gravel and loam business in a small way as a side line. This may be branched out. This has provided a very handy cash income in recent months during the "cranberry depression," which it is hoped is now about the end.

Morse lives at East Freetown village, about two miles from the bogs and he himself has been busy operating a gas clam shell shovel in loading sand trucks. As a matter of fact this interview with Morse was obtained piece meal—that is in the intervals when he was not manipulating the shovel and filling the waiting trucks. This accounts for his cover picture attired as a machine operator.

Freetown is in Bristol County, with relatively small cranberry acreage as compared to Plymouth or Barnstable, although equally

HUBBARD FERTILIZERS

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Some portions of this county may be colder than the two main cranberry-growing counties. But he does not consider the Chipaway situation such, and this is borne out by his temperature records which correspond quite closely with the records of the State Bog at East Wareham in frost periods. For one thing, the bog is not more than five miles from salt water at Assonet Bay. He believes spring comes earlier and perhaps fall frosts a trifle earlier as well, but the region has less fogs or cloudy mornings than the Cape and consequently more sunshine. The set, too, is usually good.

Berries from Chipaway are trucked to the Tremont packing house of the New England Cranberry Sales Company.

Believes in Cranberry Mechanization

Morse believes in mechanization of cranberry work insofar as possible. He was among the first to venture with the Western Picker. Chipaway now has two of these mechanical harvesters.

Of the Western and the future of mechanical picking, Mr. Morse's

views are: "the mechanical harvesting is here to stay". Increasing costs and scarcity of labor will "force this upon growers." He is strongly convinced of the good points of the Western Picker. He calls it a "good, practical machine, and he has machine harvested for the past two seasons at lower costs and brought the crop in good shape.

Proper operation of the Western does not cause excessive bruising in his experience, but he warns against picking too early, and when berries are light in color they bruise easily. In the spring of '50 he had held berries until March, then ACE sold them. He had E. C. McGrew in the New York office keep a close check on his shipments and found that in every case they were as good or better than hand picked. In one case his machined berries were chosen from handpicked lots.

Mr. Morse is definitely not discouraged as to the future of the cranberry industry. He believes the industry could have avoided some mistakes it made and need not have been in such a bad situation as it is, or was, if the generally improving optimism is cor-

rect. "Every industry has its ups and downs. We've been given a bad time these past few years. But I definitely am not ready to give up. Not by any means.

"However, if we are to succeed we must come closer together as growers, that is all growers and all sales agencies. I am sure this can bring about full and complete recovery to the industry."

Hobby is Music

Beyond his work in the cranberry industry, Morse has but a single hobby. That is music. He has been in demand for a good many years upon many a different occasion to lend his voice in singing, particularly in quartet work. He sings tenor.

A quartet which was very popular some years ago was known as "That Quartet", which was composed of Nahum, his brother Raymond, B. C. Patterson, principal of Wareham High school, and the late Ralph Huxtable, Wareham Selectman. He still is frequently called upon to sing.

Guest Editorial

In Defense Of The Independent Agency

To the Editor,
CRANBERRIES Magazines:

It appears timely that someone should come to the editorial defense of the independent cranberry sales agencies. Over a period of years articles have been written in the several periodicals of the cranberry industry with considerable frequency, attempting to set forth the universal delinquencies of the independent agencies as contrasted with the "holier than thou" operations of the major cooperative. From reading these messages over a period of years one would conclude that the independent agencies are operated by irresponsible rascallions who do not care what they get for their cranberries, and who are utterly devoid of industry responsibility while the major cooperative maintains an f. o. b. price structure of such a

(Continued on Page 10)

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TWO MORE ORGANIZATIONS

THE cranberry industry has two more organizations, these being the Fresh Fruit Institute and the Cranberry Growers' Mutual. With the number of cooperatives, the Council, the associations and the clubs, some growers, so they say, are becoming pretty much confused as to what it is all about.

Obviously, the main objective is to grow more and better cranberries and to get them marketed, either fresh or processed, at returns which net the growers a reasonable profit upon their investment, time and risk.

The two newest organizations are not similar in purpose, as we understand. Nor yet do they actually conflict, as they should fill different needs of the grower. The Institute is to promote the sales of fresh fruit, and is made up of shippers. The Mutual is a group of growers, meeting at "grower level", as yet limited to Massachusetts, to enable these producers to keep in closer contact with the distributors of their berries and perhaps to have an indirect influence that these are moved to best advantage. The Council is over the two major co-ops and such independents as choose to join.

All intend to be working toward better coordination and not more confusion and less efficiency. We all hope it works out in this way—to a better marketing of cranberries.

FIFTEEN YEARS OF PUBLICATION

WITH this issue CRANBERRIES magazine starts its 16th year of publishing a general magazine for cranberry growers everywhere. At times we may have fallen short of what we strove for, but we have, month by month, done our best. We must have achieved a measure of success or we would not have held readers and advertisers for 15 years in sufficient numbers to justify publication.

Issuing a magazine, even as humble as CRANBERRIES, has not always been easy. But we have enjoyed the work. We have learned a lot about this business of growing cranberries, and hope we have been able to coordinate sufficient information to help to have made you better informed

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growers. We have come to know many of you growers personally in all the cranberry areas and to find you fine people. Many of you have more than gone out of your way to be helpful.

We feel special gratitude to those who have been our subscribers since the first issue and to those who have utilized our columns for advertising and to those who have contributed material.

We have been with you through good years and bad, wars, and many changes within the industry, and now through our own "cranberry depression", which we hope is ending.

We have struggled through the past two years or so with the expectation the cranberry business will soon be back on a sound basis. We, too, have found it tough sledding for this publication with the current ill fortune of the growers. We hope and expect to continue CRANBERRIES. Therefore, as we enter a new publication year we would certainly welcome, and need increased support from you growers—if you want to continue to have a Cranberry Magazine.

IN DEFENSE OF

(Continued from Page 8)

character that it would be unthinkable that any independent agency could even equal it, let alone exceed it.

This approach has been effective. I once believed that it could be no other way myself. This was during a period in my life when I was somewhat more credulous than I am today. Now most of this literature is rather amusing.

The so-called "independent agency" serves a purpose of real value to the industry, which will be pointed out later in this article. In the meantime let us assess the two points upon which most attacks are based. It is usually contended that those who do not belong to the major cooperative move their berries by underselling the major cooperative, and, secondly, that they are able to exist only because they do not set up an advertising budget identical and proportionate to that of the major cooperative. All this could be passed off by stating simply it has been well said that one is not a failure until he starts to blame the other fellow. However, let us meet the issues squarely.

I am not in position to speak for all the independent agencies, for I am close to the operations of only one. I am thoroughly convinced that this agency could produce a record of average fresh fruit price structure that would equal or exceed anything in the industry. I am also intimately aware that this agency has never knowingly attempted to get business by underpricing a competi-

tor, ANY competitor. Perhaps other independent agencies could make similar statements. It might be well for some of the authors who have spent their cranberry lives shielded from direct market operations to be less inclusive in some of their statements.

Independent Advertising

As for advertising, this same agency referred to in the previous paragraph has spent thousands of dollars in this direction even though its barrelage is relatively small. This is not important, however. Advertising is only one phase of merchandising. The important thing for cranberry growers is to merchandise the crop successfully. There is no unqualified virtue in spending fifty cents per barrel or one dollar per barrel for advertising as such. One might do a better job for his agency and for the entire industry during a luncheon where some chain store buyers have just agreed to put a "push" on cranberries than would be accomplished by hundreds, or even thousands, of dollars expended in some blind blast of advertising. I firmly believe in advertising and contribute money toward advertising, but I do not believe that the dollars spent in this direction are necessarily any measure of the merchandising job being done.

For a long period in cranberry marketing history prices were satisfactorily held with only little more than 60 percent of the national crop in one organization. Now we hear on every hand that 80 percent is not enough. I do

not know what these people believe they require. I presume it is 100 percent; but if 80 percent of the world production of a commodity does not allow for effective control, cranberries are certainly unique. **Perhaps there is a difference between "having" control and "exercising" control.** If all of the growers were to be regimented into a single sales method or into one organization, it would be a tragedy for cranberry people.

I have said that the independent agencies are of value to the industry. Now, I shall briefly enumerate some of the services performed by these organizations.

Value of Independents

First, the independent agencies act as yardsticks and checks upon the larger operations. They provide a performance by which the larger organization can measure its own. If 100 percent of the growers were in one endeavor, no one would ever have any idea as to whether a good job is being done or a poor job is being done.

Secondly, the existence of independent agencies allows for experimentation in merchandising methods. The last issue of the CRANBERRIES magazine carried a very ably written editorial by Mr. Russell Trufant of Massachusetts. The author, however, fell into the error of measuring the merchandising job by dollars spent in advertising in a certain way. He would extract from each grower his merchandising funds by force and channel them in a manner that would necessarily be pre-

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determined and rigid. Thus, no funds would be left to the individual grower or to the independent agency for experiments in merchandising, which experimentation, whether successful or not, is of benefit to the entire industry. All agencies would be fitted with a set of blinders and would be marched together down some particular merchandising avenue, which may be the wrong street entirely.

Thirdly, no one organization, no matter how successful or how well operated, can satisfy all growers. Differences always arise, leading to withdrawals. The independent agencies stand ready to offer these growers a service that keeps them in organized marketing.

Fourthly, just as no one marketing agency can satisfy all growers, no one marketing agency can satisfy all potential customers. Some customers are willing to buy from and do a job for an independent agency where they would not be willing to do the same job for some other marketer. In that way the existence of the independent agencies that we have provides more outlets for cranberries than would be provided by a single agency. This is to the benefit of the entire industry.

Fifthly, the competition of the independent agencies acts as a check to keep marketing costs in any one organization from getting out of bounds.

Sixthly, the competition of independent agencies acts as a stimulant and a prod to other marketing organizations to do a better job under the threat of losing customers or losing members if a better job is not done.

Independents Sincere

This list of benefits could be enlarged, but it is sufficient to show that the independent agencies are somewhat better than the scourge that some would have us believe they are. Always bear in mind that elimination of freedoms within an industry brings with it the same hopelessness that loss of freedoms brings to societies. Always remember that those who operate independent agencies and those who sell through independent agencies are just as sincere and just

as convinced of the righteousness of their position as anyone else in the industry. And, furthermore, as remote as you might think it may be, and with all due credit to the dogma in which you may have been nurtured, always bear in mind that—maybe they are right.

B. C. BRAZEAU,
Cranberry Growers, Inc.
Wisconsin Rapids, Wis.

Cold Storage For Cranberry Growers

by William R. Cole

Local and other research over a period of years has justified the following conclusions:

1. That cranberries keep best if stored direct from the bogs without screening or other handling.
2. That the optimum results in keeping are reached if the storage temperatures are held at 35°F—36°F.
3. That there is better coloring during storage if berries are held at 45°F for a relatively short period and then put under 35°F conditions.
4. That the optimum humidity range is 86 to 90 percent.

The above factors would appear to indicate that direct movement of berries from the bog to controlled temperature storage would tend to give longer life and better quality of the crop.

It is therefore desirable to consider how to get the facilities for such holding and how much would be added to the cost of bringing crop to the time of sale.

There are three ways of providing storage that seem to be available to growers:

1. To remodel, convert, adapt, some present structure to the purpose in mind.
2. To build a new structure.
3. Some combination of 1 and 2.

Certain basic conditions must be met:

1. Weather-proof construction. This needs little discussion.
2. Freeze Proofing. Involves construction that will prevent interior temperatures going below

35°F. This means insulation against cold.

Insulation does four things: (a) keeps cold out; (b) keeps heat out; (c) keeps cold in; (d) keeps heat in.

3. Controlled temperatures. This involves mechanical equipment, well designed, well installed, and well managed. It also involves insulation.

4. Adequate humidity. This is normally attained and requires no mechanical equipment. It is necessary to know the relative humidity which is easy to do with a simple tool.

Specific Example

To make this discussion a specific, objective effort, it is proposed to erect and equip a new storage for 1000 bbls. of fruit. In the following discussion no detailed attention is given to accessory space; screen, receive, machine, etc.

The space per bbl. is set at 6 cu. feet, to allow for containers, stacking, head space, etc.

Space necessary for 1M bbls. is therefore 6000 cubic feet. This results in a room: 9' high by 30' long by 22' wide. Except for the 9' height, these dimensions may be any that make the floor area app. 660 square feet.

These are inside figures. The outside size will of course be greater and vary, depending upon construction materials used.

This "example" is to be built of cinder blocks, with wood roof. It is to be insulated:

1. Floor 2" of cork board.
2. Walls 8" of course regran. cork.
3. Ceiling of 10" of course regran. cork.

The outside size becomes 33' 4" long by 25' 4" wide. In order to reduce figuring, it is assumed to be 34' by 26' area. The outside height, foundation to eaves, becomes 10' which is slightly increased to use 15 courses of 8" by 8" by 16" blocks.

Assuming a firm location, the grade is established.

Foundation walls, 8" by 36" poured all four sides. Two piers are put in at app. 10' spacing on center length line; for posts to

carry ceiling and room; these piers to be 8" by 8" by 36".

A concrete slab 4" thick is poured over the area within the foundation with its top surface 4" below the top of the foundation.

Fifteen course block walls are erected.

Provision is made for one 3' 6" by 6' 6" door, and two 24" by 30" (or other sized) ports.

Anyone building a storage should have these doors on hand before erecting the walls. It is a lot easier and safer to allow for an opening to fit the door than to fit the door later into an opening that may not be the exact size. Set the door frames when erecting.

It is suggested that the door be near one end of a long side, one port to be near the other end of that side, and the other port to be near one end of the second 30' side. The above suggestion is made with the thought of an "accessory" room on one 30' side.

Two bolts, projecting 5" are set in the middle of the end 22' walls, one about 24" below top of wall; the other half-way down the wall. These are to be bolt on a 4" by 6" post to support ends of main timber of ceiling.

When erecting the walls, bolts should be set at app. 4' intervals between the second and third courses below top of walls on the two 34' sides. These are for bolting on supports for ceiling joist.

Bolts should be set in the top of the block walls at about 3-block spacing. These are to fasten down the 2" by 8" plate.

Two inch by 8" plate is bolted on.

Roof to be of 1/4 pitch gable type. This gives 6' by 6" ridge. Rafters, 2" by 6"—24" oc. using 16' stock supported by purlines and

trusses, spaced app. 4'.

Covered with paper and asphalt roll roofing. Overhang app. 8".

Ends of rafters closed but underside of projection open to allow for ventilation.

Gable ends boarded in with 24" by 36" louvres for ventilation over insulation.

Lay 2" cork board on asphalt mopped surface of concrete floor.

Mop top of cork with asphalt and pour 2" concrete surface, top of which is at top of foundation.

All the way around, set a 2" by 8" sill into edge of concrete against foundation. This is for support of studding.

Vapor seal wall by: (a) asphalt; (b) Kraft paper; (c) asphalt.

Erect studding: It is suggested that this be alternate 2" by 4" and 2" by 6" for rigidity; 16" ox. Should be bridged half way up.

Erect posts. Two 4" by 6" on piers. One 4" by 6" bolted to each end wall. Put on main timber 4" by 6".

Bolt ceiling joist supports to walls. These are 2" by 6".

Put on ceiling joist 2" by 6"—24" oc. Cover underside with: (a)

Kraft paper, (b) Prestwood. Panel strip under each joist. Mop top of ceiling cover with asphalt.

Cover inside edge of stud with Kraft paper and Prestwood. Fill as erected with well settled coarse Re. cork. Panel strip joints of cover. Put in coarse re. cork ceiling fill, making sure of continuance blanket ceiling to wall fill.

Accessory space at will of operator. Perhaps a floor area of 15' wide, times length of storage should be sufficient for machine space and screening.

This building could be "shed" type, stud and cover. Roof could be a continuance of storage roof.

In considering the adopting of all or part of existing structures, it is only necessary to keep in mind the Four Basic Principles of weather proof, freeze proof, temperature control and humidity.

With a reasonably good structure or part of a structure for a starting point, it is probable that costs can be reduced by from 15 to 30 percent. Any proposed development, either new or remodeling can best be figured by itself. No set plans can be applied.

Approximate Cost for 1000 Bbl.

Concrete, foundation, 2 floors, piers (26 yds. @ \$9)	\$ 234.00
Blocks, 1400 @ .22	308.00

Lumber

4" by 6"—4 posts, main timber	170 bd. ft.	
2" by 8"—plate sill	320 "	
2" by 6"—Stud (10'), ceil. joist (14') rafters (16') and supports (10')	1562 "	
2" by 4"—Stud, truss, and purlines	450 "	
1" by 6"—trusses	96 "	
Bridging—panel strips, etc.	200 "	
Roof boards	1100 "	
	3898	
4,000 @ .90		360.00
Prestwood, 2M @ \$125.00	\$250.00	
Roofing 11 sq. @ \$6.00	66.00	316.00
Cork board, 1400 ft. @ .134	188.00	
Gran. cork, 7000 lbs. @ .663	441.00	
100 gal. Neat asphalt @ .755	76.00	
1—3' 6" by 6' 6" door	150.00	
2—small port doors @ 60.00	120.00	975.00

Add for hired labor

	\$2193.00
	1100.00
	\$3293.00
Refrigeration is difficult to figure, but add	2000.00
	\$5293.00

A standard "cost of ownership" factor is 12% of investment per year for overhead.

In this instance this item is:	\$631.00
Add an estimated power cost of 5k. per bbl, 500 @ 3	150.00
	\$794.00

791 cent per barrel per year cost to store.

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N. E. SALES MEETING

(Continued from Page 5)

he wanted to become acquainted with each member as rapidly as possible. He welcomed all members to visit the new ACE headquarters at New Bedford, Massachusetts, whenever they wished. The cranberry industry has great capabilities to pull itself out of its difficulties because it is so well organized, and possible of so much more cooperation than many other agricultural industries. He said government aid might be asked for, as have some industries, but

he was opposed to that, and thought it would not prove to be necessary.

"We are Going to Do a Good Job"

"We are going to reduce expenses", he said. "One of the best ways to cut expenses is to increase the amount of production—that cuts expense in proportion." He therefore urged a stronger Exchange with a larger percentage of the total crop. While he could not assure growers of any definite prices for cranberries next fall, as there were factors outside the industry which the industry could not control, yet within the "framework of controllable factors we feel certain we can do a good job, and you may be sure we will do our very best."

Mr. Bryant was the final speaker of several, these including C. M. Chaney, retiring general manager, but who will continue to be interested in the cranberry industry in the capacity of consultant. Mr. Chaney received a considerable ovation as he arose to speak. He said that in predicting a better price last year than did turn out, he did not expect the crop to be as big as it was, nor such strong independent competition. While the latest U. S. Government figure of the '50 harvest is 980,300 bbls., he ventured the revised final figure given next August would be actu-

ally over a million barrels and he compared this to the last five-year average of 813,500. He said on very depressing price factor last year had been that some big chain had sold cranberries, both fresh and processed, at cost or less. He estimated that of the production last year all distributors had sold 576,512 fresh, all processors 338,788, and that about 60,000 barrels had been "eliminated." Forty-six per cent of the fresh crop was sold by independents, he figures, but did not believe that more than 30,000 barrels had been bought by all "commercial" canners combined, although there was no way of arriving at an exact figure.

Chaney Not Losing Interest

Concluding, he said he did not want growers to think he had lost interest in cranberries, but would be ready to give any assistance when called upon, and that he really felt the "bottom of the depression was scraped last year", and he did not see how there could be another big crop after three big ones in succession.

E. C. McGrew, assistant general manager, told of the changes which had taken place in the years of his service with the Exchange and said that of course there is always change. Every year sees a new crop of housewives who have to be educated about how to use fresh cranberries. "You have only to note the efforts on T-V, the radio in magazines and newspapers on the struggle of each product to get its share of the consumer's dollar. We cannot let them forget cranberries, or we will become a forgotten industry.

"Competition Tougher"—McGrew

He told how the Exchange had tried a consumer package 15 or 20 years ago, but it had not gone over as the public was not ready for it at that time, and had tried it again ten years ago and the response was not much better. Today, he said, with the big super markets, the situation is entirely changed and there is the hardest kind of competition between all products to obtain the most favorable display in these stores. It was very important, in his opinion, he said, that as much of the product as possible in a package be displayed and

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erefore he had a fondness for the llo-wrap and did not think the ndow box would supplant the llophane bag.

Transition from Train to Truck

Another drastic change is in the method of distribution of cranberries. Shipments used to be mainly carload lots by freight and now any shipments go by truck, perhaps 50 per cent of the crop. "We are now becoming almost like the milkman with daily deliveries from outlet to outlet in small quantities. The truck will now often make 6, 7, or 8 stops with cranberries on a single trip and all this adds to the amount of work involved and to the expense."

He said the industry has had surprising years before and can give them again if growers will get over their animosities and work closer together.

Lester Haines of the Chicago office believed there is a rejuvenated faith in fresh fruit and vegetable sales within the trade, and that retailers are making more money on these fresh fruits and vegetables than on many other items they handle. He said these products were now being given better display positions in the retail stores. The trend is all to the per-market type of store and here we are in the toughest kind of competition to get cranberries equitably displayed."

"Success When ACE Controls"

Stanley Benson

Stanley Benson of the New York office, in a forceful talk, said he thought there would never be good prices again for cranberries until there is less competition within the industry. The best price years we have always been, he said, when ACE had 65-70 per cent control of the crop, and history showed that ACE should have greater membership, he added, "and it is up to you members to go out and fight this out and help bring it about."

George Woods of Boston, consulting engineer who had been retained in an advisory capacity, said he wished to give members of the cooperative his genuine congratulations upon the progress it has made toward unity and regaining strength in the past year. Re-

markable gains had been achieved, he said, and he felt certain that conditions would rapidly be straightened out.

W. Ernest Howes

The Management Committee appointed at the last annual meeting to supervise the operations of the Sales Company gave its report through W. Ernest Howes, chairman. Mr. Howes said this committee had met about 30 times during the past year and had given regular reports of its doings. He discussed the need at the time of the committee's appointment for prompt action in regard to the many bog mortgages outstanding and said steps had been taken to prevent any losses which were not necessary, and that a great majority of the mortgages had been found to be in good order, and the results obtained in this mortgage aspect of the company had been "reasonably satisfactory."

He told of the auction sales of some of the company's property last August and of other changes which had been made and praised the efforts of Miss Sue Pitman as executive vice president and those of John C. Makepeace as treasurer,

who had worked without salary. He asked that the committee be discharged.

Miss Pitman in her report said the N. E. Sales had kept its agreement in every way in the allocations of its crop as advised by Cranberry Growers Council. Its fruit had gone 47 per cent fresh, 43 per cent processed, and 10 per cent eliminated.

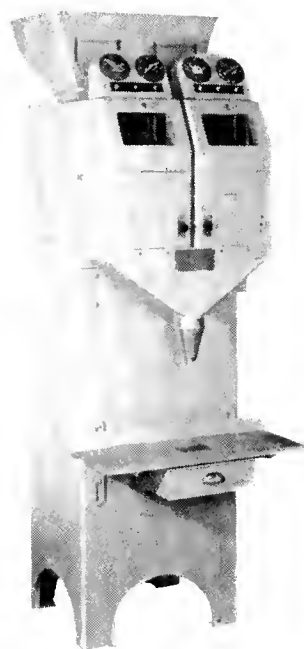
Number of Directors Reduced

One of the most interesting developments of the day was included in the remarks by President

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Chicago 35, Illinois

Homer L. Gibbs, who announced that the New England directorship in ACE is to be reduced from 7 to 3 and the total number of Exchange directors from 20 to 12. This had been decided at a meeting of the directors in New York and economy was one of the reasons for the reduction in number of directors.

New England is to have 3, New Jersey 2, Wisconsin Cranberry Sales Company 2, Midwest Cranberry Cooperative 2, National Cranberry Association 2, and the A. D. Makepeace Company 1, Oregon none. This makes a director-

ship board of both class "A" and class "E" members.

Seventy-four ballots were cast in the elections of various officers with results as follows:

Directors, District No. 1 (Duxbury, Hanson, Kingston, Marshfield, Pembroke, Plympton), Fred L. Bailey, Arthur H. Chandler, Paul E. Thompson; District 2 (Plymouth), George R. Briggs, Herbert C. Ellis, Robert C. Hammond, Francis H. Phillips, George E. Short; District 3 (Middleboro), John B. Howes, Wales Andrews, Albert A. Thomas; District 4 (Carver), E. W. Burgess, Frank H. Cole, Homer L. Gibbs, Ruel S. Gibbs, Carroll D. Griffith, Jesse A. Holmes, Russell A. Trufant, Herbert J. Vaughan, Homer Weston, H. F. Whiting; District 5 (Assonet, Freetown, Lakeville, Marion, Rochester, Taunton), George A. Cowen, Herbert E. Dustin, Nahum B. Morse, Arthur D. Benson; District 6 (Wareham), Joseph L. Kelley, Arthur E. Bullock, Chester W. Robbins; District 7 (Barnstable County), J. Foxcroft Carleton, Louis A. Crowell, W. Ernest Crowell, Fred S. Jenkins, Walter E. Rowley.

Clerk, Miss Sue A. Pitman, treasurer, John C. Makepeace; Class A directors of ACE, Homer Gibbs, George Briggs, Robert C. Hammond; Nominations for direc-

tors of Cranberry Growers Council Inc., Homer Gibbs and Arthur D. Benson.

Following the meeting the directors in executive session named the same officers as previously, these being: president, Homer L. Gibbs; first vice president, George R. Briggs; second vice president, George E. Short; executive vice president, Miss Sue E. Pitman, assistant treasurer, Miss Pitman, treasurer, Miss Kathryn Pratt. Executive committee is Messrs. Gibbs, DeLong, Clarence Searle of Wisconsin and Russell Makepeace of Wareham.

It was voted to appropriate a sum for advertising "Eatmore" cranberries for the coming season. The removal to 5 South Sixth St. New Bedford, Mass., is expected to be completed prior to June first.


T. A. Budd Is Re-elected As Ace President

American Cranberry Exchange held its annual meeting at headquarters, 90 West Broadway, New York, April 25, and elected officers for the coming year. These are president, Theodore H. Budd Pemberton, N. J.; first vice-president, Homer L. Gibbs, West Wareham, Mass.; second vice-president, Harold DeLong, Warrens, Wisconsin; third vice-president, George R. Briggs, Plymouth, Mass.; executive vice-president, Harold E. Bryant; secretary, E. C. McGrevy; treasurer, E. K. Pratt.

Directors—Class A: Theodore H. Budd, George Briggs, Harold DeLong, Homer L. Gibbs, Robert C. Hammond, James D. Holman, Lakewood, N. J., Charles L. Lewis, Shell Lake, Wisconsin, Russell Makepeace, Wareham, Mass., Darwin Rezin, Warrens, Wisconsin, Clarence Searles. Class B: Enoc Bills, Bordentown, N. J., Kenneth Garside, Duxbury, Mass.

Directors NCA from Exchange—George Briggs, Mass., Vinton Thompson, N. J., Lloyd Rezin, Wisconsin.

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Cape Cod Cranberry Growers' Association Holds Spring Meeting

A display of equipment developed by cranberry growers of Massachusetts with view to saving time and money, was a special feature of the annual spring meeting of the Cape Cod Cranberry Growers' Association, at the Memorial Town Hall, Wareham, April 24th.

The display was the first of its type and it drew considerable interest among the growers. Among the items shown were a number of vine setters and a variety of applicators for 2-4-D weed killer.

The entire morning was given over to the inspection of displays. There were a number of commercial exhibits. A feature of the morning's program was a demonstration of a new hydraulic sanding technique with which the Agricultural Engineering Department of the University of Massachusetts is experimenting. This technique is still in the preliminary development stage, however.

Melville C. Beaton, president of the Association, presided at the short business session. The reports of officers were presented, and J. Richard Beattie reported on the frost warning service operated by the association. He said that despite conditions in the industry, the number of subscribers was much the same as last year.

Dr. H. J. Franklin of the State Cranberry Experiment Station presided for the speakers' portion of the program. He introduced Dale Sieling, new dean and director of the School of Agriculture and Horticulture of the University of Massachusetts, who recently replaced Fred J. Seavers.

Mr. Beattie introduced H. Sidney Vaughan, former director of the Worcester County Extension Service, who is the new county agent leader, replacing James W. Dayton, newly appointed as Massachusetts Extension Service director.

Speakers

Dr. Franklin then introduced Dr. H. F. Bergman, who gave the latest information on control of cranberry fruit rots.

Dr. Frederick B. Chandler of the experimental station at East Wareham discussed cranberry soils and water relationships.

Dr. C. E. Cross spoke on the latest information on weed control and said his new weed bulletin was in the hands of the experiment station editor.

A resume of the work of the Department of Agricultural Engineering of University of Massachusetts was given by Prof. H. N. Stapleton, head of that department. He said there was a great need of agricultural engineers today. Prof. Earl Cox of the same department spoke on agricultural engineering as it pertained to cranberry growing.

A review of research work in the processing and storage of cranberries with view to improving quality was given by Dr. W. B. Esselen, of the Department of Food Technology at Amherst.

The closing speaker was Dr. Franklin, who announced that a new weed bulletin would be available for distribution in about a month. He also discussed the new chemical, "Ryania", recommended for control of fruit grub.

During the afternoon session

Melville C. Beaton introduced Harold E. Bryant, recently appointed general manager of the American Cranberry Exchange.

Luncheon at noon was served by the members of the Mom and Dad Club of the East Wareham Methodist church.

Exhibits

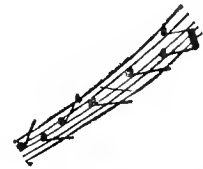
Exhibitors of commercial equipment at the meeting were: Boston Lightning Rod Co., Frost Insecti-

Robert W. Savary
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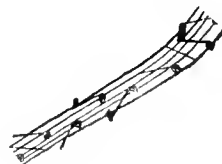
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 Growers, Inc.**
 Wisconsin Rapids, Wis.

side Co., C. and L. Equipment Co., Plymouth County Electric Co., Eastern States Farmers' Exchange, Western Pickers Inc., American Agriculture Chemical Co., Paul L. Karstrom Co., Russell Trufant, Monsanto Chemical Co., Niagara Chemical Division, S. B. Penick Co., Walter Morton Corp., J. M. Hackett, and Stone and Forsyth.

The display of labor-saving and money-saving equipment made by growers included the following items: vine setter for small areas, Oscar Marsh; vine setter for small area, George Rounseville; net used in trash removal, State Bog; tool for applying 2-4-D, State Bog; vine setter for small areas, A. D. Makepeace Co., knapsack sprayer with shut-off at nozzle, A. D. Makepeace Co.; sling for removing breaks in thermometers, J. J. Beaton Co.; vine setter, J. J. Beaton Co.; tool for applying 2-4-D, Chester Everson; equipment for putting in spiling, A. D. Makepeace Co.; vine setter for small areas, A. D. Makepeace Co.

GROWERS' MUTUAL

(Continued from Page 3)

should not be incorporated for the present and that the officers and directors should proceed to hold regional meetings to explain purposes of the organization to other Massachusetts growers to obtain larger membership. There are about 1,200 growers in Massachusetts and it has been estimated that at least half of this number would be needed to make the association really effective.

Select Name

The name was adopted only after considerable debate. A name including the word "United" was urged by Judge J. Arthur Baker of Bourne, and that "Cape Cod" or "Massachusetts" not be included, as it might and probably would be desirable to extend the group to other growing areas if it proves to be successful. Russell Makepeace said the objects of the proposed group could be accomplished through the present Cape Cod Cranberry Growers' Association with a change in by-laws and he feared a new and strong group might prove to be a death blow to the old Cape association, which has confined its activities mainly to cultural and legislative matters, chiefly the former.

Other speakers included Melville C. Beaton, who discussed selling F. O. B. and on consignment; Alfred Pappi, who spoke for immediate organization of the growers at this time, and Mr. Shaw, Mr. Morse and Mr. Robbins. Harold E. Bryant, new general manager of American Cranberry Exchange, promised the cooperation of himself and staff in providing the group with whatever information was possible regarding selling, whenever requested. Charles Savery suggested the first regional meeting be held at Cotuit on the Cape and this will be some time in June. He said he did not believe the group could have much effect upon marketing this year nor even next and possibly not for four or five years, and that it had a long, uphill fight before it, but that a start should be made, however small. The majority seemed in agreement that some sort of a new all-inclusive group at "grower level" was needed and a start must be made.

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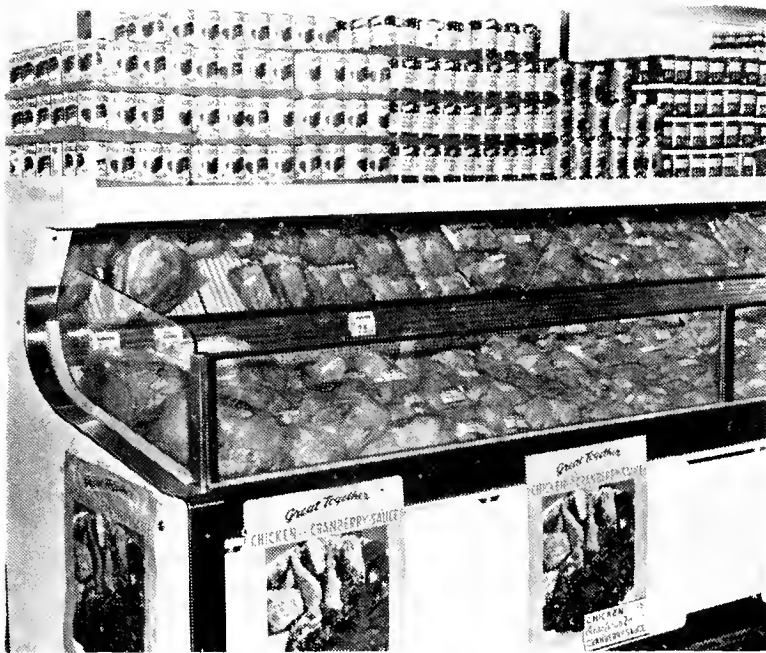


Illustration above shows how growers add to sauce sales when they move Ocean Spray into meat departments alongside of chicken. This display is in a Kroger store in Detroit, Michigan, that sold 9 cases of sauce in the same time it normally requires for 2½ cases.

What Do You Serve With Cranberry Sauce?...

by Betty Buchan

Cranberries go well with almost all foods from fish to ice cream, but neither fish nor ice cream help to sell many cranberries. Turkey is quite another story and, since the beginning of the industry's commercial history, has sold more cranberries than any other food. It's still selling them, but creeping up fast and with a potential speed that may well put it in the lead is chicken . . . roast chicken, friend chicken, fricasseed chicken, chicken in salads, soups or pies.

Until a few years ago, turkey and the tradition of turkey and cranberries at Thanksgiving sold most of the nation's cranberries until a series of bumper crops provided enough of the fruit to supply a year 'round market. But cranberries didn't have an active year 'round market. The high sales in fall and winter usually dwindled to an off-season lag in the spring and summer.

In 1948, NCA initiated the Chicken and Cranberry campaign to help remedy the situation. Through a cooperative merchandising program providing adver-

tising funds for grocers featuring Ocean Spray with chicken in newspapers and store displays, NCA gained the interest of thousands of customers in the campaign. Colorful display posters, recipes and advertising aids were made available to the stores, while Ocean Spray sales representatives and brokers' retail men explained the program, pointed out its sales-raising opportunities and helped set up chicken and Ocean Spray features.

Almost immediately, Ocean Spray sales from January 1 through August 31 began to climb. From 637,213 cases in 1948, to 797,697 in 1949, to 1,440,224 in 1950. Chicken sales rose, too, and this increased business brought more enthusiastic cooperation from grocers.

Importance of Spring And Summer Sales

The 1951 campaign has added a new feature to the campaign. The growing importance of spring and summer sales warrants the use of a year 'round promotion program. During the current season, Ocean Spray will be nationally advertised

in magazine and newspaper supplement around specific holidays. The first was Valentine's Day. The second was Easter. Other promotions will carry over to the Harvest and complete the 12-months plan. 1951 sales, January through April, showed an increase over the first four months of last year, and the goal for 1951 is to show a substantial sales increase over the 4,898,693 cases of Ocean Spray sold in the calendar year of 1951.

Chicken had no food accompaniment that was generally accepted before the campaign and so cranberries met little competition in establishing their affinity.

Even more important to the success of the campaign has been the quantity of chicken available all year round. In fact, if a can of cranberry sauce were sold with every fourth chicken, the year's cranberry crop would be completely depleted.

The turkey and cranberry tradition wasn't built in a day, but over a period of generations. Chicken and cranberry sauce will not need so long, and National Cranberry Association's present plans are a ten-year program. According to newspaper surveys, now being conducted, chicken and cranberry sauce is already becoming a national habit. Increased sales during the spring and summer are convincing proof of the campaign's success, but National Cranberry

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- Onset, Mass.
- North Harwich, Mass.
- Bordentown, New Jersey

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wanted to hear from the consumer, herself, just how the campaign has influenced her.

Questions Asked

With what meats do you serve cranberry sauce . . . how frequently do you serve it . . . and what brand do you use . . . are some of the general questions leading newspapers throughout the country have been asking their readers. To date, results have been returned from the Philadelphia Bulletin, Philadelphia, Penn., the Commercial Appeal, Memphis, Tenn., and the Toledo Blade and Times, Toledo, Ohio. In Toledo, 91 percent of those answering the survey said they serve cranberries with chicken. In this same territory, cranberries are used frequently with pork, and turkey is in third place as an accompaniment for cranberries. Forty percent serve cranberries once a month or oftener, and 64 percent buy Ocean Spray.

Eighty-nine percent of the readers surveyed by the Commercial Appeal serve cranberries with chicken. 60 percent serve cranberries with turkey. Pork, again, is among the favored meats with 35 percent serving cranberries with pork. Many serve cranberries with all three, as the percentages indicate, but chicken is the favorite. 44 percent stated they serve cranberries once a month or oftener and 61 percent buy Ocean Spray brand.

Of the consumers surveyed by the Philadelphia Bulletin, over 89 percent said they serve cranberries with poultry. Pork again came next with a vote of 40 percent. 76 percent said they serve cranberries once a month or more, and over 51 percent said that Ocean Spray is the brand they buy.

Magazine Survey

A similar survey made by the Woman's Home Companion, a woman's magazine with national coverage, asked more specific questions. Unlike the newspaper surveys which asked "With what meats do you serve cranberry sauce," the Companion listed turkey and a variety of chicken dishes. 92 percent checked turkey and 90 percent roast chicken. 38 percent

eat cranberries with fried chicken, 14 percent with chicken salad, 11 percent with chicken pie, and 20 percent with other forms of chicken. This shows that roast chicken, like turkey, is the dish that most commonly suggests cranberries to the consumer. Other chicken dishes, especially fried chicken, are having cranberries as an accompaniment more and more frequently. In the Companion survey, 52 percent said they serve cranberry sauce once a month or oftener and an additional 16 percent serve cranberry sauce at least 6 times a year.

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A more detailed study of the chicken and cranberry habit can be made as reports of the surveys come in from the various market areas, but the general trend is already indicated from those that have been completed. Cranberries are clickin' with chicken.

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"Wherever the business of fruit growing has been developed in a way to make it more than a gamble, the work has been accomplished by organizations which have sufficient patronage to regulate distribution."

Added membership in the New England Cranberry Sales Company will aid materially in strengthening this "cranberry growers' cooperative" and in regulating the distribution of the cranberry crop.

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Here's What Our Customers Say About OCEAN SPRAY—

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"I've used your product for years, and find no equal to it."

From Cle Elum, Washington:

"Ocean Spray is handled exclusively by our grocer and we don't mind a bit. We like it very much."

From Detroit, Michigan:

"It is the best cranberry sauce I have ever eaten. I use it all the time and serve it with all kinds of meats and salads."

From San Antonio, Texas:

"I think your cranberry sauce is delightful. We use it the year 'round."

From Elmwood Park, Ill.:

"May I add my praises to the numerous ones you must have received for a truly wonderful product. We are never without several cans on our shelves."

From Belle Plaine, Kansas:

"I wish to thank you for your product. It is one of the very few items I buy that I know can be served without any extra attention. Having been a working girl and now a housewife, I feel that I am qualified to praise your jellied cranberry sauce not only for its flavor and economical qualities, but also for its convenience."

CUSTOMER APPROVAL LIKE THIS IS BUILDING A LARGER YEAR-ROUND MARKET FOR OCEAN SPRAY PRODUCTS.

SINCE 1940

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Spring and Summer Sales (Jan.—Aug.) have increased 573%

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Dr. H. J. Franklin's final keeping quality forecast will be released by the middle of June. Growers are urged to be looking for this forecast which will be mailed out by county agricultural agents. Conditions to date (May 28) indicate that if the present temperatures continue until the middle of June and we experience normal rainfall for this period growers should be prepared to control fruit rots on certain of their early water bogs this year.

Insect Bulletin Completed

Dr. H. J. Franklin's new Insect Bulletin No. 445, Parts II-VII, is being distributed to cranberry growers. It is available through your agricultural agent's office, the Mailing Room at the University of Massachusetts in Amherst, and the Cranberry Experiment Station. Every grower should have a copy. This supplement completes Dr. Franklin's insect bulletin. It is beautifully illustrated and follows the pattern presented in Part I, which was released two years ago. We suggest that growers might like to have the two insect bulletins bound together. There are several bookbinding establishments in the area. Incidentally, it might be well to have the three cranberry weather bulletins bound together at the same time. These weather bulletins include Nos. 402, 433, and 450.

Timely Tips From Dr. Cross

We have some timely notes from Dr. C. E. Cross on weed control. He recommends that the whirl disc that fans out the spray in a knapsack sprayer nozzle should be removed when applying Stoddard Solvent as a spot treatment under the vines. The removal of this disc results in a single stream of Stoddard that can be directed at the

base or crown of the weed without injury to the new vine growth. If Stoddard is applied carefully following these directions, this treatment can be used effectively during the summer months for the control of small brambles, loose-strife, and asters.

Growers have found 2, 4-D a very useful weed killer, particularly in the control of 3-square grass. The recommendation this year states that a 20 percent dilution of 2, 4-D is adequate to check this weed. For example, if a grower purchases a gallon of 2, 4-D containing 40 percent active ingredients, he should add 1 gallon of water to make a 20 percent dilution. Growers have found that the "rack" technique is an effective method of applying this chemical to 3-square grass. We refer to the method of tacking a wide band of cloth to a light frame of wood, moistening the cloth with 20 percent dilution of 2, 4-D and sweeping it over the vines but touching the tops of 3-square grass. Be sure to choose a warm day, and don't allow the chemical to drip onto the vines. Several applications are necessary to check this particular weed.

Dr. Cross has found that iron sulphate is very effective in controlling large cinnamon and royal ferns, if applied as follows: Place a small amount of this chemical at the base of these ferns. One handful should treat three or four ferns. Asters and pitchforks are plentiful, and iron sulphate applied dry as recommended in the weed chart—is very effective.

Harvest Labor

A special cranberry labor committee has been appointed to consider the harvest problem. This committee has met and has come to the following conclusions.

1. The labor situation is critical, and the local supply of help will not be adequate to meet our harvest needs.
2. Imported labor will probably be required this fall.
3. The only imported labor available will be Puerto Ricans. Such help can be used for any work related to the cranberry industry.

4. Steps should be taken now by growers to determine their harvest labor requirements, particularly the number that will have to be imported.

The following program was adopted by this committee which includes a representative from each of our cranberry marketing agencies, county agricultural agents, the Mass. Division of Employment Security, and the Cranberry Specialist.

1. The county agricultural agents will contact all cranberry growers, outlining the problem and how it will be managed.

2. The marketing agencies have been asked to determine the labor needs for their particular growers.

3. Growers should inform their respective marketing agencies of their harvest labor requirements by July 1 at the very latest. Those growers who have no established marketing agency should inform the local office of the Mass. Division of Employment Security of their requirements. These offices are located in Brockton, Hyannis and New Bedford.

4. The Employment Security office is prepared to import Puerto Ricans if local supplies of labor are not adequate.

5. Housing will be furnished by the grower, and the requirements are very reasonable. There is also a possibility of a centralized labor camp if conditions warrant one.

6. Imported help will be paid the prevailing wage. The cranberry labor committee will assist in determining the prevailing wage after considering all factors involved.

Cape Cranberry Clinics

The Barnstable County cranberry clinics will be held again this year during June and July. Bert Tomlinson, County Agent, has completed arrangements. Men

from the Cranberry Experiment Station will be present to assist growers with their cranberry bog problems. This year, there will be additional clinics. The schedule is as follows:

Upper Cape clinics, New England Cranberry Sales Company screen house, West Barnstable—9:00 a. m., to 10:30 a. m. Bog visits from 10:30 a. m., until 12:00 noon by request.

Schedule of dates:

Monday, June 4; Wednesday, June 13; Wednesday, June 20; Wednesday, June 27; Thursday, July 5; Wednesday, July 11; Wednesday, July 18.

Lower Cape cranberry clinics, National Cranberry Association screenhouse, North Harwich—same dates as above, but clinics will be held in the afternoon from 1:30 to 3:00, and bog visits will be made by request from 3:00 to 4:30 p. m.

County Agent Lew Norwood, Plymouth County, is arranging some clinics for the northern half of his county. The schedule will be announced later.

BANDON 1951 HARVEST FESTIVAL PLANS BEGUN

William F. Steward has been re-elected president of the Bandon (Oregon) Cranberry Festival Association for the 1951 fall harvest observation. Ivan Cook is vice president, succeeding Mrs. Paul Detert. Mrs. Archie Allen is re-elected secretary and Mrs. Ivan Cook treasurer to succeed Mrs. Jim Olsen.

To make an even more impressive celebration the association decided it should start preparation earlier than usual this year. Mrs. Paul Colgrove has been named chairman of the parade committee; Mrs. C. G. Girard queen contestant supervisor and L. L. Felsheim, editor, Bandon World, publicity.

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One of the great objectives of growing Cranberries is to make a profit. This is done by keeping the costs below the amount of money taken in.

We have no great amount of control, individually, about how much we are going to receive for our berries, but we certainly can decide if we will spend any given amount of money to produce berries. Even this decision is hard to make as it involves spending money before you get any returns.

It is like driving an old car. We spend more money every month for extra gas and upkeep than it would cost to borrow money for a new one, but a lot of us still drive the old wagon because we hate to put out a lot of money at this time. And so it goes until the old bus falls apart and we must get another one or walk. This generally happens when the mortgage becomes due.

The answer, of course, to all this continuous money worry about picking cranberries is in mechanization of picking. You can then do all your own work at your own time. The only reason that all Cranberry Growers do not have a Western Picker is that it costs money to buy one, and he will try to get along without one for another year, or until he gets his feet under himself. All of a sudden he discovers that wages have gone skyrocketing, that he must pay Social Security charges, and he has not bothered yet to find scoopers for his crop and now cannot find enough. Then the mortgage is about due.

While the Western Picker is not perfect yet, over 80 percent of the Western Pickers used in Washington, Oregon, Wisconsin and Massachusetts harvested over 10 acres of cranberries per machine. Thus it took less than 2 years picking to pay for the machine.

Tests reported by D. J. Crowley, Supt. of the Washington State Bog as reported in the Astoria, (Ore.) Budget February 2, 1951, stated that: "little difference in keeping quality of berries which were hand-picked, dry scooped or harvested dry with the Western Picker. The breakdown was rapid in berries that had submerged for several hours. A noticeable difference was found in the keeping qualities of cranberries which were cleaned by different mills".

Since the Western Picker is not infallible, you have to use some discretion in its use. It is not wise to begin picking too early. It is not good to pick at too great a speed. The position of the middle conveyor roller should be watched. If it is not properly adjusted it causes plugging and plugging bruises berries. (A lot of bruising is caused by the haphazard method of vine separating on shore.)

With any normal amount of checking of the berries while picking is done, the results of picking with the Western Picker are highly satisfactory. Ask the Grower who owns and runs one. Over 90 percent of these would not sell their Western Picker at any price if they thought they could not replace it.

Until your vines have been trained once for mechanical picking, you are working under a partial handicap. This would also happen if you tried to handscoop in any other direction than the way your vines had been trained.

But picking with the Western Picker the second year and afterwards makes a very noticeable difference in the lesser number of bruised berries, in the lesser amount of vines pulled, in the lesser amount of loss by shrinkage, and in the greater number of berries produced on an average bog.

In practically every case the owner of a Western Picker is enthusiastic about his cost of picking, the ease of picking, the lack of cash money spent for picking, and the good job of pruning and raking that the Western Picker did on his bog.

Eventually you'll own a Western Picker—why not now before war production cuts off the supply? (ADVT)

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JUNE, 1951—VOL. 16, NO. 2

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1879

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Rainfall Average For May

May started out as a very dry month. In fact gardens, lawns and cranberry bogs were beginning to feel the effects of the lack of precipitation. Up to the night of the 23rd there had been only 1.45 inches. Then came a heavy storm with high winds and gusty rain. There had been some worry up to that time because of an unusually-early hurricane which had been creeping up the coast for several days. However, this was not the hurricane or its fringe, as that had passed out to sea, but an entirely new storm.

There followed disagreeable weather with frequent rains until the recording at the State Bog, East Wareham on May 31 was 3.17 inches, or about a normal average for the month of May.

Frost Damage Sight

There had been some frost losses here and there in April and early May, but the injury was so slight that Dr. Franklin did not think it worth while to put the degree in any percentage.

Temperature Above Normal

Sunshine was probably somewhat above average and the temperature was also above average, about two degrees a day. The departure from normal in degree days at Boston Weather Bureau was plus 60. The departure from normal since January first was plus 689 at the end of May.

Bog Conditions "Good"

Condition of bogs was considered generally "good," even "very good." Some bogs, however, did not look so well, the first part of rain at that time had not done any

the month, at least. The lack of good, and particularly as the latter part of April had been dry. Some felt the crop may be spotty. Perhaps better on bogs which normally do well without too much attention, as Massachusetts, like bogs everywhere have not in general had the best of care for the past two or three years because of the obvious reason of lack of finances.

Some Fireworms

Blackhead fireworm was showing up toward the end of the month. Other insect were blossom worm, weevils and false army worms and of course there is some false blossom difficulty, not lessening any due to the same lack of money for adequate bog attention. However, in generally the spray insect situation does not

look bad.

Harvest Labor

The harvest labor situation is being given intensive consideration at this time (see Beattie's "Station and Field Notes") and Puerto Rican agriculture labor will be imported for cranberry work.

Personal

"Del" Hammond, of Wisconsin Cranberry Sales Company and Leo Sorenson of Midwest Cranberry Cooperative were visitors of the Massachusetts cranberry area for a couple of days during the middle of the month. Cape Cod is, of course, "home territory" for Hammond, but it was Sorenson's first visit to the bogs of Massachusetts. They visited a number of pieces of property, State Bog, N. E. Cranberry Sales Company office and NCA at Hanson.

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WISCONSIN

Growth Progressing Nicely

At the end of May the growth of the marshes was progressing very nicely. Temperatures were above normal, although precipitation was below.

Extensive Frost Damage

But the bad news of the month was frost. There were 17 warnings during May. A severe freeze occurred on the night of May 9 and the morning of the 10th in the Northern area marshes, extending from Three Lakes to Hayward. Temperatures ranged from 11 to 19 degrees. Estimates of losses for the growers hit ran from 20 to 75 percent and it is considered safe to say that the damage incurred will affect the state total next fall.

Another frost occurred on the night of May 22 in the central part of the state. Temperatures ran about 22-23. Several marshes suffered quite severe damage. This loss in general was also rather serious.

Fireworm

Fireworms were hatching at the end of the month and control measures were in general use. Ending of the month saw generally warm weather.

NEW JERSEY

"Business" Picking Up

A definite upswing in courage is being reported in New Jersey as in other areas, and this is reflected in some increase in the amount of bog activity. There is some new planting. Theodore H. Budd, Jr., is putting in new vines, Isaiah Haines is carrying out an

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extensive sanding program for the J. J. White Company. Orders for insecticides and fertilizers have picked up.

Improved Acreage

Some are active in replanting. These include Ethelbert Haines and Brothers, John Cutts, Lippincott and Worth, Penn Producing Co., Austin Bozarth. A 70 acre tract of Anthony DeMarco at Chatsworth, which was set entirely by machine planter is developing nicely. Anthony Colasurdo has been fertilizing his bogs by airplane.

Temperature Below Normal

The average temperature for May at Pemberton was 61.68 degrees. In state of the fact that the maximum on 12 days was 80 above, this average is still below normal. Total rainfall was 4.48 inches or 1.32 above the mean.

Five Frosts

There were five nights of frost, May 4th, 24-29; 6th, 27-34; 7th, 29-34; 12th, 28-34; 13th, 22-29.

Personals

John Cutts, Isaac Harrison, Theodore H. Budd, Sr., and James Holman were at Hanson, Massachusetts on May 28th discussing the new contract between NCA and Cranberry Growers' Council.

Mrs. George Kelley of West Creek is recovering from an oper-

ation in a Lakewood hospital.

John Ellis of Whitesbog will take over the management of the North Branch bogs, the property of his sister, the former Mrs. Joseph Darlington.

Charles Conrad, Sr.

Charles Conrad, Sr., of Barnegat, N. J., died on May 26 at the age of 81. Mr. Conrad's family came to Barnegat in 1874. He and his brother had been growing cranberries near Barnegat since 1910.

RETIRING C. M. CHANEY PRESENTED GIFT

Upon his retirement as executive vice-president of American Cranberry Exchange, C. M. Chaney was feted at a luncheon by employees of the company. He was presented with the gift of a portable typewriter. The presentation was made by E. C. McGrew.

Those attending included: Lester F. Haines, Chicago office; Kathryn F. Pratt, Elizabeth C. McNally, Nan Neville, Mary M. Eager, William F. Kernochan, Stephen J. Ladas and Stanley Benson, all of New York office. Not present but participating in the gift were Edna E. McKillop and Roger V. Weston of Chicago, Nora Adams, Edward C. McGeorges and Harold E. Bryant, successor to Mr. Chaney.

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"Charlie" Dempze, One of The Most Cooperative Minded Wisconsin Growers

Came into Cranberries in 1903 to Pick on Gaynor Marsh, Now Manages Property and Has Other Interests—A Member of Sales Company Since 1926.

by Clarence J. Hall

One of the pillars of cooperation in Wisconsin is Charles W. Dempze of the Gaynor Cranberry Company. He became a member of the Wisconsin Cranberry Sales Company in 1926, when he took over the management of the Gaynor, one of the largest and long most successful of marshes in the state.

And well might Mr. Dempze, with his heritage of cranberry interest believe firmly in the value of cooperative effort, for it was the late Judge John A. Gaynor who is generally credited with being the father of the co-operative movement in the industry in conjunction with the late A. U. Chaney, and his brother, Chester M. Chaney of American Cranberry Exchange.

It was Judge Gaynor who, with his brother, James, persuaded "A. U." to go east and induce eastern growers to sign up in a program which eventually led to the organization of the state sales company and the Exchange. He too made a trip to the East himself to make certain this idea was carried through. He also took a leading part in the early scientific development of the industry. This information is nothing new to cranberry growers, of course, as the memory of Judge Gaynor is still fresh, especially in Wisconsin, but it does no harm now and then to refresh the recollections of some of the pivotal moments in the cranberry industry. Particularly at this time of stress and strain.

Marsh One of Oldest

The Gaynor marsh is one of the oldest in the state, having been in continuous operation since 1878. It is a stock company, organized by the late James.

The Gaynor marsh is in Cranmoor, which is Wisconsin's Carver, in concentration of cranberry growing and production. It is flooded by the "Cranberry Ditch," put in about ten years ago, being one of the principal factors in putting Cranmoor up to the production it has now obtained, and also from Hemlock and Elm creeks. There is a reservoir of 1400 acres.

Total acreage of the property is about 2,000 and the map shows there are 97 3/10 acres in vines

much natural and prolific cranberry ground. There were "islands" of pine trees and the floating marsh. When the pioneers opened this wilderness up, such as Ralph Smith, S. N. Whittlesey and the others, they often came into the area in boats from the settlement at the present Wisconsin Rapids. So unstable was the marsh land in many parts that boats were poled through and over the quaking land and through channels for a distance of about four miles towards the Rapids. In this way supplies were brought in. Some of the floating islands and the channels remain today.

Dempze Came In

With Week's Bread Supply

Dempze came to the area as a small boy, in 1903 with his mother. He recalled how he and she came out with just enough bread to last them a week. They picked berries for the Gaynors for a week, got paid, then went into town for another week's supply. They came back to the Gaynors for several seasons.

He has continued his story of how he waded around watching Mr. Gaynor, while the latter operated flood gates. Mr. Gaynor gave

matured, plus 14 newly-set. The vines are chiefly natives, about 70, the rest being McFarlins, Searles, Prolifics and five of Howes, the latter eastern variety producing a smaller berry and not being as productive as the Searles or McFarlins.

Top Yield at Gaynor

7,242 Barrels in 1946

Like Carver, what is now the townships of Cranmoor contained

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no notice of him until suddenly one day he said, "Hey, you, you've been following me around for two years, watching how I do this. Now you do it yourself."

So the young Dempze began working for the Gaynors, picking, pruning and doing other odd jobs, finally working steadily. He recalls, however, he worked for less than some of the other marsh employees were paid. But, he thought he would get farther ahead if he stuck with one company. He has been working at the Gaynors ever since, and the success he has achieved in the industry proves he was right in his early theory of sticking to one outfit.

Became Manager in 1926

In 1926, at the death of Mrs. Gaynor, the Judge having died in 1915, he was made manager. It was then he himself became a member of Wisconsin Sales, Mr. Gaynor having been a charter member. He is still manager and also vice-president. President is Richard Lawless of the First National Bank of Wisconsin Rapids.

Although staying with the Gaynor deal, Mr. Dempze has other irons in the Wisconsin cranberry fire.

He is owner and manager of one of the more productive marshes in the State—the Dempze Marsh, which is just north of Biron village. There the property consists of a total of 54 acres, with 30 in vines. This was purchased in 1932.

He is part owner and president of the Elm Lake Cranberry Company and vice-president of the J.



Mr. Dempze and son, Gordon

(CRANBERRIES photo)

J. Emmerick Cranberry Company.

All of which shows he hasn't done so badly for a poor boy, who saw his future in the cranberry industry, and in sticking loyally to one interest, the Gaynor Cranberry Company. Of course the fact that Mr. Dempze is a first class grower, shrewd, discerning, farsighted and strictly honest, had something to do with this, and the respect in which he is held by other Wisconsin growers.

The Dempze Marsh

The Dempze marsh is chiefly McFarlins, about 80 percent, and Searles. On the average the production has been about 1200 barrels a year and the last two he produced 85 barrels to the acre.

The Gaynor marsh has one of the finest screenhouses in the Wis-

consin industry. This is a structure 100 ft. by 80, in the main building three stories high, made of tile and steel, set on a concrete base. When being planned it was feared this massive building might settle in the marshy ground of Cranmoor, but although many tons of steel were used it is as firm and level as the day it was built.

There is easy storage capacity for 8,000 barrels, but one or two thousand more could be put in. Screening equipment includes 7 Bailey separators, capable of handling 300 barrels a day. There is cellophane equipment (Holm) considerably made over to Mr. Dempze's ideas, which can pack 250 barrels a day.

(Continued on Page 16)

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SOIL DATA ON NUTRITION ON WASHINGTON STATE BOGS

by R. Anderson Fisher
Northwest Soil Testing Service,
Seattle, Washington

This is a report on a study of the plant food levels in twenty-five cranberry bogs of known consistent yield capacities over several years time. It was begun for the Grayland Cranberry Growers' Association to demonstrate the value of soil testing for this crop. As the data accumulated indicate nutritional requirements not previously reported for this crop, they are presented here.

The method of analysis was that of Peech and English (1) except for determination of nitrate nitrogen with diphenylamine and of "slow phosphorus" by extraction for three hours at pH2,—the pH2 extracting solution being a 0.3 percent solution of potassium acid sulphate (2). Figures are in pounds per acre in plow depth.

As might be expected from the pH preferences of cranberries, the indications from this data are that the metallic elements play an unusually determining role in the yield of this crop. The reason cranberries prefer to grow between pH4.2 and pH5.0 is that normally there are much greater supplies of available iron between these limits, while the relative proportions of soluble aluminum and manganese are ordinarily reduced.

In the accompanying table of food contents the bogs have been arranged in the order of descending yield. The high yielding bogs are those having a high content of available iron (Fe) and at least twice as much available iron as aluminum (A1), other things being equal. Where the content of iron is several times that of the aluminum the actual amount present apparently may be smaller. These

figures also suggest that manganese (Mn) becomes injurious in concentrations of over fifteen pounds per acre.

Of the major plant food elements only potassium is shown to be insufficient at times from these figures. It is suggested that lack of potassium reduces yields where the supply goes as low as fifty pounds per acre. Our analytical data on peat for other crops substantiate this finding for potassium.

Nitrogen in the form of ammonia is revealed, at times, to be in injurious excess in this study. The figures indicate that best results will be obtained when the ammonia nitrogen (NH₃N) does not run over forty-five pounds per acre. Ammonia nitrogen in the form of ammonium sulfate is the most widely used fertilizer, particularly when vine growth is poor. Successful growers, however, have learned to use this food quite successfully through experience. Soil testing can save much uncertainty here.

(Continued on Page 10)

SOIL ANALYSES AND CRANBERRY YIELDS

No. of Bog	Past Yields	pH	Fe	A1	Mn	K	NH ₃ N	NO ₃ N	Ca	Mg	P	Slow P
1	300 bbls.	4.9	500	45	1	100	3	10	750	125	10	4
2	275 "	4.4	265	115	.5	90	16	16	280	5	1	0
3	200+ "	4.4	250	30	1	110	0	7	800	100	1	7
4	200 "	4.8	45	3	1	130	6	4	600	275	2	14
5	200 "	5.1	150	45	8	360	15	6	630	70	10	3
6	200 "	5.1	315	55	3	375	18	3	600	100	8	1
7	180 "	4.9	65	20	10	210	50	4	600	320	0	8
8	180 "	4.9	60	25	5	250	12	5	450	320	1	17
9	175 "	4.8	135	0	1	140	55	6	800	270	3	7
10	150 "	5.0	150	45	3	150	6	3	550	280	1	15
11	150 "	4.6	100	22	1	175	23	16	1170	125	2	0
12	120 "	4.2	45	25	2.5	75	16	17	530	65	1	3
13	120 "	4.6	130	20	5	125	45	13	865	55	1	0
14	110 "	4.5	40	135	1	120	16	19	400	5	3	0
15	100 "	4.6	16	165	.2	145	30	13	280	5	1	0
16	100 "	4.4	10	200	1	65	25	15	300	0	0	0
17	100 "	4.4	55	180	.3	80	13	20	430	0	0	0
18	100 "	4.4	25	11	.5	105	18	11	730	110	5	25
19	100 "	4.8	60	35	22	140	3	5	600	290	0	32
20	100 "	4.9	125	8	8	50	50	5	650	310	1	30
21	70 "	4.8	10	100	.3	155	50	13	530	120	0	0
22	60 "	4.3	2.5	3	10	20	15	55	550	295	0	18
23	50 "	5.0	200	50	35	160	85	5	1000	310	13	7
24	30 "	4.5	0	200	.5	50	45	15	260	0	0	0
25	10 "	4.2	45	30	2.5	210	280	24	930	80	1	2

WE MUST SELL OUR PRODUCTION

THE productive capacity of this country is said to be one of the marvels of the century. (According to recent figures by the Department of Commerce the total output of national products of all kinds is reaching a pace of \$313,000,000,000 a year.) One of the marvels of this century of cranberry growing may be said to be our ability to grow the quantity of cranberries we have produced in recent years.

"We can expect a crop of 1,000,000 bbls. next fall and we must be prepared to sell that amount", the latest issue of NCA's Cooperative Cranberry News predicted. This is about the earliest estimate we have heard this year if this really may be considered an estimate and not merely an expressed possibility. Where practically a million-barrel crop was produced last year and harvests have been so large lately it may not come about. But with the last part of that statement there can be no dispute—the industry must be prepared to sell whatever the production may be.

As has been said before, the industry is now reaping the rewards of better cultural methods all along the line—more and constantly improving mechanism, better insecticides and greater use, better frost warning services. Interest in these things on the part of the majority of growers has brought about bigger crops. Now there is vastly increased interest by growers in the marketing end. May this help bring about sufficient increase in sales to offset the increase in the harvest.

AWAKE TO OUR PROBLEM

AND there assuredly does seem to be a quite general optimism that a lot more cranberries are going to be more easily moved. This, we feel, is borne out by certain developments. For one thing, a real year-round market is being developed through processing. For 26 consecutive months now, NCA has made gains in its sauce sales. It probably must be generally recognized that with the huge crops we are faced with each year, processing must play a more important part. A million-barrel crop is just too many cranberries to dispose of in the relatively brief fresh fruit markets. Sales must be spread

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over the whole twelve months.

As for the fresh market, it is encouraging to find a Fresh Cranberry Institute actually launched, taking in the major fresh fruit co-op, ACE and some independents.

We seem to be becoming fully awake as to what we are up against with so many cranberries to sell each year.

DEFERRING back to our thought on our progress in pest control, we read that the "hot" war against insect and disease pests is getting hotter all the time. Although last year's losses to farmers are estimated at 10 billion dollars, the wholesale value of agricultural chemicals sold was 200 million dollars, and "rapid and sure progress is being made."

Soil Data

(Continued from Page 8)

In conclusion it should be mentioned that in the course of gathering the samples some of these growers expressed the belief that iron sulfate, used for weed killing, had actually stimulated the cranberry vines into greater fruitfulness. No doubt, cranberries grown under ideal conditions will contain higher amounts of iron than so far reported and come to be sought after by dieticians.

List of Bogs Tested

1, Bill Huovila; 2, J. A. Smith; 3, Johnny Smith; 4, Steve Valateovitch; 5, Einer Waara; 6, Einer Waaara; 7, Einer Waara; 8, Ernie Johnson; 9, Jack Jattala; 10, Bill Smith; 11, Henry Huovila; 12, Alun Lewis; 13, Martin Hendrickson, all of Grayland, Washington; 14, Ennis Loshbaugh, Bandon, Oregon; 15, Lewis McGeorge, Coos Bay, Oregon; 16, Ennis Loshbaugh, Bandon, Oregon; 17, Ennis Loshbaugh, Bandon, Oregon; 17, Ennis Loshbaugh, Bandon, Oregon; 18, Ben Olsen, Grayland, Washington; 19, Dave Pryde, Grayland, Washington; 20, Emil Maki, Grayland, Washington; 21, Lewis McGeorge, Coos Bay, Oregon; 22, Dave Pryde, Grayland, Washington; 23,

Bill Smith, Grayland, Washington; 24, Lewis McGeorge, Coos Bay, Oregon; 25, Alun Lewis, Grayland, Washington.

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Edaville Opens For Season, Sen. Taft There July 29th

Mrs. Elthea Atwood Carrying on Program of Late Husband as a Memorial—Her Nephew in Direct Charge of Railroad Operation.

"Edaville Railroad," South Carver, Mass., undoubtedly the cranberry industry's most famous show place opened again for the season May 19, with Mrs. Elthea E. Atwood in general supervision, continuing the program as the late

Ellis D. Atwood had planned and visualized it. She will carry on the enterprise making of it a memorial to the memory of Mr. Atwood who died tragically last December.

About 1,000 were at the opening, and operating week-ends until June 23rd, "Edaville" will then be running daily. Approximately 200,000 last season visited this last of the 2-foot narrow guage roads in America circling around the 200 acres of bog over a distance of about five miles. Plans are expected to be about as last year, expect that "Peacedale" village erected for the Christmas-New Year display has been retained for the summer with the winter effects removed.

Mrs. Atwood is treasurer of the Edaville corporation as she was before Mr. Atwood's death when he was president. He has been succeeded by her brother, LeRoy Eldridge of Wareham. His son, David, is active manager of the railroad. Francis A. Merritt, foreman of the Atwood bog properties for many years continues to operate the cranberry growing. Mrs. Atwood is executor of the estate and will eventually be trustee.

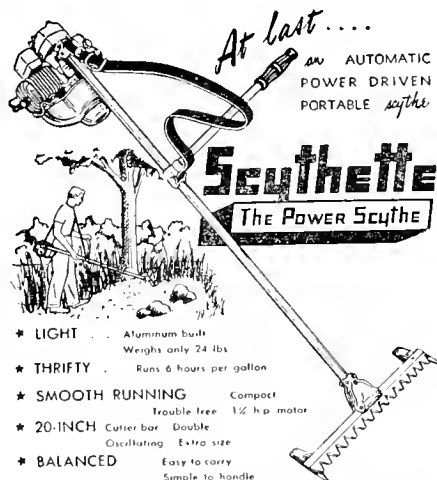
A highlight of this season will be the expected visit of Senator Robert A. Taft on Sunday, July 29, as principal speaker and guest at the annual Plymouth County Republican club meeting and clam-bake. Mr. Taft has accepted the invitation.

The distinguished Republican while in the Carver area will visit adjourning, historic Plymouth, which he has never seen before. This is the 15th annual bake of the club and a turnout of several thousands is anticipated.

Mrs. Atwood has also been made a member of the Board of Directors of NCA and of the executive committee, succeeding her late husband.

ACE TO BE IN NEW BEDFORD IN EARLY JUNE

American Cranberry Exchange was scheduled to be in its new location on South Sixth Street, New Bedford, Massachusetts, by June 4th, making the removal from New York City.



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C. T. Beaton Is Named Plymouth County Trustee

Gilbert T. Beaton, Wareham, Mass.) cranberry grower has been appointed a trustee to the Board of the Plymouth County Extension Service. He fills the vacancy caused by the death of Ellis D. Atwood, and represents the cranberry industry.

Mr. Beaton is manager of the John J. Beaton Company, and vice-president of the Beaton's Distributing Agency. He is secretary of the Cape Cod Cranberry Growers' Association and secretary-treasurer of the Southeastern Massachusetts Cranberry Club.

Mr. Beaton takes an active part in Wareham town affairs and is currently chairman of the town finance committee. He is a past president of the Southeastern Massachusetts Blueberry Growers' Association.

He was graduated from Wareham High School and attended the University of Massachusetts at Amherst. He is a Mason and member of the Grange. He is married and has two daughters, Marilyn Ruth and Donna Lynne. His hobby is golf.

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State Company and Ace Officials Hold New York Meeting

First Time Such a Gathering Has Been Held to Make Plans for Coming Active Season.

For the first time in the history of American Cranberry Exchange a joint meeting of managers of all the state companies was held May 17 at the Hotel Statler, N. Y. It was agreed that the idea of holding such meetings was a desirable one in the interest of both the companies and the Exchange. It was agreed that two meetings should be held each year, one during early or mid May and the second in August, just prior to the shipping season.

Chairman was the new ACE manager, Harold E. Bryant, and the word of welcome was by President Theodore H. Budd of New Jersey. Those attending were Walter Z. Fort, Growers' Cranberry Company, N. J.; C. D. Hammond, Jr., Wisconsin Cranberry Sales Company; Maurice Make-

peace, A. D. Makepeace Company; Sue A. Pitman, New England Cranberry Sales Company; Edward S. Schilling, National Cranberry Association; Leo Sorenson, Midwest Cranberry Cooperative; E. C. McGrew, Stanley Benson, Kathryn F. Pratt, Elizabeth McNally, all of ACE.

Among the matters discussed and agreed upon were that the Exchange should use standardized packages, and that state companies are to be instructed to over-weigh each consumer package by at least one ounce of cranberries. A new box and bag are being designed, style to be announced later.

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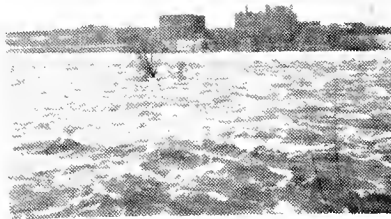
SPEE-DEE FILLER

The Exchange has voted to reduce its advertising this year, but is putting more stress on merchandising.

It was agreed that the fundamental job of membership relations was with the state companies, however it was recognized that the Exchange has the obligation in membership relations work to keep the companies and members informed of over-all sales and merchandising policies, programs and activities being carried on by the Exchange. Therefore it was agreed that the "Cranberry World," would continue and be

used to review the work being done by the Exchange.

Despite trends toward dating consumer packages of perishable commodities, it was agreed that no effort would be made this year to date consumer packages of cranberries.



WISCONSIN RIVER IN FLOOD THIS SPRING

This snap shows the Wisconsin River in flood this spring. It was taken at Wisconsin Rapids and sent in by "Del" Hamond, Wisconsin Cranberry Sales Company. Even though flood gates were open there was the turbulent volume of water as shown, a volume not often seen on Eastern rivers. For a short time there was a definite danger to this cranberry center of the Mid-west.

WISCONSIN MAY HAVE 50 WESTERN PICKERS THIS FALL

Increased Interest in Mechanical Harvesting and In Dry Picking Being Shown as Possible Way of Cutting Costs.

Indications of a possible considerable change in Wisconsin harvesting may be evidenced this coming fall, when it is estimated there may be about 65 picking machines in operation. There appears the possibility that about 50 of these may be Western Pickers and these would be mostly, at least, used in dry raking picking, which would be a distinct departure from the general Wisconsin system of harvesting on the flood. While there may be 50 Westerns the other 16 or so would be Case machines which operate mostly in water.

Newell Jasperson of the well-known Whittelsey Cranberry Company has ordered four Western Pickers and has spent a good deal of time trying to figure out the most efficient and economical system of machine handling of harvesting berries. He has previously experimented with the Case, a wet picker.

However, he has considered that dry raking would eliminate a lot of handling, which adds to the cost. Less handling means less labor which would be very desirable in view of probable labor shortages next fall.

Mr. Jasperson says he has considered "a dozen ideas" and discarded most of them. One thought he has which he believes may be sound is that of taking a day's picking to the warehouse and then pouring the berries into storage crates, the next morning when it would be too wet to dry rake. This would give the harvest crew a full day's work and it would be possible to operate with fewer men because the men that do the raking and hauling would also do the dumping the next day.

As the Western can be operated with bags as containers rather than boxes, one Wisconsin idea is to hang the full bags on hooks in

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the warehouse directly as they come from the marsh. This, it is thought, might work out well for marshes with small production, but for large producers it would mean buying a large quantity of the harvest bags, which is a considerable investment in burlap and it would also take a great amount of space to store any large number of bags as there would be considerable chaff in each bag in all probability.

The whole thought of dry-raking in Wisconsin is at least an interesting one, and it could mean elimination of the long drying sheds and the drying crates now in use, with the consequent less handling. It is also interesting to note that the Case machine is said to have been very much improved, and the whole would indicate that machine harvesting, whether wet or dry might eventually take over the present manual rake harvesting generally in use is on the ascendency.

**CAPE STRAWBERRIES
AND BEACH PLUMS**

The berry business in general on Cape Cod, original home of the cultivated cranberry is looking up. In June growers of strawberries in the town of Falmouth are putting on a three-day harvest festival, with pageant, fireworms, parades, and, of course, a strawberry queen contest. The strawberry industry of the Cape has

even recently been noticed by the Massachusetts legislature which adopted a resolution of congratulations in connection with the festival.

Every town on Cape Cod is taking part in the pageant with each providing an historic episode. Military from near-by Camp Edwards will take part with aircraft flying overhead. There will be berry picking contests and displays of the fruit.

In judging the fruit, Frederick E. Cole, Massachusetts extension specialist in marketing of fruits and vegetables will be the judge. Also well known to Massachusetts cranberry growers and a leader in the planning of the event is Barnstable County Agricultural Agent "Bert" Tomlinson.

Girl selected as queen will be sent to New York where she will see Gertrude Lawrence in "The King and I." Miss Lawrence and her husband, Commander Richard Aldrich maintain a summer estate on the Cape and she has a cranberry bog there.

Other berry event is that the Cape Cod Beach Plum Association in association with the Barnstable County Extension Service held a meeting with an exhibit of school art as the result of a contest in the schools to select a design for

labels.

At this meeting there was discussion regarding state-approved grades for beach plum and use of state-approved labels to identify "Pure Beach Plum Products."

Beach plums have been considered as a possible companion crop for cranberry growers of the Cape and other areas, including New Jersey who own property upon which the wild plums could be cultivated.

The 1950 weekly average production of bituminous coal in the U. S. was 9,800,000 tons.

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BOG CLINICS**

At cranberry clinics conducted by "Dick" Beattie May 29 in Plymouth County with good attendance, several interesting facts were discussed. Control of loosestrife three-square grass were taken up.

Cranberry Growers

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Mrs. Ellis D. Atwood

Cranberry Scale has been with Massachusetts growers for at least 20 years but there is a fresh outbreak. The scales suck juices out of vines and can weaken them enough to kill. The injury is similar to girdler and root grub.

Joe Kelley reported that nearly every bog visited on the May 29 tour needed treatment for fire-worms. It was pointed out that with the possibility of a heavy infestation growers should check bogs carefully. The heaviest count is apt to be found in the middle of a bog.

As of the first of June many bogs look exceptionally good where the water was drawn early.

**DIRECTORS OF GROWERS'
MUTUAL TO MEET**

Officers of the new Cranberry Growers' Mutual formed in Massachusetts at "grower level," are calling a meeting of the board of directors for Wednesday, June 14, to discuss the matters of by-laws and other details of formal organization. A regional meeting is to

be called for the Cape shortly, probably at Cotuit and later another general meeting will be held for the full membership. President is Nahum Morse and secretary, Chester E. Robbins.

**TO DEDICATE LIPMAN
BUILDING IN NEW JERSEY**

Distinguished soil scientists and others who knew Dr. Jacob G. Lipman will be among guests of Rutgers University, New Brunswick, New Jersey, June 12, when the new agricultural science building is to be dedicated in memory of the man who was director of the Agricultural Experiment Station at Rutgers when he died in 1939. Edward V. Lipman, general manager of the NCA unit at Bordentown is a son of Dr. Lipman.

**MORE LOSS IN FOR FARMERS
GREATER COSTS OUT**

"For every \$100 income Massachusetts farmers grossed in 1945, they are now taking in \$118," George Westcott, extension economist of the University of Massa-

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PROGRESSIVE CHEMISTRY FOR OVER A CENTURY

chusetts told county agents of that state at a recent meeting. "But the story doesn't end there—for every \$100 that the same farmers spent on various necessary items in 1945, they now must spend \$150."

Now that the farmers are faced with inflation they need to make the best of the situation by becoming more efficient in all farming operations, he continued. "There are opportunities for cutting costs that never before existed."

Each individual, he said, can do certain things to make sure he comes out on top in the race of prices and costs, and of greatest importance is the lowering of production costs and improvement in marketing methods.

Combating rising costs involves operating a business which will make fullest use of land, labor, buildings and equipment. "A critical inventory of farm practices is in order, now, if farmers are to survive this competitive struggle," the economist declared.

On the marketing side of the picture he asserted producers of food crops must "cut corners, but keep up quality."

DR. EMLEN FF. DARLINGTON

Dr. Emlen F. Darlington, director of J. J. White, Inc., of New Jersey, died May 14. He is survived by his widow, Mrs. Mary F. Darlington, who is a daughter of the late J. J. White and a sister of Miss Elizabeth C. White of Whitesbog.

Dr. Darlington was a past president of the American Ethnologist Society, a member of the Society of Friends, Westchester, Pa. He was a native of Westchester and was graduated from the University of Pennsylvania Medical School in 1899.

6000 Different Kinds of Insects Cause Crop Damage

There are more than 80,000 different types of insect species in this country. Of these no less than 6,000 cause damage. Grasshoppers cost farmers nearly 23,000,000 a year. The corn borer prohibits the profitable growing of sweet corn in many areas of the country. It also costs corn growers more than 75 million dollars every year in the reduction of field corn production. The hornfly reduces milk production by not less than 15 percent in severe hornfly seasons. The boll weevil takes as much as half a billion dollars worth of cotton in years favorable to the pest.

Insect damage started in the field may not end at harvest. Insect damage in stored cereals in the United States is estimated to be at least 600 million dollars a year.

Several case histories show how insect problems have intensified. A most famous one is the ad-

vance of the Colorado potato beetle eastward with the opening of the West to potato culture. The potato beetle survived on the wild horse needle in Colorado, but with the planting of potatoes it thrived and spread eastward wiping out whole areas of potatoes until an insecticide was developed as a remedy to stop its depredations.

In another example there was a recurrence of the chinch bug in the southeastern states resulting from increased plantings of grass.

(Continued on Page 16)

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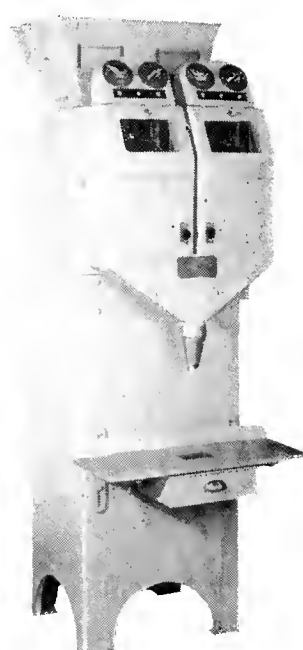
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Triangle machines raised production 60% . . . cut labor 40%.

Find out how to split your high packaging costs wide open. Write for literature. (Model shown is A-2 Elect-Tri-Pak New Weigher. Volumetric Fillers, Carton Sealers, Conveyors are also available.)

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Bandon Cooperative Building Warehouse

Work on a new 40 x 80 warehouse and packing plant for the Bandon (Oregon) Cranberry Co-op has begun. The building is on the highway south of Bandon.

The warehouse is to be a central packaging and shipping point for handling the fruit which the co-op markets under the brand name of "Bandon Cranberries." Equipment will include the co-op's machine for packing in cellophane bags.

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Much of the work is being done by members of the group. Officers are Ennis Loshbaugh, president; George V. Cox, vice president; Jack Dean and Floyd Shortbridge, directors.

PESTICIDE SUPPLY CALLED TIGHT

National Agricultural Chemical Association News in its recent spring edition declares the overall pesticide supply situation is tight and expected to remain so for the remainder of the season. Some information in specific instances may occur later, but since supply impinges on the availability of basic chemicals, predictions cannot be made with any degree of certainty.

Some of the chemicals listed are DDT, "tight. Expected to remain so." Cryolite, "adequate." Pyrethrum, "tight, smaller imports than expected." Copper sulphate, "tight." Steel containers, "tight, priorities given for drums."

6000 Different Kinds

(Continued from Page 1S)

Close observations of this pest by extension entomologists and timely provision of insecticides and applications saves farmers in 17 counties of North Carolina about 225 thousand dollars in a single year.

Dempze, Wisconsin Grower

(Continued from Page 7)

Has Much Equipment

A well-equipped machine shop handles much of the repair and other mechanical work. Lumber is cut on the property from native spruce. From this the drying crates, for one thing, are made. There are two tractors, a Cle-trac and an Allis-Chalmers, three small Ford tractors, six trucks, five grass clipping machines, the Gaynor being one of the first marshes in the state to obtain one, this being in 1926, a Bean sprayer with the "Wisconsin" boom, and other usual cranberry equipment. Machinery has become an integral part of cranberry operation at this marsh.

During the 1890's the marsh was swept by one or two of the terrific Wisconsin forest fires, causing considerable damage. Now Gaynor has its own fire-fighting equipment, built up from war-surplus material.

Mr. Dempze has a year 'round crew of six men and during the raking season, the force goes up to 60 or 70. About half the harvest crew comprises Indians and the men are housed on the property. About 90 percent of the crop is water raked, and the Gaynor company has always favored this method because it is held less damaging to the vines and the ratio of lost berries is less.

Assisted by Son, Gordon

Assisting Mr. Dempze in the management is his son, Gordon, who was born on the marsh and so grew up with a cranberry background. Gordon, 29, is married and has three children. In addition to his association with the Gaynor, Gordon is developing marsh of his own at northern Three Lakes.

During the war he was flight instructor with the U. S. Air Corps, serving at Casablanca in Africa and also in the European theatre. He is still interested in flying—very much so. He has his own plane, a Lusecombe two-place ship with a landing strip at the Gaynor marsh. He sometimes makes flights on cranberry business, for instance up to Three Lakes or to Milwaukee for supplies. Moreover he does a lot of cross-country fly-

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ing for the pure fun of flying and has made trips to Detroit and to and from the East Coast.

"Must Satisfy the Consumer"

Mr. Dempze is imbued with the idea that a cranberry grower must put out good quality fruit. "We must consider most, will the consumer be satisfied with the cranberries he or she buys from us?" The consumer is the final judge.

"Our best way to produce cranberries and to see that the consumer is satisfied is through cooperation. A cooperative is just a bunch of fellows working together to do things the best way and the

right way."

He added that "Del" Hamrond, was doing a good job for the Wisconsin Cranberry Sales Company as general manager.

More than one and a quarter million tons of bituminous coal were shipped from the Port of Rochester, N. Y., to Canadian ports last year.

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Years of marketing experience by the American Cranberry Exchange will prove invaluable in the directing and distribution of the fresh fruit crop of 1951; and years of marketing experience by the National Cranberry Association will likewise prove invaluable this season in the distribution of the processed crops of members.

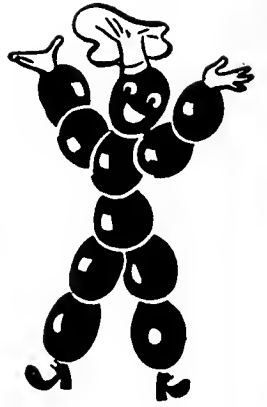
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The cranberry season is several days advanced compared with last year. Insect activity has been about normal. Joe Kelley and the writer have yet to see a gypsy moth caterpillar in the areas treated during the last two years under the special aerial spray program. Growers should check their bogs during July for fruit worm, leafhoppers, weevils, spittle insects, and the second brood fireworms. A few suggestions for controlling these pests are outlined as follows: An accurate egg count is the key to proper timing of sprays and dusts for controlling fruitworm. *Ryania* is given first place in the list of treatments for this particular insect (See the insect and disease control chart). Leafhoppers are plentiful on many bogs and should receive special attention. The new brood of weevils and the adults of the spittle insect will be found on bogs about mid-July or a few days earlier this year. DDT will control both of these pests.

The control of ditch weeds is a topic that has received relatively little attention, but is an important part of good bog management. Dr. C. E. Cross has kindly prepared some very timely information on this subject, which is as follows:

Notes on Ditch Weed Control

One of the more neglected phases of cranberry bog management during the last three depressing years has been the cleaning of ditches. The actual digging out of silt, sand, and weeds is laborious and costly, and few growers at present can afford such care for their drainage and irrigation ditches. However, weed-choked ditches are often responsible for the production and distribution of many troublesome bog weeds, and under present

conditions it is important that growers kill or burn off the weeds growing in the ditches with some form of weedkiller. The knapsack sprayer is a very useful tool in this work, particularly if the nozzle opening is enlarged to at least 1/16 of an inch in diameter. Then 1/2 lb. of sodium arsenite should be dissolved in a sprayer-full of water (2 1/2-4 gals.) and sprayed rapidly, and with good pressure on the ditch weeds, holding the nozzle low to avoid spray drift onto cranberry vines. Each sprayer-full should cover 150-200 ft. of narrow ditch and should not take more than twenty to twenty-five minutes to spray. Best results are attained when the ditches are dry, but this spray will kill to the water line where standing water remains in the ditch and much seed production is stopped by even this sort of spraying.

Ammate can be used instead of sodium arsenite if a non-poisonous material seems advisable. Two and one-half pounds of ammate is needed for each knapsack sprayer-full of water. The same care must be used to keep ammate off the cranberry vines that are wanted, and the sprayer must be washed carefully with soapy water immediately after using ammate to prevent excessive corrosion.

Occasionally, growers have part of a drum of Stoddard Solvent left at the bog and would like to use it to advantage in order that the drum may be returned for the deposit charge. This material makes a good ditch weedkiller, particularly when the weeds are loosestrife, asters, brambles, or rushes. The knapsack sprayer nozzle opening should be a little less than 1/16 of an inch for spraying Stoddard, and heavy spraying

is not necessary. This is the time, and the ditch is the place, to see how far a sprayer-full can be stretched—sometimes 400 ft. of ditch can be sprayed with one filling (thirty minutes). All weeds and cranberry new growth will be burned by it—best results in damp or hot and humid weather.

A wet ditch full of grasses, rushes, and tussocks of sedges sometimes dries out during July and August, at least to the point where no standing water remains on the surface. If such a ditch is treated with kerosene from a watering pot, frequently the roots as well as the tops of the weeds are killed and the ditch remains weed-free until new seed germinates.

Once or twice a year, growers should drag a hook or potato-digger completely around their bogs in the shore ditches to discover and pull out runners of the small bramble, poison ivy, Virginia creeper or morning glory which may be crossing the ditch from the shore to anchor its roots on the bog. Failure to stop these invaders at an early stage can cause great trouble in a year or two.

The drainage of many Massachusetts bogs has decreased during the last three years, both because the ditches have not been cleaned during that time and because summertime drouth has forced many growers to carry the water high for irrigation. These factors are responsible for the increasing populations of cut grass, rushes, and other "water weeds". If rains continue to be frequent, it seems advisable to drain the bogs as much as possible, by killing or burning the ditch weeds, even greater drainage will be possible.

-INTERESTED-

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sale.

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**HAMMOND APPOINTED TO
WIS. STATE BEEKEEPING
ADVISORY COMMITTEE**

"Del" Hammond, of Wisconsin Cranberry Sales Company, has been appointed to the Wisconsin State Beekeeping Advisory Committee set up by the Department of Agriculture. The use of bees on Wisconsin marshes has increased tremendously and is considered an important pollination factor.

D. N. McDowell, director of the Wisconsin Department of Agriculture, Claire L. Jackson, chief, administration division. E. L. Chambers, State Entomologist and two others from the U. S. Department of Agriculture were visitors at Wisconsin Rapids last month. Miss Jean Nash, president, Sales Company; Mr. Hammond, President Henry Duckart and Manager Leo Sorenson of the Mid-west Cranberry Company took them on a tour of some of the area marshes. It was the first time that Mr. McDowell had been in the Wisconsin cranberry district.

Eggs are an excellent source of protein. They contain the eight essential amino acids.

More farm families produce and sell eggs and poultry than any other farm commodity.

**NEW STEVENS VARIETY
PLANTED IN WISCONSIN**

The Stevens Variety, named after the late Dr. Neil E. Stevens is now being propagated at several locations in Wisconsin. For the past few years final work on this variety in Wisconsin, insofar as expenses are concerned, has been contributed to greatly by the Wisconsin Cranberry Sales Company with help to the Biron nursery, where this variety was propagated.

Cuttings are now planted as follows: Midwest has its vines at the Potter and Son marsh, the Sales Company at the Tony Jonjak marsh, Hayward, the Vernon Goldsworthy marsh at Three Lakes, the Gerald Brockman marsh at Vesper and the Biron Cranberry Company marsh. Cranberry Growers, Inc., also has plants as well as the O. L. Hotz Cranberry Company and the Fred Barber marsh.

However, it is to be anticipated a number of years will elapse before any appreciable amount of acreage will be planted to the Stevens. Yet, under the present planting schedule there are cuttings in all areas of the state to see the different reactions to climate conditions.

CAMPERS!—Douse your campfire—KEEP OUR STATE GREEN.

WESTERN PICKERS Inc.

**1172 Hemlock Avenue
Coos Bay, Oregon**

At this point it is well to remember the basic theory and principle of the Western Picker:— That if friction is neglected the vines will be pulled up along the upper side of the teeth by the powered rubber covered vine roller to the point where they are at right angle to the teeth and are tangent to the vine roller mounted below this point. The sickle is placed just behind the line so that any normal length vine will be pulled down through the teeth by the powered rubber roller before the sickle will cut the vine. For vines longer than normal the rubber lugs mounted on the conveyor belt engage the top ends of the vines and pull them into the sickle. For this reason the lower end of the conveyor is called a picking element.

Since the friction on the teeth varies at different times of the harvest season and for different types of vines and for different degrees of dryness of the vines, the position of the vine roller may have to be changed accordingly.

In general this distance will vary on both sides of 12-1/2" from the points of the teeth to the face of the vine rollers. In the vines that have been well trained and are not too heavy a 12 inch setting can be used. For pruning new heavy growth the first time, a 13 inch setting may be used with the forward conveyor roller just clearing the teeth. This setting has been found most useful in rehabilitating old, run-down bogs.

Western Pickers are still available for this harvest season.

BE NEIGHBORLY

Do a fellow grower a good turn. Tear out this coupon, give it to him. Every cranberry grower should be a reader of CRANBERRIES magazine.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JULY 1951 - VOL. 16, NO. 3

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$5.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1879

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Bloom Heavy

The bloom on bogs is heavy, generally speaking. This seems to be true of both early and late water. Every indication is that there will be at least an average crop—and probably more.

Insects Not Bad

As June ended, insects were not causing undue trouble. They were in fact, a little less troublesome than normal, if anything. However, there was a great deal of late water and, as the crop matures there could be more trouble than is now anticipated.

Rainfall Below Normal

The rainfall for the month was but 1.38 inches as recorded at the State Bog at East Wareham. This is about half of normal. The hottest day of June was the 25th with 89 degrees, the coolest was 42 on the 7th and the 12th.

KEEPING QUALITY

Dr. Franklin's final keeping quality forecast came out in mid-June as follows: "The general keeping quality of cranberries this Fall will be poor. If the rest of June is cooler than normal, the keeping quality will not be as poor as in some years. Present conditions suggest that those bogs which usually produce poor quality fruit should be treated with a fungicide immediately."

At the end of June notice was sent out by Plymouth and Barnstable County agents that "conditions this year call for special attention to control of Fruit Rot. The second application of a fungicide should be made toward the end of the blossoming period."

With the ending of the month

it was said at the State Bog that the month had not deteriorated conditions any, as there was some coolness toward the end, and in general June had not been as unfavorable to quality as had the previous months.

Fruit Worm Clinics

Fruit worm clinics were held July 5th at 7 p. m., at the State Bog; on July 6 at 10 a. m., at the Erwin Gorham Bog, Bryantville, and the same day at 2 p. m., at the John Egger Bog, Lakeville. Assistance on fruitworm and other problems were given by members of Extension and Experiment Station staff.

WISCONSIN

Budding Below Normal

Insofar as the crop is concerned, it still is too early to tell just what the situation will develop into. The budding was below normal, but the growth and development about normal as of the end of June.

June was a cool month, with temperatures below normal. Rainfall was about normal, water supplies for irrigation or a possible frost were adequate.

Crop Affected

The frost damage in the Northern Areas on May 9 and 10 was serious. Winter injury is considerably more damaging to the crop than anticipated. This will affect the crop materially.

Insect problem is not too bad, but all growers are working on a program for fruitworm. First sprays were put on some marshes about June 25.

Personals

J. W. Milligan, formerly frost

meteorologist in charge of Wisconsin Frost Warning Service has been ill for some time and has been forced to take a leave of absence. His replacement is Arthur F. Wolford who has had ten years of experience in Florida in fruit forecasting work. He arrived at the Rapids on June 10 and will be on the job for the remainder of the season.

Mather had a rather unusual celebration recently. Mr. and Mrs. Brimshaw, Mr. and Mrs. B. R. Mitchell and Mr. and Mrs. Sherman Baker, all celebrated their 50th wedding anniversaries. Mr. and Mrs. Brimshaw and Mr. and Mrs. Mitchell are long-time members of the Wisconsin Cranberry Sales Company.

WASHINGTON

Prospects Better Than '50

By end of June all bogs were in full bloom. While it was too early to make any definite prediction, but in opinion of D. J. Crowley crop should be a little larger than last year, 33,000 bbls. There has been some frost damage, it has developed and this was chiefly on the night of May 28 when a rainy spell cleared up unexpectedly and several growers were caught napping. The frost was spotty and apparently all the alarms did not work that night.

Fireworm

Growers who failed to spray for the last few years are finding that the fireworm is coming back and are having to put on extra dosages to handle the pests.

With surpluses being disposed of, growers feel more encouraged and that the crop of this year will be sold at more reasonable prices.

Annual Field Day

Annual Field Day at the Long Beach Experiment Station has been set for August 24. Among other interesting features, growers at that time will have an opportunity to see some of the seedling crosses in production. Reports of other experiments at the Station will be given.

Exceptionally Freak May Frost

According to "The Cranberry Vine", the mimeographed publication of County Extension Service, South Bend, prepared by Ralph E. Tidrick, County Agent, that was rather an unusual frost on the night of May 28. The mercury dropped to as low as 26 on some bogs, but it was extremely freaky in its spottiness. To illustrate, he tells of a grower at Grayland. Sections of his bog were hard hit yet his frost alarm failed to go off. He had two of the alarms located in places that are normally cold spots for him. The temperatures in those spots never reached the danger point so he was not aroused to the danger.

Weather Extremely Dry

It is suggested by Dr. Crowley that it is a good idea for growers to sprinkle-irrigate bogs at least once a week, if water supplies permit. Tidrick suggests that growers who do not have sprinklers compare their crops this Fall with the crops of the growers who have. "It might show you how you have lost some of your profits."

"Red" Leaf and Lecanium Scale

Growers are urged to watch for Red leaf spots in heavy vine growth or where frost injury has destroyed the crop.

Some Lecanium scales have been hatched at the Experiment Station in order to carry on tests for control of the migratory scales. Parathion and Metacide have given good kills with nicotine sulfate also giving satisfactory control.

Neighbors Being Hurt

A few growers aren't spraying for fireworms, and they are being hurt, but what is equally important is that they are hurting their neighbors, as well. When the fireworm millers appear to lay eggs for the second brood, the wind blows them around over two or

three neighboring bogs on the down-wind side. Of course these lay eggs, too, and the worms that hatch make extra spray applications on the part of the innocent neighbor. The bogs are so close in many areas that only ditches separate one bog from another man's property. "A neighbor who fails to spray for insects or to control weeds can be a headache and the cause for a great deal of worry and expense," says "The Vine."

"Cat Trails"

Tidlick says he hears complaints about neighbors with cats on their place. It seems the cats like to make trails along the edges of neighbors' bogs.

Early Season

Finally the growing season at end of June was about ten days ahead of last year and the berries were expected to be all set before the 4th of July.

Annual Meeting of National Cranberry Is July 17th

National Cranberry Association will hold its Annual Meeting at the Hanson (Massachusetts) Plant on July 17 at 10:00 a. m. The mid-July date was set to allow time

for the auditors to complete their records.

Financial and sales reports will be given by department heads and the district salesmen will be present to outline the market situation in the various sales territories. The new fresh cranberry packing room will be open for inspection.

All growers, whether members or not, are welcome, as usual, the Association announces.

Mass. Growers to Import Puerto Rico Labor

A representative group of cranberry growers, meeting recently at the A. D. Makepeace Company, with Francis J. Butler, chairman, and "Dick" Beattie, secretary of the cranberry labor committee, decided to import Puerto Ricans for harvest labor to the number of 300. This is being done through Massachusetts Employment officials.

The 300, who are expected to be trained agricultural labor, although of course not in cranberry picking, will arrive Sept. 1 to remain for a period of 12 weeks. They will come by air, 60 to a plane. At present, there is no arrangement for a central housing

(Continued on Page 11)

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American Cranberry Exchange Completes Its Move To New Bedford, Massachusetts

Also Announces Appointment of Merchandising Manager—Lloyd R. Williams of Presque Isle, Me.

American Cranberry Exchange in early June made the move from 90 West Broadway, New York in which city it has been located since 1907 to New Bedford, Massachusetts former world famous "Whaling City," and now a leading textile community. Manhattan, of course is on the Hudson River, New Bedford is on the Acushnet, and though whaling has gone, New Bedford is still a busy port, with a large fishing fleet and still a point of tourist attraction.

None of these were reason for the move which is, as previously announced, to have the main executive office of ACE nearer to the largest cranberry growing area, Plymouth, Bristol and Barnstable counties. New Bedford is in Bristol, but within a few miles of Wareham; Carver or Middleboro. New Bedford, was picked over a town definitely with the cranberry area because it offers better hotel, airplane and rail facilities.

The location of the new offices is the top floor of the Stone building at 5 South Sixth Street in the business center of the city. Floor space is about 1,600 square feet, or approximately that of the old quarters in New York, although there is not the extra storage space there was on lower West Broadway.

"We are pleased to be nearer the great bulk of the growers than we were in New York," says Harold E. Bryant, recently named executive vice-president and general manager. All the staff have found living quarters in or near New Bedford. Mr. Bryant and family are at "The Cedars," Crescent Beach, Mattapoisett; Clyde McGrew, secretary; Miss Elizabeth McNally, advertising and publicity director; Miss Kathryn F. Pratt, treasurer; and "Bill" Kernochan,



Lloyd R. Williams

traffic manager, all in New Bedford. Stanley Benson has resumed living in the house he formerly occupied in Lakeville before he joined the staff in New York.

Adds New Man to Staff

In mid-June the Exchange announced that Lloyd R. Williams for the past three years advertising manager of the Maine Potato Growers had been added to the staff as merchandising manager of the Exchange.

Williams will assume over-all direction of the organization's merchandising activity, together with publicity and membership relations. He will spend much of the next few months in coordinating Fall merchandising plans with the United Merchandising Institute.

"The work of the Institute," Mr. Bryant has said, "has been of interest to many shippers, but for the most part it has not been possible for them to participate directly. The Exchange, as a shipper, is bridging that gap by having Mr. Williams, as well as Lester Haines of Chicago office, working with the Institute in laying groundwork for the Fall selling campaign."

Williams is 35 and a native of Connecticut. He was graduated with a B. S. Degree in Agricultural

Economics from the University of Connecticut in 1938.

Following graduation he worked for the Connecticut Department of Agriculture as a market reporter for fruits and vegetables, and as an inspector of agricultural food products. While with the department, he organized fruit and vegetable display contests and conducted marketing surveys at retail stores.

With U. S. D. A.

In 1945 he was appointed Information Specialist for the United States Department of Agriculture, where he helped conduct merchandising campaigns for abundant foods, and supervised the distribution of market news information going to newspaper and radio stations in the Northeastern states. After that he was a member of an advertising agency staff in New York, as copywriter for the agency's agricultural accounts.

He is a member of the Presque Isle, Maine, Kiwanis Club, a director of the New England Institute of Cooperatives, and a member of the Information Committee of the National Council of Farmer Cooperatives. He is also a member of the Chamber of Commerce of Presque Isle, which is the headquarters for the Maine potato growers' Association.

In speaking of immediate plans Mr. Bryant asserted some changes are to be made which he thinks will better sales of the Exchange fruit. An important fea-

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ture will be more concentration upon merchandising, which is why Mr. Williams and Haines were trained through UMI.

"We are going to review our representatives in terminal markets, that is, our brokers. We will strive to make 'Eatmor' of more importance to the trade, by establishing the best of possible relations. We want to make them more conscious of 'Eatmor', do a better selling job with all outlets, wholesalers, jobbers and chains, but at the same time not neglecting consumer advertising.

Objective More Cranberries Through Outlets

"The real objective is, naturally, to concentrate upon the marketing angle to the end that more fresh cranberries will pass through the the outlets and into the hands of the consumers."

Although Mr. Bryant has as yet visited only a few of the Massachusetts bogs or growers, as individuals he hopes to get out into the field for close relationship between the executives and the members. He has appeared at several meetings in Massachusetts already, and has made two trips each to New Jersey and Wisconsin. He's beginning to feel better acquainted.

The practice of cutting or topping shade trees will often kill the tree or cause decay and weakening of the branches. Thinning the treetop by carefully removing an entire branch is a better method.

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Cranberry Bog Muskrats Under Study In State of Massachusetts

(Information Educational Leader, Massachusetts Division of Fisheries and Game, Upton, Mass.)

by Bryant R. Chaplin

Everybody has problems of one sort or another, but few people outside of cranberry growers have problems like those caused by our principal fur bearing aquatic mammal, the muskrat.

Mr. Muskrat loves the shallow water and handy bank-site homes provided by standard growing practices in the bogs of Massachusetts and other states. Being an energetic rodent who burrows into retaining walls and ditch banks, he is the cause of considerable effort on the part of growers who must repair and control the damage he does. The muskrat may not be in a class with insects and diseases that also harass growers, but he's a pain in the pocketbook just the same.

The Pest Under Study

Musk rats, along with other fur bearing animals common to the

state, are under study by Winston Saville, wildlife research technician of the Bureau of Wildlife Research and Management, part of the Massachusetts Division of Fisheries and Game. Saville is investigating the economic value of fur bearers to the people of Massachusetts, and has found that the muskrat's worth is almost double that of his nearest competitor, mink.

Studies are also underway to determine the best possible dates for annual open seasons in order to make the most of the crop of rat furs and yet leave sufficient seed stock for future years. Saville is taking into account also the time of the year at which muskrat pelts become prime and are therefore of the greatest value.

While the muskrat is under censure by cranberry growers and under study by the state's Division of Fisheries and Game, he is also the piece de resistance of the commonwealth's fur trappers. Falling prey to milady's demand for fine

You can have confidence in the Cape Cod Cranberry Cooperative Inc.

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The muskrat. He may someday grace some woman's shoulder's, but in the meantime he's having a gay time digging into dykes in the cranberry bogs. Massachusetts growers have an opportunity to cooperate with the Division of Fisheries and Game in finding ways to control his numbers.

(Photo courtesy of Worcester Museum of Natural History)

furs in the latest fashion, some 2600 trappers go afield each year to reap a harvest of rat pelts that amounted last year, for example, to \$187,511.80.

The total economic value of muskrats cannot be computed, for their monetary worth extends beyond mere income to successful trappers, into the realm of a vast fur industry, dedicated to woman's eternal desire for fur coats.

**Must be Controlled,
Yet Conserved**

At the present time trapping is the only really effective method of control of muskrat damage available to cranberry interests, and it is the only one which takes advantage of the rat's money value. Trapping can be done by the grower anytime during the year, providing each kill is reported to the Division of Fisheries and Game, under laws which protect landowners from damage by wild creatures, or it can be done by licensed trappers during open season.

ers trapping their bogs. One owner reported recently that he leased trapping rights to local men and found the system to be successful. In any event, ways and means must be found to control muskrats and yet realize something from their value as a wild-life resource and producer of expensive furs.

Growers Being Contacted

Saville is planning to contact a representative group of cranberry growers on these problems and is inviting their opinions as to the best possible open season dates to coincide with their operations on the bogs. A few growers already contacted seem to feel that the fall of the year is best, as crops are in by then, and that rats taken out then won't be free to dig holes during the winter.

Saville's work on this study can be greatly facilitated by the cooperation of all growers whom he contacts during the next few months. Growers who desire to add to the information are invited to write him at the Phillips Wildlife Laboratory, Upton, Mass. As many letters and personal contacts as can be obtained will add to the effectiveness of the study, which in the end is designed to benefit landowners, growers and trappers alike.

The latter plan obviously takes greater advantage of the muskrat's value, although some owners may prefer not to have strang-

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REPORT OF MEETING OF DIRECTORS OF CRANBERRY GROWERS MUTUAL WITH MASSACHUSETTS SELLING AGENTS

by Chester W. Robbins
Secretary of Mutual

The board of directors of the Cranberry Growers' Mutual, (the recently organized group of Massachusetts growers) met at Memorial Town Hall, Wareham, the evening of June 21, with the principal distributors of the area invited to discuss in what way the Mutual could best cooperate with the distributors in successfully marketing the coming crop.

Nearly the full board of directors was present including the secretary, and president Nahum B. Morse who presided. Representatives of all agencies invited attended, as follows: Harold E. Bryant, General Manager of American Cranberry Exchange; Marcus L. Urann, President National Cranberry Association; Melville C. Beaton, Beaton Distributing Agency; Orrin G. Colley, President Cape Cod Cranberry Cooperative; William Decas of Decas Brothers; Peter A. Lesage, of Yarmouth and Plymouth; and Howard Morse of Morse Brothers, Attleboro.

The keynote of the meeting was greater unity within the industry, and the fact that it lasted from 8 to 11:30 p. m., attested to the interest and enthusiasm this new organization is creating among all branches of the industry in Massachusetts. The desirability of extending the MUTUAL to the cranberry areas of New Jersey, Wisconsin, and the west coast was favorably discussed. It was agreed that there is a definite need for an over-all aggressive campaign to promote cranberries in which all growers might directly participate. It is believed this can best be brought about through a one hundred percent membership in the MUTUAL.

Crop Allocation

Allocation of the crop between fresh and processed fruit was debated, it being pointed out that not a sufficient percentage of the crop was controlled through the various agencies to permit the job

being done as it should be done. The control of the flow of berries to the different markets was touched on, but no definite plan for such control was suggested. The necessity for a good pack was again stressed as of vital importance in marketing problems.

The desirability of establishing some sort of "clearing house" to which shippers could report current information and items of interest to other shippers of this area, was discussed. This is particularly true of shipments which for various adjustment such as re-screening, turning over to canners or a reduction of price. If information on such items could be immediately relayed to all distributors through such clearing house, it would often remove a charge of price cutting and aid in maintaining prices.

No Decisions Reached

No decisions were reached at this meeting. It was called primarily to ascertain in what way the Mutual might assist the selling of the crop to the very best advantage.

Regional meetings are being scheduled for Barnstable and Plymouth Counties, to inform the growers of what has been done to date and what is expected to be accomplished to increase the membership to the point where growers will acquire a voice in the pricing and marketing of their crop.

Membership

Membership cards are now available and will be mailed out to all who have paid dues of \$2 as voted at the last general meeting. All those wishing to join this progressive growers' organization should not wait to be asked but should contact the secretary at Onset, or any one of the directors in your area.

We take this opportunity of thanking the representatives of the various sales agencies who attended this meeting, and hope it will be one of several which, if carried forward on a high plane of

mutual cooperation, will surely result in a strengthened market and therefore better prices.

SUBSEQUENT MEETINGS OF GROWERS MUTUAL

The first open regional meeting of the Cranberry Growers' Association was scheduled to be held at Cotuit on the Cape on the evening of July 17 at 7:30. All interested growers were invited to attend. The meeting was arranged by Charles N. Savery, secretary of the Upper Cape Cod Cranberry Club.

The directors and officers of the Mutual were invited by Marcus L. Urann, president of NCA to meet with officials of that cooperative at the Chicken House, South Middleboro the week of July 9. There was a discussion of marketing problems.

An invitation for a similar meeting has been received from Harold E. Bryant, general manager of ACE. This meeting is to be the week of the 16th.

MASS. BLUEBERRY GROWERS' ASSOCIATION VISIT RHODE ISLAND

The 7th annual Mass meeting of the Southeastern Massachusetts Blueberry Growers' Association was held at the University of Rhode Island in Kingston, Rhode Island, on Thursday afternoon, July 12.

Dr. E. P. Christopher, Head of the Department of Horticulture, was host to the Massachusetts growers and, following lunch at the school cafeteria, conducted a tour of the college blueberry plantings. After the tour, Dr. Christopher and members of his staff reported on the results of recent experimental studies in blueberry culture conducted at the college.

President Charles Cherry of the Blueberry Association arranged that members and guests meet at the Middleboro traffic circle at the junction of routes No. 28 and No. 44 at 10:00 a. m.

This meeting is being sponsored by the Southeastern Massachusetts Blueberry Growers' Association with the cooperation of the Plymouth County and Massachusetts Extension Service.

Late Massachusetts Developments

July Hot and Dry

July has been a hot and dry month. Temperatures at the State Bog in the shelter reached 86 on three days, the 3rd, 7th and 8th. Departure from normal up to the 10th as recorded at Boston was 20 degrees plus. For the year, 899 plus.

Rainfall as recorded at the State Bog through the 10th was but .29 inches. Departure from normal (Boston) was minus .53. Departure for the year, however, (again Boston) was plus 3.85 inches.

Dryness May Help Quality

In commenting on these facts, Dr. Chester E. Cross of the East Wareham Station staff said: he didn't believe the hot July weather was having much effect upon the crop one way or another, except for the lightness of rain so far, added to the scantiness all told since June 1st, might have an effect upon the keeping quality, which would be definitely favorable. This

being so, it would tend to increase the crop in size.

550,000 Bbls.—Dr. Cross

He looked for a crop "not so big that we can't sell it all. For a guess, I will estimate a Massachusetts production of about average, say 550,000 barrels." (Dr. Cross has proven about right before.)

The July heat was improving the prospects of a larger crop for next year. The sunshine factor up to July first, for next year's harvest was approximately dead normal, he added.

APPLE CROP FORECAST AS A LARGE ONE

A large apple crop was forecast as in prospect for New England by the New England Crop Reporting service on June 19. Estimate is above average but a little less than the very large crops of the past two years. The Nation's '51 production was indicated as slightly above average but somewhat smaller than the 1950 production. Progress of country's crop averages one to two weeks earlier than last year in most important areas, but close to average.

Ocean Spray Now Making A New Dietetic Sauce

Ocean Spray is now making a new dietetic cranberry product that promises to be a welcome boon for consumers on sugar free and salt free diets, NCA announces. The natural sugar content of cranberries is low to begin with, about half that of most fruits, and no sugar or salt is added to Dietetic Cranberries. Sucaryl Calcium is used for sweetening, making the calcium content of the finished product 45 milligrams per 100 grams. The new sauce contains only 10 calories per 100 grams.

Dietetic Cranberries are packed in 12-oz. jars that show the bright, tempting color of the berries. Shipments have commenced and the new product will soon be available to retail stores in all markets.

The roots of a common weed, the oxeye, have yielded an insect-killing chemical that may be more powerful than pyrethrum and yet just as safe for humans.

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(Continued from Page 5)

development. Each grower will receive a quota and agree to provide adequate facilities. A plan for such a center is being worked on, however.

Growers who will contract for the labor include Cape Cod Cranberry Company (Uran), A. D. Makepeace Company, J. J. Beaton Company, and these will take most of the number. There is not much interest so far in the project among the smaller growers.

Massachusetts growers in years of emergency labor shortage in the past have utilized Jamaicans, Bahamians, Kentuckians, and one year some German prisoners of war.

WELL-LIGHTED YARD MAKES FOR SAFETY

Floodlighting the yard and walks around the home or greenhouse makes for safety and security. This is made easier and cheaper by the self-contained reflector flood and projector spot lamps which will stand the weather.

Special receptacles are available for these lamps. These have swivel joints to make it easy to focus and direct the lights.

Recent development of a low wattage control system further reduces the installation cost because wires servicing the lamps need not be extended to the switching points, and small capacity wires interconnect the control switches. This means that any or all of the lights can be turned on from a number of different switch locations.

MOST LAWNS NEED LIME

Most lawns need lime. Without it, grass lacks the extra strength required to carry it through the summer.

Ralph E. Engel, turf specialist at the College of Agriculture, Rutgers University, says that lime usually is needed at the rate of 50 to 75 pounds per 1,000 square feet, every two or three years. A soil test will tell for sure if a lawn needs lime.

Early application of lime will give the most benefit to the lawn.

GOLDSWORTHY ACTIVE AT THREE LAKES WISCONSIN

Since Vernon Goldsworthy resigned as general manager of the Fruit Growers' Cooperative at Sturgeon Bay, Wisconsin, he has been interested in a number of personal ventures. He resigned as general manager of Wisconsin Cranberry Sales Company some years ago and later took the position at Sturgeon Bay.

His own marsh at Three Lakes in the Northern part of Wisconsin is now one of 75 acres and he is getting ready another 15. He also has interests in several other properties which require time.

He is considering the start of a cannery at Three Lakes, which would process a wide variety of products. Wisconsin has a bumper crop of blueberries and he plans to make a number of selections this Summer when the fruit is ripe and then next Spring set out at least 40 acres from the selections. He feels the native low bush has a lot of promise, if some one takes the interest to properly care for them. This would be one of the crops, besides cranberries, he would be interested in canning. He feels the high bush variety is distinctly "out" for Wisconsin.

He has been doing considerable research work at Three Lakes with various petroleum products for weed control in cranberries. He also has been supplying Searls Jumbo vines to a grower in Canada, George Holland of Toronto, and also vines for two growers in Michigan.

Concerning the production of cranberries in Wisconsin this year, Goldsworthy, who made some accurate estimates while with the Sales Company, says it is his personal opinion Wisconsin will have the smallest crop in the past several years, perhaps 150-175,000 barrels. As July began he felt bloom was normal, but lots of vine growth which could mean a big crop for 1952. He is also encouraged about price possibilities this Fall, as are many others. Wisconsin growers he says are going in more strongly for fertilizing than they did at one time.

WISCONSIN GROWER PASSED AWAY

Ambrose B. Collier, who was a long-time member of the Wisconsin Cranberry Sales Company, passed away at his home June 6, at the Wisconsin General Hospital at Madison. His home was at Friendship, near which his bog was located.

Mr. Collier was born in Marquette County on September 6, 1885. For a time he operated a box factory at Needa. He served in the Wisconsin State Legislature as Senator, 1939-1940, representing Adams, Juneau, Marquette and Monroe Counties.



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Mother Goose To Be In Wisconsin's Coming "Cranboree"

"Mother Goose in Cranberryland" has been adopted as the theme for the 1951 "Cranboree" parade Saturday, September 29, at Wisconsin Rapids. This was decided by the Rapids Chamber of Commerce which sponsored the affair for the first time last year.

The parade chairman believed that the various nursery rhyme characters and situations would offer excellent possibilities for business firms to "tie-in" with their products or services, and that floats of this type would delight children especially. The parade is expected to draw up to 50,000 people this being based upon last year's initial event. Possibility of erecting stands at strategic points along the parade route in the city is being discussed.

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The National
Cranberry Magazine

The chamber group in charge decided to operate two souvenir stands during the "Cranboree" and authorized the purchase of 4,000 "Cranboree" buttons to be sold in connection with the queen contest. A supply of match-books bearing the official "Cranboree" emblem have been ordered and will be offered to taverns and restaurants and other business outlets at \$15 per 1,000 to finance and advertise the event.

There will also be an "official" song of the day.

NCA Third Advance On 1950 Berries

National Cranberry Association will pay a third advance to members for cranberries delivered to the cooperative from the 1950 crop, according to a recent vote of the Executive Committee.

The first advance of \$5.00 was paid last Fall when the berries were delivered and a second advance of \$1.00 was paid in May. The third advance of \$1.00 paid in June, brings the amount paid

A British scientist accidentally discovered that 2,4-D killed weeds while he was attempting to increase oat yields with the hormone.

so far up to \$7.00 a barrel. Further payment on the 1950 crop is expected in the Fall when the pool is closed.

National's financial position on May 31, 1951, the close of the fiscal year, is the best in its history officials say. Sales to the civilian market made an increase of 1,000,000 cases over the fiscal year ending May 31, 1950. For fiscal year ending May 31, 1949, sales were 2,510,238; fiscal year ending May 31, 1951 totalled 5,143,504 equivalent cases to all markets. (Equivalent being used because dehydrated berries are included).

This represented a gain of 31 percent in civilian sales while government business including school lunch, canned cranberry sauce sold to the military and dehydrated berries, brought the overall increase up to 58 percent.

National has been on a current basis since January, 1951, when the carry over from a series of bumper crops was used up. Marcus L. Urann, President of the cooperative, estimates that the present supply of cranberries will just about take care of Ocean Spray demand until the 1951 crop is harvested.

PENINSULA CRANBERRY CLUB MEETS

A mid-June meeting of the Peninsula Cranberry Club (Long Beach, Washington) fixed the date for the Annual Cranberry Field Day as August 24. D. J. Crowley spoke on the dangers of frost as there had been some injury at Graylands. Charles Nelson, County Agent, reported that the use of 2, 4-D in certain mixtures has seemed to offer promise in combatting horsetail and also destroying young willows that spring up.

A committee was named to make plans for a cranberry float for the Saddle Club parade on July 22. Dr. J. Harold Clarke showed color slides, illustrating scenes of cranberry culture on Cranberry Farm. A luncheon was served by Mr. and Mrs. Guido Funcke and Mrs. Redlund.

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THIS YEAR HAD BETTER BE BETTER

WITH harvest time now only a matter of a few weeks away, this climax of the year is being awaited with unusual interest. This is probably a more crucial year than many. With the bugaboo of the surplus considered to be overcome, the courage of the growers, from its lowest ebb, has been rising. In all areas the producers seem to anticipate a better "break" price-wise this year.

There will be tremendous disappointment and undoubtedly very adverse effect upon the industry if this does not come about. Fortunately there are many indications and omens for better results. Industrial activity is high throughout the country. Unemployment is low. For instance, figures for unemployment in the heart of the Massachusetts cranberry area are way down, insignificant compared to a year ago. In this, witness the decision to hire imported labor again, for the first time in a number of years.

Buying power of the consumer should not be an adverse factor, despite certain "softness" economists note here and there. The problem is to induce the public to buy cranberries in sufficient quantity to clean up the crop in both fresh sales or for ordinary processing needs at prices which bring the necessary margin of profit to the growers. This effort the industry seems to be wholeheartedly making from the ground up. "Grower-level", so called, has become market conscious in the extreme. The distributors, perhaps, have become more conscious of the necessity for increasing emphasis upon "merchandising" the crop, of extending sales to new areas and spreading these out over the year in processed berries.

Certainly this "grower-level" is watching closely to see what the distributing end of the industry will do with the 1951 production. The industry has "dug in" on market thinking this year. It would seem that all this concentration upon selling effort must pay off.

IT is interesting to note that the Cranberry Growers' Mutual at its meeting of its board of directors at Wareham, did get the major Massachusetts distributors to meet with it as guests and discuss marketing plans and better promotion problems. Many

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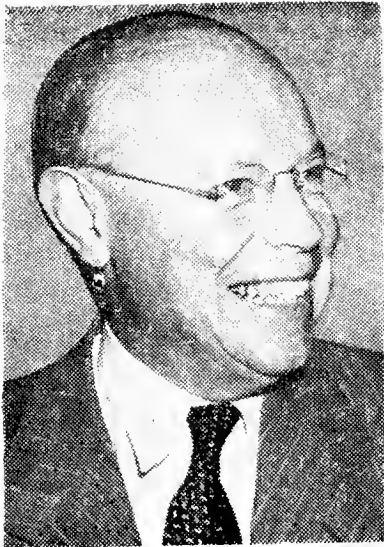
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felt that executives of the two major co-ops and independent agencies would never be induced to accept such an invitation. What will come of this remains to be seen. But there is the common meeting ground that the big crops we are now producing must be moved, to work on as a starting point.

SO Mother Goose is coming to the cranberry industry out in the Wisconsin "Cranboree" of next fall. We trust there will be no other fantasy or make-believe for the growers at that time.



ROBERT A. TAFT

Plans Progress For GOP Rally at Plymouth--Carver

Accommodations Planned For Nearly 2,000 at Edaville -Clambake, with 10,000 Expected at Plymouth Rock Ceremony.

Plans are progressing for the

big Republican rally Sunday, July 29, at which Senator Robert A. Taft is to be the principal speaker and which will include a huge clambake at Edaville, South Carver, Mass. At least 10,000 are expected to be present at Plymouth with provisions being made for nearly 2,000 at the bake, which is being put on by Norman Holmes of the cranberry industry.

Emphasis of the addresses is to be a return to "Plymouth Rock Principles," as much of the program is to be in that historic town, which is next door to Carver. The Taft address will be broadcast on a nationwide NBC hookup, as well as other portions of the program at Plymouth Rock. Congressman Joseph W. Martin, Jr., minority leader in the House of Representatives, Senator Henry Cabot Lodge, Jr., Senator Leverett Saltonstall and Congressman Donald W. Nicholson of Wareham, Massachusetts will be other speakers.

Included in the program will be a Pilgrim breakfast with a menu patterned after typical New England fare and served by Mayflower descendents in Colonial costume, and a church service in the historic First Pilgrim Church.

This GOP rally in the heart of

cranberry-land looks like one of the biggest events in a number of years.

POLYPLOIDY IN FRUIT IMPROVEMENT

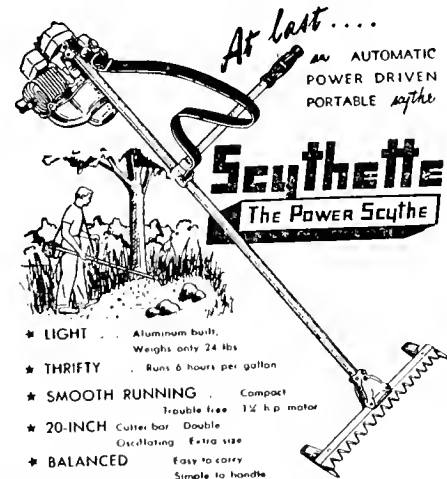
by George M. Darrow

(Dr. Darrow is principal Horticulturist of the United States Department of Agriculture at the famous Beltsville, Maryland Plant Industries Station. The following is a reprint, in part, from the publication of the Society for Horticultural Science, with permission of Dr. Darrow).

In the early 1920's certain little red raspberry varieties which I was then using in breeding had very stout canes with notably broad and thick leaves. Their leaves seemed more resistant to disease than many related varieties then widely cultivated. This character made them desirable for parental stock. However, when crossed with the more common varieties the seedlings produced were relatively sterile. In 1923, Longley (19) found that the common varieties of raspberry had 14 chromosomes in each of their somatic or vegetative cells; that is, they had two sets of seven chromosomes and therefore were diploids. On further examination he discovered that the stout-caned, broad-and-thick-leaved group had four sets, or 28 chromosomes per cell, and that the hybrids between these and the common varieties had three sets, or 21 chromosomes, per cell. Both of these latter types are classed as polyploids—forms in which three or more basic sets of chromosomes occur in the somatic cells. The one with four sets is called a tetraploid; that with three sets is classed as a triploid. It was further found that the relative sterility of the triploid hybrids was a result of, an unbalanced chromosome system. Thus, over a quarter century ago I was forced to take polyploidy into account in breeding programs—and it has been an ever-present factor in research on the fruits with which I have since worked.

Having found such a condition in raspberry, Longley (17) made a chromosome survey of the straw-

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berry where similar problems had appeared. In that fruit the native wild woodland strawberry (*Fragaria vesca* var. *americana*) was found to be diploid; an open-woodland wild strawberry of central Europe (*F. moschata*) was found to be hexaploid; while our common wild meadow strawberry (*F. virginiana*) and all cultivated garden strawberries were octaploid, with eight sets of chromosomes.

Longley (16) had previously surveyed the blackberries and found a polyploid series ranging from 2 to 12 sets of chromosomes. He also surveyed the blueberry group (18) for F. V. Coville and found three groups: diploid, tetraploid, and hexaploid.

In the raspberry, the tetraploids have strong stocky canes with large thrifty leaves in comparison with the diploid. In the strawberry, the hexaploid is sturdier than the diploid, and the octaploid stronger than the hexaploid. In the blueberry, tetraploids and hexaploids of the same species-group are generally somewhat more vigorous than the diploids. In the blackberry there are strong-growing species in each chromosome group, some of the diploids having about the same vigor as some of the 12-ploid group. But it is plainly evident that the 12-ploid blackberries bear a very different relationship to the diploid blackberries from that of the tetraploid raspberries or blueberries to their respective diploids. A true understanding of the effect of polyploidy and the use of polyploid material in breeding in any group must be based on a knowledge of the relationship of the polyploids to the lower-chromosome species and forms in that group.

The story of the evolution of the groups from which our small fruits have been derived is shrouded in the mist of the geological past. A botanical friend of mine, particularly interested in such things, informs me that each year evidence is being uncovered, indicating that flowering plants were present much longer ago than we have been suspecting. There is excellent evidence that, could we

have walked about in the land a million years ago, we would have found many plants much as they are today. There would have been quite recognizable strawberries; various blackberries would have been present, among them the direct ancestors of our present western trailing sorts as well as the eastern forms; and the blueberries already would have been sorted out into various lowbush and highbush kinds.

There is little question that some of these strawberries, blackberries of a million years ago were almost identical with some now living in our woodlands and meadows, and near moist seepages and streams; yet could we compare those with the living we also would be able to detect another series of changes. Some of these changes have been very slow—the gradual evolution which one might expect over a long period of time. But had we been present throughout the period and able to watch these changes, it also would have been evident that evolution did not always proceed at a steady pace, for outside factors often influence and accelerate the

development of new and different sorts. There is excellent evidence that, in the blackberries there has been a fairly recent and extremely rapid development of new forms—even within the last 200 years; the blueberries also have been evolving for a very long time, but certain types seem to have appeared only within the last century, and there is abundant evidence that newer forms are currently being evolved in the wild. The majority of these are polyploids.

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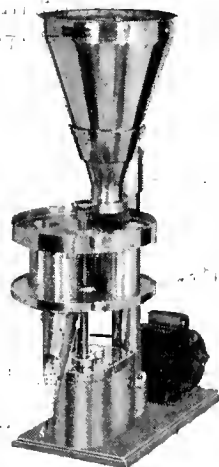
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Blueberry

The development of the blueberry occurred within the lifetime of most of those present. But the development of the blueberry as a fruit has occurred through millions of years, and polyploidy has played a large part in the process. The cluster-fruited blueberries in which scientists are interested are mostly eastern North American. There are about seven or eight diploid species, seven or eight tetraploid species, and three hexaploid species. It is particularly interesting to find both diploids and tetraploids of several of the same types of blueberries still growing in the same areas. Evolution in the wild is very active in this fruit today, just as it is in the blackberry. Several blueberry species are important in that their fruit is harvested in the wild, but those that have been most important in the origin of cultivated varieties are the tetraploid highbush, mostly of the Atlantic Coastal region, the tetraploid lowbush of the Northeast, and the hexaploid rabbiteye of southern Georgia and northern Florida.

In the Southern States one ancient species is the diploid *Vaccinium tenellum*, a low-bush drought- and heat-resistant form. In part from this species and also from a series of common ancestral species

the drought- and heat-resistant hexaploids *V. amoenum* and *V. ashei* (the rabbiteye) have evolved—the rabbiteye with the most vigorous and productive bush of all blueberries. The hexaploid *V. amoenum* is widely distributed in the southern States and may have evolved before the Ice Ages from the diploid *V. tenellum*. The hexaploid rabbiteye appears to be younger, seemingly having developed, in part, only within the last 15,000 to 20,000 years, much of this development having taken place only within the last century. The majority of the plants of it found in western Florida grow in what were rice fields, which the rabbiteye blueberry invaded when the plantations were abandoned during the war between the states. We have found no tetraploid of the rabbiteye group. We therefore crossed the diploid with the hexaploid and this past year have obtained a tetraploid, this has already been used to cross with the highbush to obtain hybrids with the earliness of the highbush and the plant qualities of the rabbiteye. Though we have experimentally produced a new and, we hope, very useful species just this past year, it is hardly possible that nature has not already evolved this or closely similar species, for the

hexaploid and diploid species are growing together in the South. As occurs so often, we have not sufficiently surveyed what nature has done for us, and, in this case, have found it easier to make what we want.

Stanley Johnson surveyed the lowbush blueberry of Michigan to select the best individuals for crossing with the highbush. Among the selections was Michigan lowbush No. 1. It seems to be, however, what we had been searching for—a tetraploid hybrid involving genes both of the very hardy light blue Canadian blueberry, *Vaccinium myrtilloides*, and of the lowbush species. It is probable that an unreduced pollen grain of the diploid Canadian blueberry fertilized a normal egg of tetraploid lowbush to produce the Michigan No. 1, or its ancestor. At any rate, in this selection, or in others yet to be discovered, we should find some of the desirable qualities of this Canadian blueberry species which we wish to utilize in breeding.

Cranberry

There are at present three recognized species of cranberry in the world; two are diploid and the third is tetraploid. As in the case of the blueberry, the diploid and tetraploid cranberries do not cross. The large acreages of cultivated varieties are now composed entirely of diploids, derived from the southern species. A more northerly and hardier species is tetraploid. To cross the commercial diploid varieties with the wild tetraploid, Derman and Bain proceeded as follows: they used colchicine to produce tetraploids of a majority of the cultivated varieties; these

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were then crossed with individuals of the more northerly wild tetraploid. The induced tetraploids of the cultivated varieties have been crossed and selfed, and these are now in the field for fruiting tests. The results are most promising. As yet there has been no opportunity to cross the extremely hardy high-arctic diploid species with the southern, commercial diploid varieties. When this is done, the best of the resultant hybrids could then be changed into tetraploids by the use of colchicine; following this the material then could be hybridized with the best of the new tetraploids races now undergoing field tests. The final selections would probably be a series of new super-hardy cranberries.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The weather, labor, and size of our crop are the popular subjects of conversation among cranberry growers as we near the harvest season. A few bogs were showing evidence of dry weather, but showers occurring July 28 and 29 relieved temporarily the drouth problem. From May 30 to August 1, only 2.87 inches of rain has been recorded here at the Cranberry Station, which is definitely below normal. The rainfall in August can be an important factor in determining the size of our crop. The drouths of the last few seasons have taught us that, when bogs begin to really suffer from lack of moisture, it is very difficult to properly irrigate them. Dr. Franklin suggests that bogs should be irrigated before the damage becomes aparent. Growers have been keeping the water well up in their ditches since early July. Some bogs have been flash flowed. Overhead irrigation equipment has paid good dividends this season.

Labor Problem This Fall

The harvest labor problem could be serious this Fall. A special cranberry labor committee, in cooperation with the Division of Employment Security, has completed arrangements for the importation of approximately 300 Puerto Ricans for the harvest season. These men have been contracted for the period September 1 to December 1, 1951. As usual, there are many details involved with the importation of labor. The man who guided this special project is "Frank" Butler, chairman of the cranberry labor committee. He has performed an excellent service for the industry.

We have had about a normal fruit-worm season to-date (Au-

gust 1). However, fruit worms have been more plentiful this year than last. A few more growers each year are adopting Dr. Franklin's technique of counting fruit-worm eggs in order to properly time their control measures. The second brood of black-headed fireworms have been more of a problem than during the last two or three years. The new brood of weevils that appear around mid-July have also been more prevalent this year than last. Blunt-nosed leafhoppers are still too plentiful on many bogs. Grub-flowed bogs should be carefully checked for cut worms that usually appear ten to twelve days after the grub flow has been removed.

In the June issue of CRANBERRIES, under this article "Mass. Cranberry Station and Field Notes", Dr. Cross presented some very timely information on the control of ditch weeds. Growers who haven't read this material will find it well worth their time. August is a good month to check ditch weeds. Dr. Cross also points out that pitchforks, asters, wild bean, and fireweeds can be checked using sodium arsenate in a knapsack sprayer. He recommends 1 oz. of sodium arsenate to a knapsack sprayer-full of water for the control of the above weeds. Sodium arsenate should not be used after August 20 because of poisonous residues. Copper sulfate can be used in August to control fireweeds and pitchforks as outlined in the weed chart. Wherever possible, the shores and dikes around the bogs should be mowed. This is considered a good weed control practice, according to Dr. Cross.

Annual Growers' Meeting
The 6th annual meeting of the

Cape Cod Cranberry Growers' Association will be held Tuesday, August 21, at the Cranberry Station in East Wareham, beginning promptly at 9:30 a. m. An excellent speaking program has been arranged for both the morning and afternoon session. There will be a demonstration of hydraulic sanding under the supervision of the Agricultural Engineering Department of the University of Massachusetts. Dinner will be served by the ladies of the Wareham Methodist Church. C. D. Stevens, of the New England Crop Reporting Service, will present his official crop estimate. President Melville C. Beaton announces that all cranberry growers and their families are cordially invited to attend this important meeting.

Annual Harvest Festival of NCA Two-Day Affair

Annual cranberry harvest festival of NCA in October is to be held over a two-day period this year rather than crammed into a single day. Another change is that part of the affair is to be held at Plymouth instead of all at Edaville.

Program as tentatively drawn up is for a parade, festival dance and other events at Plymouth on the 12th, Columbus Day. The 13th will see the mammoth chicken barbecue with cranberry sauce served under the pines at Edaville. There will be a cranberry dish contest and displays of cranberry equipment.

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Edaville Is Scene of Huge Clambake At Rally of Massachusetts Republicans

Senator Robert A. Taft of Ohio was top guest with many other notables present—main event was his address at Plymouth Rock, nationally broadcasted and televised to half the nation.

With a smile of enjoyment, and wearing a brakeman's cap jauntily upon his head, Senator Robert A. Taft of Ohio, whom many recognize as a foremost statesman of this country Sunday afternoon, July 29 arrived at Edaville, South Carver, Mass. He was in the cab of the "famous" No. 7 locomotive of the narrow-gauge railroad. Fourteen cars made up the train. Mr. Taft had gotten on at another station along the line. He was at Edaville to enjoy a real Cape Cod clambake, to make a brief speech and then to be taken to Plymouth Rock for a major political address which was nationally broadcast and the spectacle televised over the eastern half of the United States.

The all-day occasion, which was arranged by the Plymouth County Republican club was designated as "A Pilgrimage to Plymouth," and, stressed in the addresses, by leading Republicans was the urgent need of a government at Washington which would return to the fundamentals of honesty and freedom of the individuals, as established by the Pilgrims in 1620. It was a day, partly in holiday spirit, as at the clambake, but mostly it was devoted to serious considerations.

Many Notables

Notables besides Senator Taft included, Congressman Joseph W. Martin, Jr., Republican National Committeeman Sinclair Weeks; Massachusetts members of the congress, Donald W. Nicholson, Leverett Saltonstall, and Henry Cabot Lodge.

First event of the day was a "Pilgrim Breakfast" at one of Plymouth's most historic houses, the Harlow House. Breakfast consisted of traditional fish cakes and beans. It was served by women in Pilgrim costumes.

At 10:30 religious service was

held at the First Pilgrim Church, Plymouth.

1400 Eat Clams at Edaville

Then came a long motor cavalcade to Edaville and the bake. Approximately 1400 were served at this bake which was put on under the direction of Norman V. Holmes of Carver, a cranberry grower.

When No. 7 pulled into the main Edaville station, Taft was subjected to a tremendous barrage of flash bulks, and the first official step was a presentation to "Mr. Republican" of a cranberry scoop filled with Ocean Spray gift items. Presentation was by Miss Beverly Richards, 1950 National Cranberry Association Queen. Presented with scoops and the cranberry gifts also were Senators Lodge and Saltonstall.

To handle the crowds there were the chiefs of police and scores of officers from a number of towns through which at one time or another the route of the cavalcade lay. Cameramen, still and movie, reporters, feature writers covered all of the events, including Edaville.

At the Plymouth Rock program there were many Plymouth people wearing Pilgrim costumes. This program was presided over by Robert Bradford, former governor of Massachusetts, who is a ninth-generation descendent of Governor Bradford of the Plymouth Colony.

Many of the cranberry industry were present during the day. Noted were M. L. Urann, Miss Ellen Stillman of NCA; E. C. McGrew (and Mrs. McGrew) and Miss Elizabeth C. McNally of ACE.

There were concerts at Plymouth and other events which included the colorful Warren (Rhode Island) Indian band. This has appeared at several cranberry functions.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF AUGUST 1951—VOL. 16. NO. 4

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

It seems extremely difficult to reconcile various views of the Massachusetts crop of 1951, but then this is almost always true. It would seem that some growers will have bumpers, or at least excellent, while others do not look forward to much fruit.

A best guess as of August 6th is that production will be average or better—much will depend on late water. By the first of August early water berries had sized up to above normal and the season was well advanced for early picking.

July Another Dry Month

July was a month of about half normal rainfall for the cranberry area as recorded at the State Bog at East Wareham. The total for the 31-day period was 1.49 inches. Temperatures were above normal and humidity was excessive.

May Have Lessened Quantity Prospects

As regards quality of the crop, it was said at the Experiment Station that the month had probably been slightly favorable, if anything, rather than unfavorable. As to size of the crop it had probably decreased this, because of the lack of rainfall as a total and because there had been long periods when there was no precipitations.

Fruitworm Slightly More Abundant

Fruitworm has been more abundant than normal this season, and therefore has presumably caused more damage to the crop than average. Losses from this insect, however, have probably been only slightly above normal, because for one thing, growers have been on

the alert to provide the proper controls.

Personals

Dr. Henry J. Franklin and Mrs. Franklin attended a gathering of the Franklin family at Guilford, New Hampshire, over the weekend of the 28th of July. More than 80 were present.

J. Richard Beattie, State Cranberry Specialist, with family is spending a vacation until August 20 with his parents in Vermont.

Dr. Frederick B. Chandler of the Experiment Station left August 4th to spend some time in the Wisconsin cranberry area. He is to be a speaker at the annual meeting of the Wisconsin Cranberry Growers' Association at Wisconsin Rapids on August 14th. His topic will be the research work at the Massachusetts station.

Mrs. Chandler and children accompanied him, they going on to Minneapolis to visit Mrs. Chandler's family.

WISCONSIN

May Frost Losses Somewhat Overcome

Some of the frost damage which took place in May has been overcome by an exceptionally fine set of fruit. This is true primarily of the Northern areas, as seen by the end of July.

Second Brood Fireworm Bad

The second brood of Fireworm was as bad as it was expected it might be. Many growers switched back to airplane dusting with new insecticides. Results were excellent.

Fruitworm

Egg counts for Fruitworm have

turned out to be exceptionally high, and growers have used sprays and dusts intensively.

New Weed Control Experiments

Wisconsin Cranberry Sales Company, in conjunction with one of the chemical companies has been working on a new weed control program. A petroleum product is not being used.

Crop Ahead of Last Year

It was the estimate of "Del" Hammond of Wisconsin Cranberry Sales Company as July ended that the crop was about ten days ahead of last year, on the average. Growing conditions during the latter part of the month were very good.

Many Bumble Bees

As of about July 20 most of the marshes were from 1 to $\frac{3}{4}$ out of bloom. There have been an exceptionally large number of humble bees working the marshes this year.

Two Injured by Clippers

Jack Malloway of Tomah was badly injured while operating a weed clipper and spent several weeks in bed. He recovered nicely and is up and around again. A similar accident happened to Newell Jaspersen of Cranmoor, but his recovery was progressing nicely.

Personal

Mr. and Mrs. Dan B. Rezin, (Dan being the son of Mr. and Mrs. Lloyd Rezin), are parents of a baby boy.

NEW JERSEY

June-July, Cool and Dry

Since it was not reported in the last issue, the June weather will

be included here. At Pemberton, both months were definitely cool and dry. The rainfall was however, fairly well spaced over the two month period.

June had an average temperature of 69.3 degrees, which was 2.7 degrees below normal of 72. There was 2.79 inches of rainfall, which was 1.74 inches below the normal of 4.63.

The average July temperature was 74.1 degrees or 1.9 degrees below normal of 76. The July rainfall was 3.07 inches or 1.15 inches below normal of 4.22.

July Hail Storm

On July 16, a severe hailstorm struck the Medford area and destroyed the crop on the Gerber tract of Evans and Will. No other bog reported a serious loss.

Crop Will Be Shorter

The New Jersey crop will be definitely shorter than last year.

OREGON

More Work on Bogs

The ever-present weed problem is keeping growers busy this Summer. So many bogs were neglected per force, during the past several years of low returns that they became in bad shape. Now, with hopes of better prices this Fall there is a reviving interest in keeping properties in better condition.

Labor Situation Tough

The labor situation this year is

especially tough, because the Bandon area has become more of a lumbering center and that industry is paying the highest prices in years. Growers are resorting to machine work as much as possible, especially in harvesting, but must do much of the routine work themselves.

Oldest Bog Changes Hands

Kaye Howard has purchased the Reuben Lyons bog. This bog is probably the oldest one in Coos County.

WASHINGTON

Extreme Drouth

Western Washington on the opening days of August was still experiencing it's greatest drouth, with no rain in sight. There has ben practically no rain since April and crops of all kinds are taking a beating.

Bogs Spotty

D. J. Crowley visited Grayland and the Humptulips cranberry sections the last of July and found the crop very spotty. Growers who watched frosts and have kept up their spray program during the past two or three years have bumper crops.

He found a tendency, however

among all growers to get back to more intensive cranberry work on their bogs. He also finds the feeling of optimism about prices for the 1951 crop and there is a better all-around attitude.

Crop May Be Larger

In Dr. Crowley's opinion the Washington crop will be somewhat larger than that of last year.

Lecanium Scale

Lecanium scale was hatching by July 21 on the bogs and growers were being much concerned with proper control measures. In fact it was hatching earlier than anticipated. Last year the hatch was slow, and late, with many eggs still unhatched by the end of August. This year by the first of August the hatch was almost complete.

Crowley Suggests Control Methods

Methods of control suggested by J. D. Crowley of the Experiment Station at Long Beach has been Parathion, or Medicide, with most growers probably using Nicotine Sulphate (Black Leaf 40) or a recommended Nicotine Sulphate with oil. Recommendation for Nicotine Sulphate alone, was 1

(Continued on Page 16)

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The "Little Fellow" With Keen Interest Is Important To Success Of Any Industry

Such a Man in Cranberries is Charles N. Savery of Cape Cod—Is Director of New Cranberry Mutual, Secretary Upper Cape Cod Club—As Civil Engineer Worked on Atomic Energy Project.

by Clarence J. Hall

It is not always the "big men" who make an industry prosperous. The "little fellow" often contributes as much—in one way, alone, by being intensely interested. This is the story of a "little fellow" in the cranberry business, who went away from Cape Cod, but came back home to grow cranberries.

He is Charles N. Savery of Cotuit. His major occupation, at present, is that of civil engineer and surveyor. Yet, he is secretary of the Upper Cape Cod Cranberry Club, one of the directors of the recently-formed Cranberry Growers' Mutual, and otherwise interested in all cranberry affairs. He feels that being active in cranberry matters is his duty.

Mr. Savery was born in Cotuit, September 25, 1907, the son of Mr. and Mrs. Eugene Savery. Savery (Savary, Savory) is one of the oldest names in Massachusetts, the common ancestor, Thomas Savary "being of Plymouth" by about 1630. His father had a shoe store in Cotuit and sent a wagon on sales trips over the Cape. His maternal grandfather was George Newcomb, Newcomb, is also a "good old" Cape Cod name, and like so many Cape Cod men, he was a sea captain; going to sea when he was 12. Neither of Charles Savery's parents were cranberry growers.

Built First Bog in 1932

His family moved to Falmouth when he was small and there he attended school. After school he went to Boston, where he worked in a brokerage house and went to the Bentley School of Accounting. He returned to Cotuit in 1932 and began to build a small cranberry bog on Putnam Avenue, where he now lives. His other bog property is at East Sandwich, which he bought in 1946. It is a five-acre piece, although he can put in two more acres, or so. He can also expand the property at Cotuit, which he also hopes to do—as soon as the cranberry business becomes prosperous again. However, he did not stay in Cotuit.

Became A Surveyor

During the depression years he took several different jobs in and

around Boston. Finally he landed a job as a rodman in a survey party for the Geodetic Survey, Massachusetts Highway Department, his employment in this lasting five years, a part of which was working in the western part of Massachusetts. As the result of taking an extension course in mathematics and surveying he became party chief, that is, the man in charge of a survey group of three or four men.

He left State employ and went to work in the same line with Charles T. Main Incorporated, an engineering firm, of Boston. One of his jobs with them was in survey work for the construction of the big U. S. Army training center, Camp Edwards on the Cape. There were 16 survey groups and he was head of one. Their work consisted of making surveys for camp highways, sewer, waterlines and building sites.

He had been a member of the National Guard since 1937, and in January, 1941, was called up for active service. He was assigned to duty—to Camp Edwards, which he had helped to construct. He served about a year there and was released from active duty, finally being discharged from the Army in June, 1945.

Following his release he went back to the employ of Main and was sent to Jackson, Mississippi. He was a year at Jackson and then six months at Grenada, also Mississippi.

Met Future Wife in South

His next job was the building of a powder manufacturing plant at Kingston, Tennessee. This was to mark an important point in his life. Working in the same office, was a Miss Marian Furian. Six months after meeting, she and Mr. Savery were married.

Sometime later Mr. and Mrs. Savery decided to change positions again and went to the now famed Oak Ridge, Tennessee, where he was area construction engineer for about two years, working on the atomic energy plant. In 1946 with the completion of the plant, Mr. Savery felt he had enough of the South and would like to return to Cape Cod, settle down, and engage in cranberry growing. Mrs. Savery concurred in the plan.

Back to The Cape

They had a house waiting, the one which he had built in 1939, in spare time, doing a large part of the construction himself. This house is at the Cotuit bog site. He also has a second house there.

Entering into cranberry work he found his engineering experience and training stood him in good stead. An instance of this was in properly draining his Sandwich bog. This bog has underground springs and has always been too wet. At one point in this he built a gravel well by sinking a steel casing down through the peat and filling the casing with gravel. When the casing was removed,

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water seeped into the gravel instead of saturating the bog. He also put in tile pipe to drain wet areas. He hopes eventually to eliminate all the central ditches with the installation of drain tile. For one thing this would cut out the cost of keeping the ditches clean and, he believes help to control weeds.

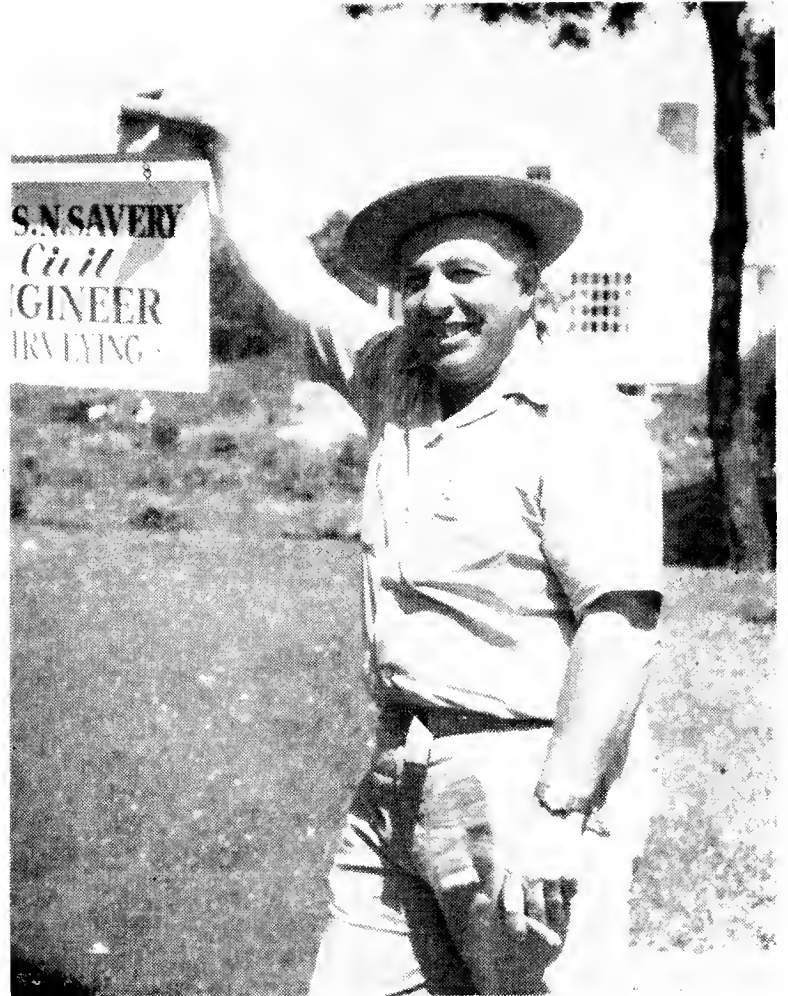
In Marketing He is a Cooperator

In his marketing arrangements Mr. Savery decided to be a cooperator and at once joined National Cranberry Association, of which he remains a member. It has been stated he is secretary of the Upper Cape Club and a Mutual director. He is also a member of Cape Cod Cranberry Growers' Association. He is a member of the Cape Cod Society of Land Surveyors and the American Society of Military Engineers. He is active in town affairs, Cotuit being a village of the town of Barnstable, and is one of the Barnstable Park Commissioners and is on the Playground and Recreation Commission. He is a Mason, his affiliation being the Charles H. McKinney Lodge of Knoxville, Tennessee.

Believes Mutual Vital to Growers

As concerns his active interest in the new Growers' Mutual, he says, "If we can make a success of this idea of the Mutual, it will be the biggest thing that has happened within the cranberry industry for a long time. In the Mutual we have something that can speak for the grower himself in relation to crop marketing." Explaining further, he feels it is absolutely necessary that the grower take this active interest in the disposition of his crop. He conceives this must be done, if the grower is to survive as a cranberry grower. He says he has no axe to grind, in respect to marketing, but feels only the grower must look out for his own interests. "This is strictly his business."

Mr. Savery formerly screened his own fruit, but his crops are now turned over in the rough to NCA. In his harvesting he uses a Western Picker. Without this mechanical harvester, he feels it would not have been possible for him to pick at all in recent years



Mr. Savery, almost inevitable cigar in hand stands in front of his home. CRANBERRIES Photo)

because of high scooping costs.

Hobby—Carpentry

For hobbies, Mr. Savery has none, he says, unless it is these two—a never-ending interest in cranberries, his conscientious attendance at many, many industry meetings, and perhaps that he "likes to do a little carpentry for the fun, now and then."

WINDFALL TREES FOR FARM LUMBER

Windfall trees resulting from storms can be a cheap source of lumber. Trees sawed into lumber by local sawmills will ordinarily not cost the farmer more than \$50 a thousand board feet. Bought lumber often exceeds \$100 per thousand board feet.

Since many farm buildings need repairs, the windfall trees can help

Edaville Railroad Conducting Contest For Photographers

Edaville Railroad at South Carver, Mass., is now sponsoring a photo contest, running from August 5th to September 5th. All photos submitted must be made in the confines railroad-cranberry property, and only amateurs may be contestants. It is a contest for black and white prints, only.

First award is \$100; second, \$50; third, \$25; fourth, \$10; three of \$5 each, and consolation prizes of cranberry products.

keep down the costs.

For some purposes the lumber can be used unseasoned. For other purposes proper drying is necessary.

the trend from country to city living and stated that city folks do less cooking than people who live in the country. He also pointed out the trend of population from east to west and that western housewives use more canned foods than do eastern. To meet this trend he said that Ocean Spray was available in 90 per cent of all stores in the United States.

Borrow 8 Million, Pay Back 9

John F. Harriott, assistant treasurer, said that a total of 3½ million dollars was paid to 1766 stockholders of NCA last year. He pointed to the fact that 8 million dollars, approximately, was borrowed to carry on business last year and that more than 9 million had been paid back for the loan of last year and previous indebtedness.

Following Mr. Harriott's report the heads of each marketing division made reports.

"Ideas"—Miss Stillman

Miss Ellen Stillman, in charge of advertising and publicity, told how Ocean Spray had had eight promotions last year, all designed to promote the sale of cranberries in normally "off" months. She said the plan behind this type of advertising and publicity was to provide all possible markets with "ideas", rather than to force sales directly. Next to importance in the cranberry markets of the twelvemonth to Thanksgiving and Christmas is Easter. She also mentioned "Father's Day" promotion.

Speaking as head of promotion was L. E. Proesch, who told of what had been done in that line. He was followed by H. Gordon Mann, head of the sales department. He introduced "Andy" Anderson, who has charge of the Pacific Coast division, who, almost theatrically, told of the efforts of a salesman to gain markets and of the amount of persistency needed to overcome sales resistance to new ideas. He was followed by "Bill" Drury of the Chicago area, who said that, hackneyed as is the motto, "Where there's a will, there's a way", he had proved to his own satisfaction in the sales of Ocean Spray that this is true. "Tom" Hopkins related an

instance of overcoming sales resistance in Cleveland, while Dave Weidts, a newcomer to NCA sales force, explained conditions in the southwest and how he was confident of success there.

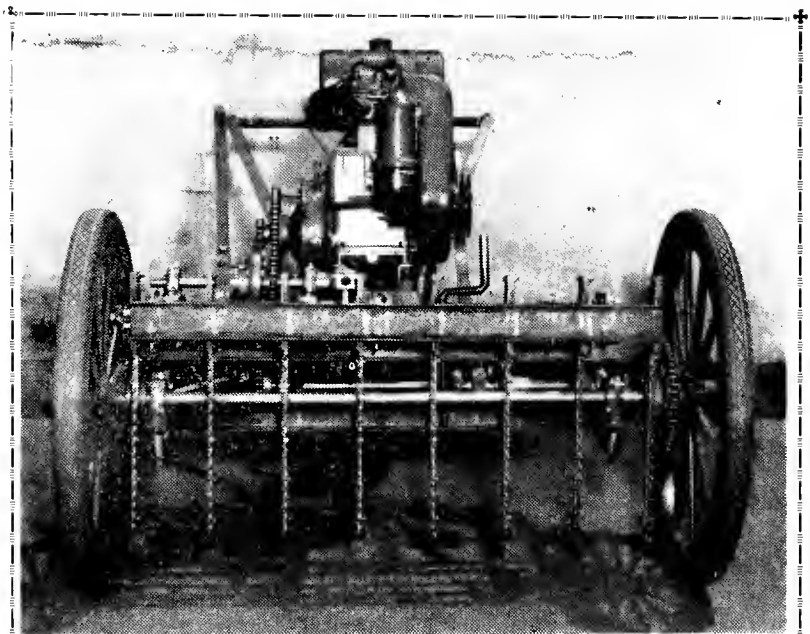
All of these talks revolved around the "chicken and cranberry" campaign, which is the main selling feature of the Ocean Spray program.

It had previously been stated by Mr. Urann that 36 pounds of chicken or turkey are consumed annually by every man, woman and child in the country, and that the job of NCA was to have Ocean Spray cranberry sauce served with every pound of these fowl. In this program, Mr. Urann said Ocean Spray was not only keeping up with what it hoped to do, but was ahead of estimate in actual sales.

At noon the usual lobster salad luncheon was served. During the

day balloting for directors had been going on, with the result that 53,747 shares were cast (including proxies) and the following were elected as directors:

Massachusetts: Mrs. Elthea E. Atwood, South Carver; Carlton Barrows, Boston; Frank P. Crandon, Acushnet; W. Ernest Crowell, Dennis, (Exchange representative); Kenneth Garside, Duxbury; Harrison W. Goddard, Plymouth; Samuel R. Gurney, Carver; Robert S. Handy, Cataumet; John C. Makepeace, Wareham; Russell Makepeace, Marion; Bertram Ryder, Cotuit; Carl B. Urann, Middleboro. New Jersey: Enoch F. Bills, Bordentown; John E. Cutts, Vincentown; Isaac Harrison, Crosswicks; Vinton Thompson (Exchange delegate), Vincentown; Wisconsin: Albert H. Hedler, Phillips; Fred N. Lang, Wisconsin Rapids; Charles L. Lewis, Shell Lake; Guy N. Potter, Camp Douglas; Lloyd Rezin (Exchange Rep-



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Pathologists Pay Visit To Mass. Bog Areas

A group of about 30 plant pathologists belonging to the Northeastern Section of the American Phytopathological Society visited the Cranberry Experiment Station on July 10-11 as part of a field trip made by this organization.

The group assembled at the Waltham Field Station July 9, and inspected experimental plots at the Station during the afternoon. They left the Waltham Station at 9:00 a. m., the next day going via Weymouth where the scientists saw

the state, in the nation, and in the world".

A Single U. S. Pool

As a closing suggestion for thought on the part of the membership President Urann brought up the idea of a single United States cranberry pool for both fresh and processed berries, with no differential in return between the two, or of fruit grown in any area. He said under this system there would be less price cutting, as all would get the same returns for their fruit. This would do away with any yearly allocation by the Cranberry Growers' Council, and this overall body would assign berries to be shipped from day to day. He said such a pool would be the nearest approach to a single cooperative yet achieved in the cranberry industry.

Attending the meeting were directors and visitors from New Jersey, Wisconsin, Oregon and Washington. The New Jersey group included: Walter Z. Fort, Growers' Cranberry Company, Edward Lipmann, New Jersey unit of NCA, Enoch F. Bills, Isaac N. Harrison, Vinton Thompson, Leon E. Hopkins, James D. Holman, Carl Mason, Harold King, John Cutts; Wisconsin, Charles L. Lewis, Guy N. Potter, Albert H. Hedler, Dan Rezin, Harold DeLong, Fred Lang, Clarence A. Searles; Oregon, J. Edward Warness, Edward W. Hughes; Washington, Gus A. Franke,



Caught at NCA meeting—Upper, general view of a section of these at luncheon. Among these are Albert Hedler of Wisconsin; Charles Makepeace of Williamstown, Massachusetts; John C. Makepeace, Wareham; Russel Makepeace, Marion; talking with "Happy" DeLong, Wisconsin; Maurice Makepeace, Wareham, all facing toward camera at table. At extreme right, also facing camera, "Dan" Rezin, Wisconsin. (Photo Courtesy, NCA) lower, Oregon contingent standing before promotion and sales displays; left to right, J. Edward Warness, Oregon; Gus A. Franke, Washington; Mrs. Franke, Mrs. Ed Hughes and Ed Hughes of Oregon, the latter talking to Elizabeth Curtis of Cape Cod, mother of Mrs. Hughes. (CRANBERRIES Photo)

representative), Cranmoor; Oregon: Edward W. Hughes, Coquille; Washington, Gus Franke, Grayland.

These directors, meeting in executive session after the main gathering, elected officers as follows:

President, M. L. Urann, first vice-president, Carl B. Urann; vice-presidents, H. Gordon Mann, W. S. Jacobson, M. S. Anderson, Ferris Waite; secretary-treasurer, John C. Makepeace; assistant secretary-treasurer, John Harriott; executive committee, Fred Lang, succeeding Charles L. Lewis; M. L. Urann, J. C. Makepeace, Isaac

N. Harrison; alternates, Kenneth Garside, Enoch Bills, Russell Makepeace, Carl Urann, Harrison W. Goddard.

Bank Praises Co-op

A speaker on the afternoon program was George Lamb of the Springfield Bank For Cooperatives. Mr. Lamb said he had never been so impressed before by the soundness of the situation of NCA and that he was happy to work with the co-op and for the general advancement of the cranberry industry. He said he believed National Cranberry Association bound to go forward and that he considered it the outstanding co-op "in

me of the elms that had been killed and others that were dying as a result of infection by the Dutch Elm Disease fungus. The local tree warden explained how control work was being carried on.

After leaving Weymouth the group went to East Warcham. At an evening meeting at the State bog, Dr. Franklin told of the beginning of the Station and of the principal lines of work that he had carried on since coming to the station. Drs. Frederick B. Chandler and Chester C. Cross pointed out the more important problems with which they were working and how the work was being carried on. Dr. H. F. Bergman then told of the cooperative work of the U. S. Department of Agriculture at the Cranberry Station and told chiefly of the problems with which the three successive Federal workers at the Station had been concerned.

The group met again at the Cranberry Station the next morning and were shown some of the experimental work in progress on the bog and some of the more important aspects of cranberry growing were pointed out. After leaving the State Bog the group made a brief tour of cranberry bogs en route to Edaville where the day's tour was ended with a clambake. Most of the members of the group had never seen cranberry bogs previously and were much pleased to see the bogs and to learn something of the method and of the problems of growing this unique crop.

Radio Fred Allen And Cranberries

The Cape Cod cranberry recently came into some comment from Fred Allen of radio fame, as reported in a Cape newspaper. Mr. Allen, with Mrs. Allen, is a Summer Cape visitor of some years' standing. Recording for the "Voice of America" programs were made at the office of the "Cape Codder," Orleans newspaper weekly. Mr. Allen was on the program.

Some of his quoted remarks by Allen concerning cranberries (off the air) were: "When things get

Allocation of Crop By Council Still Tentative

As of the present, Cranberry Growers' Council has made no definite decision for the allocation of the approaching crop. Tentative plans call for a 40-40 percent division between ACE and NCA, with the remaining 20 to be swung either way, as conditions justify. Difficulty in setting a definite allocation, is said to be because it is still uncertain as to what will be the size of the harvest and the quality.

quiet, Cape Cod has a Cranberry Clinic. I think it is big-hearted of the Cape to go into the problems of the cranberry . . . I'm very much interested in cranberries and what cranberries think . . . If I ever retire to Cape Cod permanently I would live in a cranberry bog and get the cranberry's point of view."

James Mease, a Pennsylvania farmer, grew the first American crop of soybeans in 1804.

Eggs and poultry account for 35 per cent of the total farm income in New Jersey.

"VINBERJA"

According to Pathfinder magazine, a new book is just published, written by Arlington H. Mallery which mentions cranberries in an interesting fashion. The author, who is said to have put in more than 50 years of study on early Norse explorations to America has come to that conclusion that "Vineland the Good," in many Norse sagas is actually Newfoundland.

"Most people," said Pathfinder, quoting from the book, "have assumed Vineland meant a wine country, but Newfoundland has no grapes. However, the Greenland Norse made wine from black cranberries; wild currents, somewhat similar to them, abound in Newfoundland. The saga word for cranberries is "Vinberja"—wine berries—and it is a mistake to locate Vinland in terms of grapes. (Editor's Note, Historians have often believed that Leif Ericson, the Norsman came to Cape Cod, adjacent Marthas Vineyard or one of the Elizabeth Island in about 1,000 A. D. The American cranberry is indigenous to these areas. Item sent in by Vernon Goldsworthy of Wisconsin.)

Benjamin Franklin grew the first crop of broom corn in the United States.

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FOREIGN VISITORS—C. D. Hammond, left, Wisconsin Cranberry Sales company, explains cranberry culture to four Dutch agricultural specialists at the Biron Cranberry company marsh during a tour Monday. The visitors are, left to right after Hammond, Jan D. Gerritsen, Wilhelmus de Groot, Adriaan van Oosten and Miss Hester G. Kronenberg. The four are touring the United States to study production, harvesting and marketing of small fruit crops. (Tribune Staff Photo)

Dutch Visitors Study Cranberry Marsh Operations Around Wisconsin Rapids

Four Dutch agricultural experts toured southern Wood County, Wisconsin in mid-July visiting cranberry marshes. They were escorted by "Del" Hammond, Wisconsin Cranberry Sales Company, and DeVerne Mathison, Wood County Extension Service, and Martion Hoenveld of Vesper.

The four from the Netherlands were Wilhelmus de Groot, Bred; Jan D. Gerritsen, Geldermalsen; Adrian van Oosten, Kapelle-Biezelinge and Miss Hester G. Kronenberg, Wageningen. They were interested in small fruits, including strawberries, raspberries, blue berries. They were much impressed with the large-scale application of insecticides to the cranberry marshes by airplane and ground sprayers and with chemical weed control.

They studied harvesting of small fruit, production and marketing data, plant disease control meth-

ods, fertilizing soil preparation, processing of small fruits, quality control methods and shipping.

They were spending two and one-half months in a swing through the northern United States on a technical assistance trip arranged by the Economic Cooperative Administration, the United States Department of Agriculture and the U. S. land-grant universities.

There is some cranberry production in Holland, although total plantings do not exceed one hundred acres.

Production of small fruit in Holland, a number of the group said is mostly in the hands of about 20,000 owners or tenants on small farms. Many of the farms are not more than two and one-half acres in extent.

There is no land for expansion of farms, except that which is reclaimed from the sea and fresh-

ened. So the output of small fruits can be enlarged and made to pay in Holland only by the use of family labor, and perfecting methods of culture as much as possibly can be done.

"If only Dutch farmers had some of this land that is not used in the United States," Gerritsen said. "Here there are great opportunities."

J. ARTHUR BAKER

J. Arthur Baker, Justice of the Massachusetts Superior Court and Cape Cod cranberry grower died of a heart attack in his automobile in Bourne near his home, July 16. Judge Baker was 72. He was found behind the wheel of his car police were summoned and medical aid, but he was pronounced dead.

Judge Baker operated a bog of about 9 acres at Head-of-the-Bay and had known the cranberry business all his life. He had picked berries as a boy and his father Joshua H. Baker had begun a bog as early as 1867, one of the real Cape pioneers. Antecedents on his mother's side of the family (Wings) were also cranberry growers.

In 1948 Judge Baker (CRANBERRIES, Nov. 1948) as a guest of the Ancient and Honorable Artillery Company of Boston, in Bermuda introduced cranberries to the Governor-General of that island, and other high officials. He carried both Ocean Spray and Eatmor cellophane packages on the trip. He was a member of both NCA and New England Sales Company.

Judge Baker was born in Buzzards Bay in 1878. He was graduated from Bourne High School in 1896, then matriculated at Worcester Academy and entered Boston University College of Liberal Arts in 1898. He was graduated cum laude from B. U. and admitted to the Massachusetts Bar in 1904. He was elevated to the bench in 1935. He also had served on the Growers' Council. In 1905 he married the late Dr. Harriet Agnes (Williams) who died in 1940 after which Judge Baker was married to his former secretary, Miss Flora G. Shepardson, who survives. He also leaves a sister, Mrs. Howard D. Pienney of Springfield, Mass.

WE venture to say the suggestion of Marcus L. Urann at the annual meeting of National Cranberry Association at Hanson on July 17 (as reported elsewhere in this issue) that there be a single United States cranberry pool for both fresh and processed berries, with everyone receiving the same return, will arouse a good deal of discussion within the industry. If we understand the thought correctly we do not approve.

There should be a differential, we believe, in fruit which is quality and fruit which is mediocre. Without this differential where is the incentive to grow top quality cranberries? There should be this incentive. A grower should, and we are convinced that most do, take pride in growing, or at least attempting to grow a better quality crop than his neighbor. To produce the best is an instinct within the heart of anyone who is worth his salt in any line, artisan, artist or agriculturist, whatever he may be.

Maybe this should not be so, but in addition to this pride of accomplishment there is also the thought that the better the product the better will be the financial return. That is only human nature. It should not be discouraged.

EDAVILLE AGAIN

AGAIN Edaville proved its value to the cranberry industry on Sunday, July 29, when Senator Robert A. Taft of Ohio was chugged into the station there, "arriving" in the locomotive cab of a train to be the guest of honor at the clambake. Scores upon scores of flashbulbs were shot off, taking pictures of "Mr. Republican", to appear in newspapers and magazines.

These photos, plus the multitude of words printed, national radio broadcast, and the televised program (to eastern United States) later at historic Plymouth Rock, mentioned Edaville and the cranberry industry. Surely this must have some influence in the disposing of the crop next Fall. Somebody somewhere will recall the event and buy a few fresh cranberries or the processed product as the result of this publicity, we believe.

NOW, before too long, we will have estimates of the '51 crop, the harvest, and,

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CLARENCE J. HALL

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CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.
Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY
Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

DR. HENRY J. FRANKLIN
Director Mass. State Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,
New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

most important of all, the price of the fresh fruit.

IT was interesting to note what those Dutch visitors to cranberry marshes in Wisconsin thought of the amount of uncultivated land we have in this country, as compared to the Netherlands. Citizens of the United States are blessed in many ways.

Exhibit For The Blueberry Growers In New Jersey

Blueberry growers will have the opportunity over a period of two days and one evening to see new blueberry pests and blueberry stunt symptoms on different varieties, as well as symptoms of other troubles which can mislead one into thinking that a bush has blueberry stunt disease. Such an exhibit will be shown at Pemberton, N. J., the afternoon and evening of August 28 and the morning of August 29. The entire staff of the Blueberry Laboratory will be present to answer questions and discuss blueberry problems with individual growers.

The exhibit will be indoors so that weather will be no obstacle. This exhibit is to take the place of the regular field classes which have been held Spring and Fall for several years back to acquaint growers with disease and insect pest conditions. The first such indoor meeting was held in June of this year and there was a record attendance. Growers have agreed that they would rather see a wide variety of subjects without having to tramp through different fields. They also liked the opportunity to

Growers of New Jersey Meet at Chatsworth Aug 30

Anthony DeMarco, Chatsworth, New Jersey, will be host to the American Cranberry Growers' Association, on August 30. This is the regular Summer meeting for the exchange of information on cranberry growing by the New

spend as much time as they wish on any one subject. All exhibits will be accompanied by cards which explain the material. The staff members who will be present are as follows:

N. J. Cranberry and Blueberry Research Laboratory C. A. Doehler, in charge of Laboratory; Martin T. Hutchinson, in charge of cranberry and blueberry insect work; Lewis F. Wells, Jr., temporary assistant in cranberry and blueberry insect work; Harry J. Moulter, field assistant; John W. Goodman, Summer assistant in blueberry stunt control.

Austin C. Goheen, United States Department of Agriculture, field agent for cranberry and blueberry disease.

The exhibit hours will be 2 to 5 p. m., and 7 to 9 p. m., on August 28, and 9 to 12 noon on August 29.

Jersey growers and the N. J. Agricultural Experiment Station.

William S. Haines, President, will open the meeting at 10 o'clock with the regular address. Dr. John Cantlon, botany department of George Washington University, will report on the "Pine Region Hydrological Research" which he began last year on the initiative of this Association. Dr. M. T. Hutchinson, of the Pemberton Cranberry and Blueberry Research Laboratory, will report on cranberry scale. D. O. Boster, U. S. D. A., will discuss the crop prediction. Walter Z. Fort of the Growers' Cranberry Company, will show his new slides which are distinct views of the insects which should be helpful to many growers. Dr. Cantlon's hydrological research has extended considerably into a full-sized project under the direction of the Rutgers University Botany Department. It is hoped that this will be one of the foundations of a long-term action to preserve South Jersey's water supply for cranberry and blueberry growers. Cranberry scale has become an important pest on New Jersey bogs. Dr. Hutchinson and Mr. Lewis Wells, Jr., have been working on the life history of the scale as well as methods of control. There will be some new interesting facts in this progress report.

After lunch, for which reservations should be sent to the Pemberton Laboratory, there will be a tour of Mr. DeMarco's bogs. Some of these bogs are highly productive. There are new bogs which have been planted by machine and are now coming into bearing. Some unusual arrangements have been made for water management.

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Mass. Senator Cites Cranberries

In a recent issue of the Congressional Record, Senator Leverett Saltonstall of Massachusetts calls attention to an editorial in the Morning World-Herald of Omaha, Neb., entitled: "Busy Cranberry Merchants." As a citizen of Massachusetts, Saltonstall said "the editorial gives me a great

deal of pleasure to read the ingenuity and imagination that these cranberry merchants have exercised in selling their area."

Editorial was as follows:

In the cranberry bogs of Cape Cod a reporter for the Minneapolis Star came across an unusual story of individual and group enterprise.

The story begins in 1946, when cranberry farmers got \$32 a barrel for their fruit—three times the normal figure.

So everybody started planting more berries, reclaiming old bogs and planting new ones. By 1950 supply was way up and the price had dropped to \$6 a barrel. (There was no support price for cranberries.)

The cranberry growers and their cooperative association got together to talk about how they could get the public to eat more cranberries. Since the fruit would have spoiled while they did their figuring, they put the surplus in deep freezers.

Then, says the Minneapolis paper:

"Cooks and researchers went to work. They came up with cranberry juice (canned, concentrated,

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and frozen), cranberry-orange marmalade, cranberry-blueberry preserve, spiced cranberries, cranberry ice cream, cranberry this, that, and a lot of other things."

Result is that the growers are happy at the prospect of a more firm and stable market for their fruit.

It will be noted that these men did not ask to have the cranberries painted blue and burned by the agricultural experts from Washington, nor did they expect the Federal Government to find any other solution for them. They found it themselves.

CAN PREVENT HARM TO ELECTRIC PUMP

Check the oil in the crankcase of electric pumps, advises W. C. Krueger, extension farm engineer at Rutgers University. Water often follows the piston rod back into the oil sump, creating a sludge that has poor lubricating abilities.

There is extra danger of damage to pumps in cold weather because of congealed lubricants. Neglect may result in ruined crank bearings or a burned-out motor, due to overload.

Periodic inspection and oil changes will safeguard equipment. And use a lighter grade oil in winter for equipment exposed to cold, the engineer suggests.

To protect farm buildings with metal roofs from lightning, attach a conductor or ground cable from the edge of the roof down to permanent moisture in the earth.

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Hung over a corner of the pen at a height of 36 to 40 inches, the lamp gives comfort to the animals during farrowing or lambing and to the new-born animals before they are moved to the sheltered hover.

After that the lamp can be transferred to the hover, where it insures ideal conditions of comfort.

Radiant lamp-heated hovers, together with effective guard rails in the farrowing pen, save two to three pigs out of every litter, according to experienced hog raisers. Deaths among lambs also is appreciably reduced through the use of lamp-heated hovers.

New tree planting machines used by the Soil Conservation Service can set out from 4,000 to 8,000 trees a day.

Fresh From the Fields

(Continued from Page 5)

quart to 100 gallons of water, or if used with oil, 1 pint of Nicotine Sulphate with one gallon of light Summer oil emulsion per 100 gallons of water. If the Nicotine Sulphate was used alone in water, recommendation was it be applied on a warm day with the temperature above 65 degrees farenheit; also if the Nicotine Sulphate was used with oil in the spray temperatures should not be above 80 degrees farenheit.

Demonstration Meeting

So important a pest is this scale considered that a demonstration in spraying was scheduled to be given by Dr. Crowley at the John O'Hagan bog at Grayland on July 27. Demonstration was to include, how to look for the scale on a bog,

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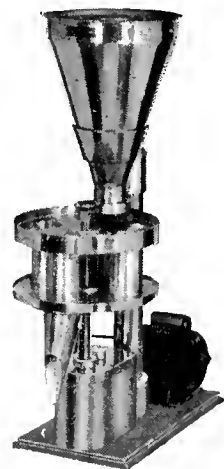
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to determine best time to spray, how to mix the sprays to avoid danger from the poisons, how to spray any given bog in the safest manner possible, the safest equipment to be used in handling the poisons.

Fire and Fruitworm

Dr. Crowley is of the opinion that growers who have neglected fireworm and fruitworm control the past two years may have more injury than from the Lecanium scale. He suggested that the Nicotine oil spray, while not as effective as Methoxychlor or DDT for fireworm or fruitworm control would act at a combination spray for both of the pests, and also the Lecanium scale. Finally, was the suggestion that anytime a grower saw that fireworm, tipworms and fruitworms are getting out of hand is a good time to spray.

Growers were marking down on their calendars that August 25th is the day when the Cranberry Experiment Field Station day will be held. (Foregoing notes are from July issue of "The Cranberry Vine," edited by Ralph E. Tidrick, County Extension Service at South Bend, in cooperation with the State

College of Washington and Pacific County Extension.

House ferns should be grown in soil mixture having a large proportion of organic matter.

At the maximum rate of increase and with no mortality, a meadow mouse could have over a million descendants in one year.

AUGUST —

Brings to fruition the year's endeavor of the cranberry grower. If he has been progressive and wise,

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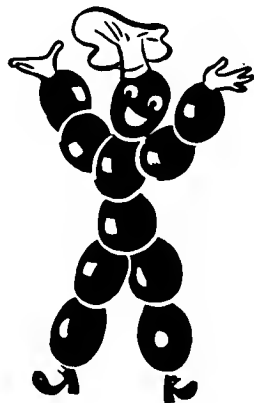
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



the harmful trash that accumulates each year. In addition, it gives the vines a good drink of water after the rough picking operation. A float boat, particularly the airplane propellor-type, driven over the flooded bog does excellent work in bringing up trash to the surface where it can be collected and disposed of in a suitable manner.

Postpone Some Operations Until Spring

Dr. Franklin and Joe Kelley urge growers to postpone pruning, raking and sanding operations until next Spring on bogs that lack a proper Winter flood. Observations and experiences indicate that the mechanical injury to the vines from these operations makes them more subject to winter killing when a bog is not properly protected with a Winter flood.

Markets Want Quality Fruit

Cranberry growers appear to be somewhat more optimistic as we enter the new marketing season. We believe this optimism will be justified if our marketing agencies will cooperate with each other and growers will do their part in furnishing their selling agents with high quality fruit. This means careful handling of our crop from harvest through the screening operation. Avoid as much bruising as possible, remove field heat from the berries, and screen carefully. Let's be sure that the first shipments of cranberries are our best and continue to maintain a high quality pack, both fresh and processed, throughout the season. After all, the first shipments are carefully judged by jobbers, wholesalers, retailers and "Mrs. Consumer."

Crop Could Exceed Estimate

Massachusetts growers have produced another good crop of cranberries. Weather conditions in August definitely favored our crop. Rainfall was well above normal, with 4.73 inches being recorded here at the Cranberry Experiment Station. Temperatures were about normal. The official crop estimate of 580,000 barrels surprised some growers, but as the harvest season began, the consensus of opinion seemed to indicate that we would meet the estimate and could conceivably exceed it. Harvest began quite generally on Tuesday, September 4, but a few growers started picking the last week in August.

The Fall frost season is here. The popular telephone frost warning service offered by the Cape Cod Cranberry Growers' Association will continue as usual. The radio schedule will be the same as in the Spring. The time and schedule is as below:

Puerto Ricans Needed

We have already seen evidence of a shortage of harvest labor. It would seem at this time (September 7) that the special cranberry labor committee was indeed foresighted when plans were initiated last May to import some Puerto Ricans this Fall. The Division of Employment Security, known locally as the Employment Service, worked very closely with the cranberry labor committee, and their fine cooperation is appreciated. Approximately 240 Puerto Ricans have arrived and are now busy with the harvest. Early reports indicate that these men are learning quickly and are willing and

anxious to work. We hope that their stay will be a pleasant one and mutually profitable. The Employment Offices in New Bedford, Brockton, and Hyannis are establishing local headquarters throughout the cranberry area for the convenience of growers in recruiting and placing local help. In order to be of service these Employment Offices must know the growers' labor requirements as early as possible.

Fall Management

A few notes on Fall management are presented as follows: The work of the **cranberry girdler** can now be seen on bogs where this pest is a problem. Patches of dead or dying vines are an indication of the presence of this pest. Joe Kelley and the writer visited many bogs this year, and girdlers were common on many properties. With a reduction in sanding programs during the past few years, girdlers have been increasing in numbers, Dr. Franklin recommends a Fall flood where girdlers are a severe problem. Such a flood should be made between September 15 and September 26 and held for six days. It is sometimes necessary to hold this flood with the berries still on the vines. The Howes variety should stand this treatment and still be suitable for the fresh fruit market, while Early Blacks usually have to be sold to a processor. In most instances, however, Early Blacks could be picked prior to the flooding treatment.

Speaking of floods, Dr. Franklin reminds us of the importance of the Fall clean-up flood. Such a flood helps rid the bog of much of

Station	Place	Dial AM	FM	Afternoon	Evening
WBZ	Boston	1030 k.	92.9-46.7 mg.	2:30	9:00 wk. da. 9:30 Sundays
WOGB	West Yarmouth	1240 k.	94.3 mg.	3:00	9:30
WBSM	New Bedford	1230 k.	97.3 mg.	3:30	9:00

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Preliminary Crop Forecasts And Crop Conditions

U. S. Crop reporting Service in its preliminary forecast of August 23 gave the total for the United States as 915,000 barrels. This is seven percent below last year's all-time high of 984,300 barrels, which is the final revised "historical" figure for 1950, it is indicated as the third largest on record and the ten-year (1940-49) average is 728,200. Five of the largest national crops on record have been produced during the past six years.

Massachusetts

Details of the Massachusetts crop of 580,000 barrels are that this is 5 percent below the 610,000 revised historical figure for last year, but is 24 percent above the 10-year average, which is 468,600. It is expected to be the third largest, and if so will make three of the last four years the largest for that state.

Spring frosts caused very little damage, a moderately good bloom was followed by a better than average set, with bees unusually plentiful. Rainfall has been sufficient to produce berries of better than average size. Fruitworm has caused more damage than in 1950.

Early Blacks are expected to account for about 56 percent of the crop, Howes are expected to be 39 percent, the remaining five, other varieties. This distribution is near percentage of last year and near normal.

Estimate of N. E. Crop Reporting service was based upon returns from 167 growers, representing about 53 percent of the acreage.

New Jersey is the only state in which production is expected to be below average, production having been estimated at 73,000 bbls., compared with 108,000 last year and the ten-year average of 75,000.

The crop was developed under moderately favorable conditions. Winter season was relatively mild and the Spring season came early with an abundance of rainfall during March and April. Frost damage was greater than a year ago.

Bloom and set of fruit were light and generally irregular. July and August were dry and considerable drought damage occurred, even on good bogs. Fruit worm and fire-worm damage was detected but not expected to be serious. 1951 crop is expected to be 31 percent Howes, 52 percent Early Blacks, 9 percent Jerseys and 8 percent odd varieties. This distribution is similar to the 1950 production by varieties.

Wisconsin

Production in Wisconsin was forecast at 204,000 bbls. This is about 14 percent smaller than the record crop of 238,000 produced in 1948. The season is late because of wet and cool weather. Earlier in the season frost did considerable damage to bogs. Set of fruit was relatively poor. At end of August there was an over-abundance of water.

Oregon

Oregon expects a relatively favorable crop, estimated at 17,000 barrels. Prospects are quite spotted, but where the late Spring frosts did not hit, the prospects on the whole are good. Furthermore, bogs planted since 1943 are annually becoming more of a factor.

Washington

The acreage generally has a good set of fruit, although the spotted freezes of late May destroyed many blossoms in those bogs not protected by sprinkling. Unusually dry weather this Summer is expected to result in more under-sized berries than usual. The seasonable development of the crop is about two weeks ahead of the late 1950 crop. Production is estimated at 41,000, larger than the 33,000 of 1950 and above the 10-year average of 35,100.

This year's forecast at a glance:

Massachusetts	580,000	Barrels
New Jersey	73,000	
Wisconsin	204,000	
Washington	41,000	
Oregon	17,000	

U. S. Total 915,000

(Editor's Note: Foregoing is based upon various regional U. S. Crop Reporting Service estimates.)

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(ADV)

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF SEPT. 1951—VOL. 16. NO. 5

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$8.00 per year.
Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1879

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Picking Well Begun

Picking got under way on a small scale on many of the bogs a few days before the Labor Day holiday, and Labor Day week was in full swing. As the berries began to come off general opinion was that the estimate of 520,000 barrels would at least be reached and possibly exceeded slightly.

Berries Large, May Run Over

One reason for this was the large size of the fruit. Size was turning up splendidly and the development of fruit was about a week earlier than in many years. Coloring of early-picked berries was at least average, and coming along well.

Very Good August Precipitation

Aiding much in the size and advancement of the crop was pretty good growing weather during most of August. A total of 4.75 inches (State Bog) of rain fell during the month, which is substantially above normal for August. A considerable amount of this was in a violent electrical storm which swept the region on the night of August 16. The sky was brilliant with lightning for hours, thunder rolled and torrential rains, at intervals brought a total of 1.72 inches (State Bog). Night before there had been a heavy storm on the Outer Cape.

A good rain on the night of September 6, amounting to .40 inches helped some, although a little too late to add much sizing. Total for September to that date was .68 inches. There were some coolish nights directly after Labor Day which did not do coloring any harm.

Shipment on September 1st

Picking was progressing so rapidly that a shipment (by truck) equal to nearly a full car was sent off on September 1 by New England Cranberry Sales Co. This went to the Middle West.

Labor Probably Adequate

Harvest labor, including the Puerto Rican contingent, was adequate but not over-abundant, it was generally reported. Growers felt they would be able to get the crop off without hardship, in this respect.

Large Crop at State Bog

An unusually large crop was being harvested at the State Bog at East Wareham. It is expected production there will run about 1300-1400 barrels.

Personals

Robert C. Hammond, East Wareham, recently won the Sagamore Rifle Club's "President's Cup," at the annual 30 calibre rifle shoot.

Chester A. Crocker, former Barnstable selectman and retired cranberry grower was a guest of honor at Barnstable, England last month, at Barnstable's celebration as a part of the Festival of Great Britain. The English Barnstable's mayor visited Barnstable on Cape Cod during its tercentenary celebration a few years ago. Mr. Crocker's visit to the English town, for which Barnstable was named (despite the slight difference in spelling) was a return of good will visitation.

NEW JERSEY

The Darlington Picker

The Thomas Darlington cranberry picker is being watched very closely at Whitesbog by New Jer-

sey growers. To date it has been working successfully. Although it does not look as if it will be able to pick all types of New Jersey bogs, it does appear now that a large percentage of N. J. bogs can be picked with this machine. It is true of this machine, as of all machines, that the men have to adapt themselves to working with it. The Whites are keeping ten machines going all the time. These have averaged as high as ten bushels per hour.

Weather is Dry

New Jersey bogs are suffering from continued dry weather. On sandy soil, many vines are brown. On a number of bogs with good soil there has not been enough irrigation water to fill the ditches, with consequent effect on the size and quality of the berries.

Sparganothis Fruitworm

Some growers have been pleased with results of 1951 dusting and spraying for Sparganothis fruitworms. In early June when the millers appear, DDT dust has been effective in killing considerable numbers of them, thus preventing egg laying. Sometime later, when the first tiny worms appear, a spray with DDT has appeared to be a helpful control. Since Sparganothis is on the increase and is spreading over the State, the month of September is a good time for growers to watch out for the small yellow miller with the orange-red cross on its wings and thus be more ready to detect it in the Spring. The millers will also be seen on the windows of the sorting houses.

WASHINGTON

Crop Earlier

Crop is reported as about two weeks ahead of the late crop of 1950. Harvest was expected to begin September 20-25, and to reach its peak October 5-15, ending about October 30.

Cranberry-Blueberry Experiment Station, Long Beach, now has more than 1,000 cranberry seedlings with berries. Experiments in getting the right blueberries for local conditions continue. From the experimental blueberry planting the Station by the end of August had shipped a ton and a half of the fruit with more still to be marketed.

Personals

D. J. Crowley of the Experiment Station, speaking before a meeting of Ilwaco-Long Beach Kiwanis Club recently urged a big water system for the whole of the Long Beach Peninsula. He declared this peninsula (very similar to Cape Cod in many respects) could be made a garden spot if everyone there had an adequate supply of water.

Peninsula gardens, lawns and crops were literally burned up this Summer. The proposal of Dr. Crowley was to get a supply of water from Bear River, or Naselle that would supply all needs for irrigation from Stackpole Harbor to Chinook, or most of the 30-mile long finger of land.

OREGON

Development Normal

Development of the crop is reported as about normal. Harvest will begin about the last week of September.

WISCONSIN

Crop May Drop From Estimate

Crop prospects as September came in appeared to be a little below the Government estimate. Size, color and quality of fruit should be excellent, according to "Del" Hammond of Wisconsin Cranberry Sales Company.

Harvest Began Sept. 10-15

General harvesting began between the 10th and 15th. Water supplies are adequate. Vines ap-

pear to be in good condition.

'52 Bud Excellent

Budding prospects for 1952 are said to be excellent.

Exchange Opens At \$15.00 Per Barrel Sept. 9th

The American Cranberry Exchange announced its opening price for the 1951 crop at \$15 per barrel (\$3.75 a quarter barrel box) on Sept. 9.

General Manager Harold E. Bryant said he had established a reasonable opening price to avoid the mistake of five years ago when high quotations for fresh cranberries forced a major share of the crop on the processors, resulting in a heavy annual carry-over, which glutted the market until this year.

"We do not wish to see this happen again," Bryant said, and believe that by establishing an attractive selling price at the beginning of the season we can help to stabilize the market and avoid hardship for both the processors and shippers of fresh berries."

"Our opening price may seem low to some growers and shippers but with a good quality crop of 915,000 barrels, as compared to 980,300 barrels last year, and no carry-over from the 1950 crop, we will have an opportunity to raise the price as the season progresses. Based on present conditions we expect that the average price for the season will be considerably higher than our opening price. By stimulating demand through an attractive opening price, coupled with an aggressive sales, advertising and merchandising program, we hope to build a rising market that will produce good returns for growers and distributors alike," Bryant concluded.

NCA Fall Program

National Cranberry Association has sent to brokers and other Ocean Spray representatives the country over, a remarkably attractive sales promotion kit starting with "Cranberry Week," October 7 to 13. There will be two

more, one for November and one for December.

The portfolio for the October promotion contained many facts, figures and illustrations to aid in October canned sauce sales.

It gives various facts of information such as that Ocean Spray wound up its fiscal year with a civilian sales increase of 31 percent; and that 200,000 copies of a recipe book have been sold at 10 cents each. Each ad in a national magazine brings in new orders. To quote:

"During the past year the Woman's Home Companion sent a questionnaire to its readers to learn how frequently they use cranberry sauce and how they serve it. 75

(Continued on Page 18)

jari

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W. ERNEST CROWELL NEWCOMER TO CAPE CRANBERRY INDUSTRY, BUT IS MAKING HIS MARK QUICKLY

Is of the Noted Barnstable County Cranberry Growing Family—Was Chairman of NECSCO Management Committee—Is an Attorney and Land Surveyor.

by CLARENCE J. HALL

W. Ernest Crowell of Dennis, Massachusetts, has been really active in the cranberry industry only since 1947. At that time he came back to Cape Cod, just before the death of his father, William Crowell, well known in the Massachusetts industry, to take over his cranberry interests. Two years later he assisted in an important function, the reorganization of the New England Cranberry Sales Company, serving as chairman of a management committee. He is now probably a permanent cranberry grower, managing and being part or entire owner of about 81 acres.

As the son of the late William Crowell and the grandson of Captain William Crowell, bog builder, the man who opened the first cranberry commission house in New York as early as 1855, and also from New York sold Massachusetts vines to New Jersey when the Jersey cranberry boom was just beginning, he would seem to be entitled to a place within the industry. Besides being a cranberry man now, William Ernest Crowell is a registered land surveyor and a member of the Massachusetts bar.

His Father Staunch Member NECSCO

His father had been a staunch member of the New England Cranberry Sales Company for many years. He was severely injured in an automobile accident in 1946, from which he never fully recovered. So it was natural that Ernest Crowell, upon taking over the responsibilities of his father, should become a member of that cooperative. However, he is also a director of National Cranberry Association.

When the New England was in the deepest of its financial and other difficulties, Crowell was an interested attendant at the meetings and frequently took part in the discussions. Perhaps that was partly due to the same instincts which made him become an attorney.

A Boston bank to which the co-op was in debt refused to do further business with the co-op unless its affairs were handled by a new arrangement. So it was voted to place these affairs in the hands of a management committee. The management committee was composed of Mr. Crowell, chairman, and four others, George Briggs, Robert C. Hammond, Paul E. Thomson and Carroll Griffith.

This committee, says Mr. Crowell, with the approval of the directors, managed the organization for approximately a year, holding, at first, meetings almost weekly, later less often as matters were straightened out, but more than 30 all told. At the annual N. E. Sales meeting in April Chairman Crowell made a report, saying that the bank was satisfied with the progress made, and as the committee was appointed for one year, it was dissolved.

The committee was then replaced by the usual executive committee with more members, these including the members of the management committee and about five others. President Homer L. Gibbs is chairman of this committee, of which, of course, Crowell is a member. John C. Makepeace is now treasurer of the New England.

Is Certain "N. E. Will Come Back"

Asked his opinion of the future of the New England Sales Company, he said, "It is now only a question of time before it can work itself entirely out of its difficulties, chief of which is its debt. I think this will take from one to three years. I hope not more than two, but this will depend upon the return upon the crops for these

years, beginning with this Fall."

Mr. Crowell is scholarly in appearance and measures his words carefully, more in the manner of a scientist than of many lawyers.

Asked a second question, this about the future of American Cranberry Exchange, his reply was: "The Exchange has an assured future. People will continue to eat fresh cranberries for many years." He added the National is doing a wonderful job in the canning of sauce and in devising new processed uses for cranberries.

Cranberry Industry Future Sound

As to the future of the cranberry industry as an entirety, he could see no reason why such an old-established industry should vanish. "I think people will continue to eat cranberries, if they can get them at reasonable prices, and I think the industry will be able to supply them at such prices. I think the industry will soon get out of its troubles of the past two or three seasons. Whether profits in the future will be as large as in the past may be doubtful."

Mr. Crowell considers that one over-all cooperative would be "fine", and this could be done with two contributing co-ops, one for fresh fruit and one for canned, more or less as at present, or perhaps better, under a single controlling management. But, he said, legal aspects must be considered in any action and the laws as regard cooperatives complied with.

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Small Grower Will Not Vanish

As concerns individual growers or companies, he believes the trend to larger and larger operators will continue and there probably will be fewer growers. On the other hand, he says, he is sure there will always be many small growers.

He reaches this conclusion from the fact that large operators with financial resources to purchase modern equipment, to buy supplies in large quantities, and to maintain year-round crews do not have all the advantage on their side. "The big fellows have tremendous overhead, continuing, usually, the year around. The small grower can often do much of his own work and make substantial savings in production costs. The small grower won't disappear."

Has Ancient Cape Background

Ernest Crowell was born at Dennis, January 29, 1904, the son of William Crowell, his mother being Frances I. Higgins of Wellfleet. The Crowells are one of the earliest families on the Cape, the immigrant ancestor having been John Crowe (Cro, Crowel, Crowell), the name probably being of Norman origin, but changed in England. John Crowe (Crowell) came to this country first to Charlestown, as did many Cape first settlers, then to Yarmouth, of which Dennis was originally a part, in 1637, and built a house by Scargo Lake, which is not far from where Ernest now lives. The Crowells, since almost the beginning of the industry on Cape Cod, have been interested and important in the cranberry industry.

Attending and graduating from Dennis grade and High schools, Ernest attended Mt. Hermon, near Northfield, Mass., being graduated in 1922. He then returned to the Cape, and farmed, did land surveying, and some cranberry work also for about seven years. He then went to Boston and entered the employment of an insurance company, the Maryland Casualty. He was in the employment of this company from 1928 to 1938 as claims adjuster. He worked not only from Boston, but from Worcester, Mass., Portland, Me., and other places. He was attending Northeastern Law School at Bos-

ton nights, studying law. He was admitted to the bar in 1934.

In Legal Department of Insurance Company

From the claims department he was advanced to the legal department of the insurance company and was engaged in this work when his father's health became poor and he came back to Dennis to take over, in 1947.

The bog interests which he manages are mostly in Wareham. The properties were built by his grandfather, largely in conjunction with Luther Hall of Dennis, a prominent pioneer in his day. These bogs, six in all, were built about 1885 and the Wareham location was chosen because even by that time many of the best sites on the Cape had already been made into bog or were being held for bog purposes. The advance of the industry from Barnstable County (Cape Cod) up into Wareham, Carver and other Plymouth county towns was underway. In this movement Crowell and Hall were among the leaders.

These bogs are the Locke, about 21 acres; the C. C. & H., $\frac{3}{4}$ acre; and the North, about 3 acres, all nearby off the Tihonet road; the Harlow Brook, 21 acres.

off Route 28, and the Besse bog, 2 acres; the Old Orchard, 23 acres, near Harlow Brook; total acreage, 70 $\frac{3}{4}$ acres.

As bogs of decades ago, these were set to a number of varieties, Blaeks and Howes predominating, with some Smalley Howes and McFarlins. These bogs have good or adequate water supplies at most times, all by gravity flow.

The bogs are held in undivided ownership, owners in some being rather numerous, in others less so. Crowell manages them all.

Here it may be mentioned that in addition to being a co-builder of these bogs (with the exception of the Besse) and of his ventures in opening the commission house in New York and also operating the vine-selling business, Capt. Crowell was considerable of an inventor.

Grandfather Early Cranberry Inventor

He invented at least one picking machine, and probably more. He patented one Nov. 24, 1874. Whether it was ever successfully used or not is not known, but it is believed the machine was used on bogs in the Dennis vicinity. As early as 1883 he had invented what

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we would call today a ventilated cranberry shipping box. Patent called it a "fruit box, or barrel, having grooves".

Returning to Ernest, he is entire owner of about ten acres of bog in active bearing, the acreage being scattered in several small bogs in different sections of Dennis. These, too, are older bogs, and like many Cape bogs do not have too ample water supplies.

Ernest Developed Unusual Irrigation Methods

On one, in the new Boston section, he solved this problem sufficiently to give him Summer irrigation by digging a sump alongside. This is a method much practiced on the West Coast. He had a bulldozer dig down to water level. It was quite a problem to keep the water from rising rapidly so that the bulldozer was not inundated too deeply. He found the solution to this in two powerful pumps and the natural action of the bulldozer which removed considerable water with each load of earth. This sump is about 70 feet long by 35 wide and water can be held to a level of four feet. However much he pumps from the sump onto this bog, the level in the sump has never gone down to less than three feet and it always refills promptly.

The second bog, known as "Hetty's", near his house, is irrigated in Summer by a different method. This was by sinking a well 60 feet down to a good supply of water held by gravel. The water is raised by a five-inch Diesel-action piston pump, the lift being about 25 feet.

On all his bogs in Dennis Winter coverage is by natural watershed flowage.

Mr. Crowell was married in 1931 to Annie A. Ryder in the adjacent town of Brewster. The Crowells have three children: William, Jr., 17, Charles F., 15, and Cynthia, 11.

Lives in Old Cape Home

The family lives in a typical old Cape Cod homestead on Elm Street, built by Peter Hall, a one-time wealthy citizen of the town, in about 1790-1800. It was the house in which his father lived. There are barns, and one of the few remaining old Cape Cod fences

with knobs on the posts surrounds part of the property.

The affiliations of Mr. Crowell, besides the New England Cranberry Sales Company and NCA, are: Cape Cod Cranberry Growers Association, Lower Cape Cod Cranberry Club, and Society of Professional Land Surveyors, the Dennis Grange, and the Dennis Union church.

What hobbies has Mr. Crowell? Fishing salt water fishing for the big striped bass in the late Fall, he said. But he really has another hobby, he admitted, when asked. It is an interest in Cape Cod history, cranberry history and Cape Cod genealogy. This was readily understandable by his knowledge of these matters. But in this, he said, his late father, William Crowell, far exceeded him.

Cranberry Field Day Draws 150 To Long Beach Station

About 150 attended the annual Cranberry Field Day at the Cranberry-Blueberry Station at Long Beach on August 23, these included growers from Long Beach, Grayland and Clatsop areas.

An interesting session was held on the State bog where a study is being made in cross-pollination of

the MacFarland variety with various other varieties. Object of the experiment is to bring about fruit ripening earlier, so as to put the harvest season ahead, and also of heavier yields. A number of combinations have been tried and the most promising of these experiments will be continued over a period of years, to see if the results are lasting, and of genuine value to the cranberry growers.

Dr. D. J. Crowley, in an address gave information concerning his experiments on different plots in the use of chemical fertilizers in varying amounts and combinations of nitrates, phosphates and potash. This is an experiment that will take some years to complete, and he indicated that so far, the use of nitrates, in the form of ammonium sulphate are of much promise, and in moderate applications.

Including those attending were: Dr. J. C. Knott of Washington State College at Pullman and Mrs. Knott and County Agent Jack Woods of the Coos Bay area of Oregon.

Noonday potluck lunch was served by a committee of the Peninsula Cranberry Club; being composed of Mrs. Crowley, Mrs. Charles Nelson and Mrs. R. B. Saunders; assisting were Frank Glenn, Joe Rowe, Elwell Chabot, W. H. Morton and Mrs. John Sacks.

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Marketing, Main Topic at Annual Meeting, Cape Association..

Speakers Seem Much More Encouraged over Sales of Coming Crop—E. L. Bartholomew New President—Hydraulic Sander Chief In Interest in Equipment.

Contrary to custom, the "theme" at the annual meeting of Cape Cod Cranberry Growers' Association, East Wareham, August 21, may be said to have been marketing. Successful selling of the production this Fall was in all growers' minds, as it has been for months.

The preliminary forecast by C. D. Stevens, N. E. Crop Reporting Service, released at the meeting, that production then indicated was 915,000 barrels (complete forecast elsewhere in this issue) did little to remove the subject of disposal from their thoughts.

However, growers were encouraged by talks upon sales promotion plans, and expressions of optimism by State Agricultural officials and others. A featured speaker was the new Commissioner of Agriculture, Henry T. Broderick, making his first appearance before cranberry men. A mechanical highlight was a demonstration of a hydraulic sander, being experimented by the University of Massachusetts. Of interest also were the latest developments in the plans to bring Puerto Rican agricultural workers to assist in the harvest (more details elsewhere), given by Frank Butler.

Officers Elected

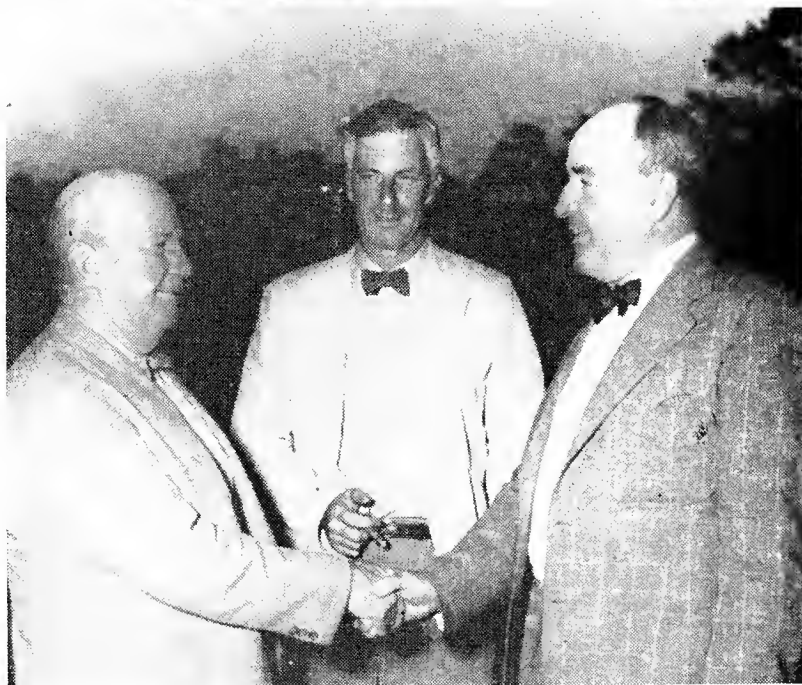
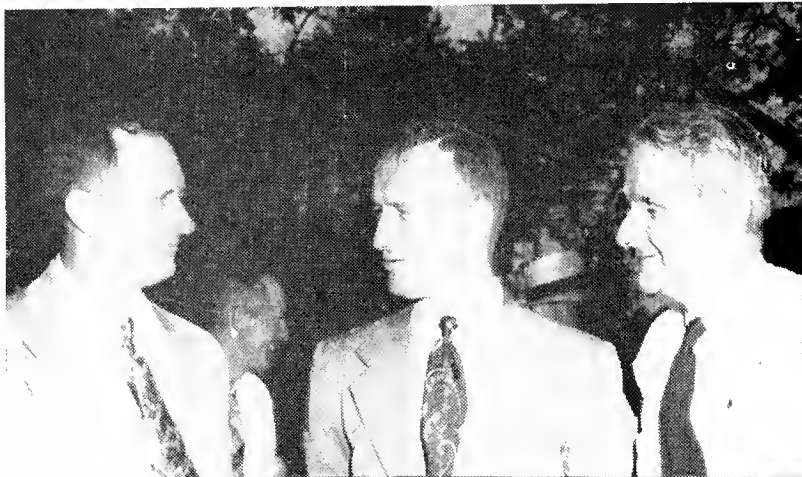
Officers nominated by a committee consisting of Raymond Morse of West Wareham, Charles N. Savery of Cotuit and Marshall Seibermann of Harwich, and elected without opposition were: president, Edward L. Bartholomew of Wareham, succeeding Melville C. Beaton of Wareham, who had served the customary two years; 1st vice-president, Robert S. Handy of Cataumet; 2nd vice-president, Kenneth Garside of Duxbury; secretary (re-elected) Gilbert T. Beaton of Wareham; treasurer, Ruth Beaton (Mrs. Gilbert T. Beaton); directors: Melville C. Beaton, Dr. Henry J. Franklin of East Wareham, John Shields of Osterville, Ferris C. Waite of Kingston, Robert C. Hammond of East Wareham, Russell Makepeace of Mar-

ion, Raymond Syrjala of Hyannis, Ralph Thacher of Hyannis, Lewis F. Billings of Plympton; honorary directors, Franklin E. Smith of Boston, Chester E. Vose of Marion.

Reading of reports opened the meeting at 10 a. m. Treasurer R. Thelma Tamagini, who resigned because of pressure of other work, gave the financial report, which showed a grand total of assets of the corporation as \$5,032.26. Membership had declined slightly, being 205, there having been 214 last year.

Frost Report

J. Richard Beattie offered the frost report. There are 177 subscribers to the warning service conducted by the association, a drop of only 3 from last year. Number of frost warnings sent out this spring was unusually heavy, there having been 34, with only 45 last year, Spring and Fall. Beattie explained the warnings go out by telephone through seven distributors. He told of the supplementary radio service with warnings from WBS, New Bedford,



Upper Photo: Henry T. Broderick, Commissioner of Agriculture, Massachusetts, center, talks with Dr. Dale Seiling, dean of the College of Agriculture, University of Massachusetts, left, and Sidney Vaughan, director of Massachusetts County Agents.

Lower: E. L. Bartholomew, new president of Cape Cod Cranberry Growers Association, left, shakes hands with his predecessor, M. C. Beaton, second vice president. Kenneth Garside, elect, stands behind.

(CRANBERRIES Photo)

WOCB, West Yarmouth, and WBZ, Boston.

He urged greater support of this service, prepared by Dr. Franklin and others of the Station staff, saying that the more subscribers there are, the less is the cost. However, he said, he considered it very satisfactory that there had not been a greater loss of members, due to the unsatisfactory financial condition of most growers. He praised the untiring work of Dr. Franklin, in particular, in being on duty day and evening constantly during Spring and frost seasons.

Russell Makepeace reported up-

on the Henry J. Franklin collection at the cranberry library, Middleboro Public Library, saying there are 47 bound volumes, plus hundreds of other items and it is the greatest collection of cranberry information in the world.

Ralph Thacher reported for a recently formed research committee. He said the development of the hydraulic sander was the first actual result, and there are three more research projects in mind at present.

Need of Membership Stressed

Mr. Bartholomew, in accepting the presidency, declared the asso-

ciation had completed more than 50 years of existence and had completed many things of value to the industry. "We have never squabbled among ourselves. We have stuck solidly together in all things for the good of the industry."

Lack of Interest

Continuing, he said the greatest trouble concerning the association was a lack of interest among many growers and that 205 members, with a total of approximately 1200 in the state was not a good showing. He said the association needed building up and declared membership should be at least 1,000.

A principal speaker was Henry Broderick, Massachusetts Commissioner of Agriculture.

"The cranberry growers are making more progress in pulling themselves out of their price difficulties than any other in the state", said Mr. Broderick. He said that salesmanship was the only answer to a group of agriculturists who produced more than a market seemed willing to buy. Growers of cranberries were well organized to push cranberries, both fresh and processed, through good merchandising.

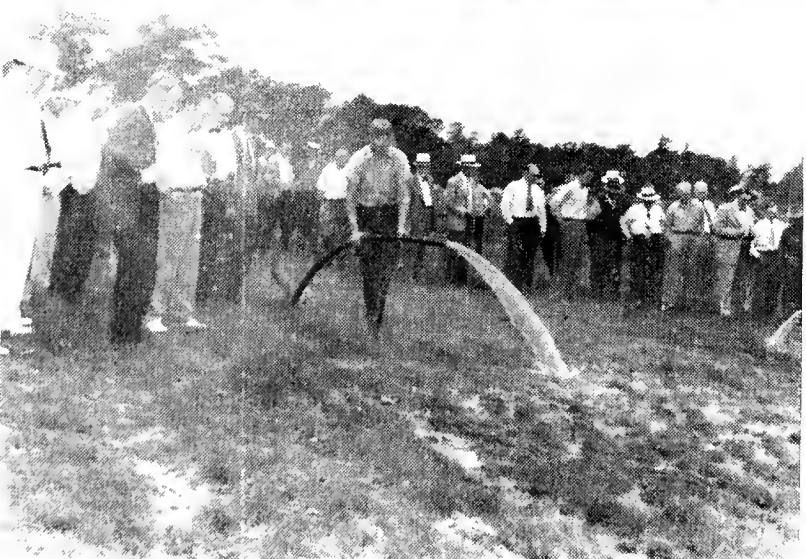
He said the state agricultural department was seeking to "advertise" the fruit and vegetable products of Massachusetts. He said this could be done through radio and television, to mention two mediums. He said a farm radio program is being organized which will be entitled "Under the Sacred Cod". Another excellent way to publicize a single product, he added, was to invite editors of farm journals to visit farms, orchards or cranberry bogs and let them see for themselves how a product is produced. "Show them how you grow cranberries. Once they've seen the 'how' for themselves they will probably write more about cranberries."

Research Valuable

Dr. Dale Sieling, dean of the Agricultural College of the University of Massachusetts, explained the value of research, saying there are three kinds, theoretical, fundamental, and applied. An example of applied research was the new hydraulic sander, he said. It was hoped, also, that besides utilizing the three methods of research, help could be given in marketing.

Sidney Vaughan, who succeeded James W. Dayton as director of county agents in Massachusetts Extension Service, said the purpose of Extension was to help growers to help themselves.

Chester E. Chancy, former manager of American Cranberry Exchange, now retired, received considerable of an ovation when he spoke briefly, saying he was still interested in the cranberry industry and he thought the growers



HYDRAULIC SANDING DEMONSTRATION—Upper: Sand being flushed out of a sand bank at State bog. George Rounseville, left, and Prof. Earle Cox operating hose. Lower: Sand in water in a stream coming out of plastic hose, as sanding a bog is demonstrated on shore of State Bog at annual Cape Meeting.

(CRANBERRIES Photo)

could look forward to a good season (price-wise) this Fall.

Competition Desirable—Bryant

His successor, Harold E. Bryant, said he was "green" to cranberries and hoped all growers would help him learn, so that ACE might help all growers. "Let us work collectively". He then said he wanted to leave a thought and that was that there should be one organization in each industry which could be a "dominant" factor in stabilizing prices by 50 per cent, perhaps, of production. "But if you concentrate all the power in a single organization that control can be good or bad."

Russell Makepeace read from a prepared manuscript by the president of the Growers' Council, John C. Makepeace. This explained why it was believed such a body should have been set up, because neither fresh fruit nor processing organizations could operate alone, and there must be coordination. There was now a consumers' market for 1,000,000 barrels of cranberries each year, Mr. Makepeace said, and this market was established last year when about such a quantity was sold. This year the market would probably be increased and processed fruit would take more than half the crop. It was stressed that very soon present acreage will probably be capable of producing an average crop of 1,250,000 barrels.

Fresh Fruit Sole Promotion

Speaking in behalf of the Fresh Fruit Institute, with quarters in New York, was Robert Knox, its manager. This unit is to promote the sale of fresh cranberries alone, using no brand names. It is made up of Morse Brothers of Attleboro, Mass., Cape Cod Cranberry Cooperative of Plymouth, Beaton's Distributing Agency of Wareham, Decas Brothers of Wareham, Anthony DeMarco of New Jersey, and the American Cranberry Exchange.

Each member is being assessed 1/12 of a cent a barrel, making up a fund expected to reach \$24,000. With this it is hoped to obtain publicity to the value of \$1,000,000. This will be obtained through tie-ins with national firms producing other products, through magazines, newspapers, trade journals, home economics teachers, radio and television. In the kitchen of the Institute more than 200 "new and varied" recipes have been developed, and these will be made available to various mediums. "More people are going to see more, learn more and hear more about, and we hope, buy more fresh cranberries than in any year in the past."

Nahum Morse, president of the Cranberry Growers' Mutual, at

present limited to Massachusetts, said the Mutual, as it's name implies, was organized to protect the mutual interest of all growers and to restore confidence of growers in their leaders and selling agencies.

Better Salesmanship

Walter Piper, Division of Marketing of the Massachusetts Department of Agriculture, said he was not surprised the cranberry men were troubled with sales problems when they were producing bumper crops every year now. The only solution to successful marketing was better salesmanship, he said.

Prof. Stapleton, head of the engineering department of the U. of M., told of the work being done there, such as upon the hydraulic sander, this being in the hands of Prof. Earle Cox, who has spent five months on the project. The idea was first put forward, he said, by "Joe" Kelley of the East Wareham Experiment Station. He hinted at other projects, such as screening by means of setting up a magnetic field. He urged growers to put machines to work for them, as the power of each man is worth but one-tenth of a horse-

power, while the power of machinery is almost limitless.

Hydraulic Sander

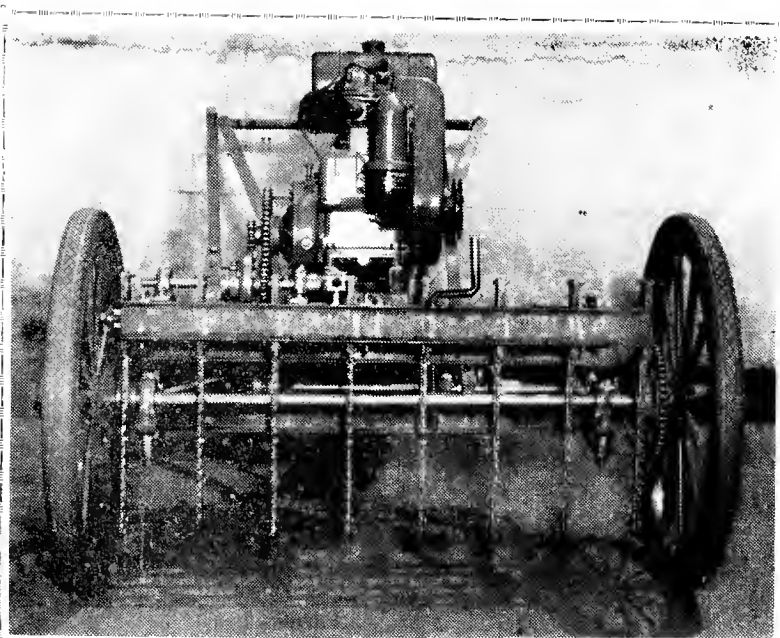
Prof. Cox explained the workings of the hydraulic sander. He said this was simply a "jet" which forced water and sand through a hose with a nozzle at the end through which the sand was pumped and spread over the bog surface. He said this should be capable of 10 yards of sand per hour, per jet, and that two jets could be operated by one engine. He asked growers to cooperate in experiments on their bogs this Fall, and hoped to test out results on 40 or 50 acres.

Exhibits

Concluding event of the afternoon was a demonstration of the jet. Other mechanical equipment displayed was the Spee-Dee Cranberry Filling Machine, produced by the Paul L. Karstrom Company of Chicago, a "Scythette", and a brand-new type power pruner, both handled by the C. & L. Equipment Company of Acushnet.

At noon lunch was served by

(Continued on Page 20)



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The Fresh Fruit Institute Assures Results For '51

by

Robert Knox, Director of Publicity,
Fresh Fruit Institute
New York City

Let me make a prediction—

This year more people are going to read about fresh cranberries, hear about fresh cranberries and be continually reminded of fresh cranberries than in any year in the history of the industry.

This can be attributed to a single, simple fact—the agencies that sell fresh cranberries agreed last spring to pool their resources in behalf of the industry as a whole by setting up the Fresh Cranberry Institute.

The Institute's Job

To put it simply, it's the job of the Institute to go over the heads of the retailers, the wholesalers, the jobbers and brokers directly to the U. S. consumer with the story of fresh cranberries.

To do this, the Institute works through the channels normally used in reaching the public—newspapers and magazines, television and ra-

dio stations, conventions and demonstrations.

The organizations which make up the membership of the Institute market fresh cranberries under a variety of brand names. These brand names are important because they help sell cranberries. But the Institute does not (in fact, can not) make use of these brand names in its work.

The Fresh Cranberry Institute can thus be described as an industry-wide, non-profit organization set up to serve as a single, central source of information about "fresh cranberries."

It is estimated that close to 90 per cent of all cranberries sold fresh in 1951 will be handled by F. C. I. members. This is of real significance to the industry. Never before have so many sales agencies agreed upon a single sales objective—to sell more fresh cranberries at a better price.

Moreover, the door to membership in the F. C. I. is wide open to the few remaining sales agencies who haven't yet decided to pitch in.

How the Institute Works

A basic job of the Institute is recipe research work. For this purpose a test kitchen has been set



Corner of Cranberry Kitchen.

up, equipped with a full line of General Electric appliances. Here, trained home economists develop new and easy ways of using fresh cranberries, with special emphasis on recipes which call for little or no cooking, and warm weather dishes and drinks.

Those of us employed by the F. C. I. regard ourselves as salesmen for the cranberry industry. We are making every effort to keep the industry's sales problems in mind.

Warm weather recipes are getting special attention because fresh cranberries have never sold as well during warm fall periods as in colder weather. The "quick and easy" recipes are in keeping with the times. We are attempting to show housewives that fresh cranberries are for all practical purposes a "ready mix"—and call

(Continued on Page 20)

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WE have heard people sigh for the "good old horse and buggy" days, and by that we think they mean chiefly the simplicity of an earlier era. Applying that to the cranberry industry, the growing and selling of cranberries is anything but simple in the year 1951.

The growing can scarcely be called less simple than when there were only a few very ordinary insecticides, and man power, which is said to represent only one-tenth of one horse-power, provided most of the energy which went into the production of the fruit, plus a few simple gadgets which growers could make themselves. Today a man has almost to be an engineer or at least a mechanic to understand and to operate or have operated satisfactorily, the various machines which have been developed to aid him.

As a matter of fact, the growers have so mastered the modern machinery and insecticides, fungicides and herbicides that they are growing ever-increasing barrelage upon the same acreages.

But we will ignore the production end at this point and turn to marketing. Here, it seems, is where the greater complexities come in. We live in a vastly different "food" world than that of our fathers and forefathers. This is an age of the most intensive competition for the dollar of the consumer. He can eat almost any kind of edible produced on the face of the earth—if he has the cash to pay for it.

In selling cranberries at a price to return him a reasonable profit, he must adopt the newest of methods of merchandising and this includes the newest trends in advertising and in obtaining what is called "publicity". This the industry, as a unit, is attempting to do. If all we hear at various meetings of what is being done along these lines is true—and we have no reason to believe it is not—we are making progress in this new and, to many an old-line grower, strange field of merchandising.

We are competing, this being said with some exaggeration, with almost everyone who produces anything for sale, particularly in the food line. And they are competing with us and with everybody else, also. The complexities can make the head swim. Who would have thought a relatively few years ago that cranberries would be in

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CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.

Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY

Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

DR. HENRY J. FRANKLIN

Director Mass. State Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON

Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

competition, say with apples, via the television? Television wasn't even dreamed of then.

Cranberries are an old industry, yet old though we be we seem to have within our ranks, or working for us, leaders in all these new fields. We are sure cranberries will not become a forgotten fruit.

WITH the foregoing in mind, and the predicted strong demand for most agricultural products, the defense program becoming a bigger element in the national economy, providing more for most of us, directly or indirectly, farmers' cash receipts estimated as running about 19 per cent ahead of last year, why be too fearful? Of course time will tell. We await with interest, as does everyone else in the industry, the opening fresh fruit price—and the final results of the selling of the '51 crop.

Possibility Of Large Mass. Crop Reported By NE

Co-op Holds Pre-Harvest Meeting — ACE Speakers Optimistic as to Price and Market Outlook—Federal Tax on Co-ops Discussed.

Possibility of a larger crop in Massachusetts than the preliminary U. S. D. A. forecast of August 21, the improved preparedness of American Cranberry Exchange to do a better job of "merchandising," and a "warning" that steps should be taken by co-op members to prevent a Federal tax being established against co-ops, were the highlights of the annual pre-harvest meeting of New England Cranberry Sales Company at Carver town hall, August 31. A keynote was the genuine optimism of ACE officials and others that the 1951 prices will be more satisfactory than in several years past.

Meeting was presided over by President Homer L. Gibbs and did not occupy a full day as usual, but only the forenoon.

Miss Sue Pitman giving the customary estimate of the Massachusetts production made by NECS CO said, that with 80 percent of membership reporting, indications were there could be an increase of 1½ percent over the Government estimate of 580,000 barrels, and there might be nearly 600,000 picked instead. One reason for this would be the large size of the fruit as it was then shaping up, and another, that with better prices definitely hoped for, growers might pick more cleanly than with the depression prices of last year, and that also floats might come into the picture again.

Division of the crop by varieties was again rather different than the Federal forecast, these being: Early Blacks, 61 percent; Howes, 33, and others, 6.

One FOB Price

General Manager Harold E. Bryant in a talk announced the re-

turn to a one-price system, such as was in effect prior to 1948. That is, that the price would be the same for all buyers, with the only difference in the F. O. B. figure being in the matter of freight charges for different distances from the point of shipment to the market.

E. Clyde McGrew asserted he believed a "weak link" in Exchange marketing had been eliminated by establishing better relations with chain store and other outlets.

Referring to the consumer package he said this comparatively recent development has driven the producers of all perishable fruits and vegetables to ship in smaller containers with more frequent deliveries. "This makes it all the more important that there be only quality fruit packed and shipped," he said. "What tender fruit there is can be disposed of through another channel."

He also told members to bear in mind all shipments were being made under the laws of the land and this meant that a container must contain the full stipulated amount of content, when bought by the customer whether this was a few days after shipment or a month.

McGrew Optimistic

Concluding, he declared, "I am very optimistic about the outlook for the whole selling season ahead. Prospects, I think are the best since 1947."

Stanley Benson of the ACE staff, reported he had covered more than 3,000 miles in four weeks this Summer, visiting some 30 markets, mostly in the southeastern part of the country. He said the south was a "tough nut" to crack for cranberries, or, so he had been frequently told, but that he was sure fresh fruit sales in this district of the U. S. would be upped this year. "Almost every dealer I visited was cheerful about increasing his sales of fresh fruit and vegetables as against canned products and of course this includes cranberries."

He said the Exchange now has nearly 100 representatives all over the country, not, of course, that many on ACE payroll, but including those interested in pushing

Eatmor cranberries in one way or another.

Lloyd H. Williams

Lloyd H. Williams, new merchandising manager of ACE made his first appearance before the membership of the N. E., saying that modern merchandising has been the "missing link" in the whole Exchange sales structure, or so he had been informed.

Merchandising programs of fresh fruits and vegetables are nothing new, he asserted, and these intensive programs have been used with remarkable success by some industries. However, such programs have not been taken up by the producers of most fruits and vegetables.

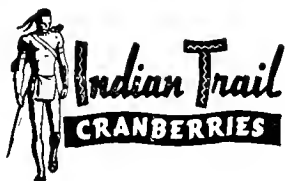
The competition between product and product is "extremely tough" today, he said, and one of the main ideas is to get a product adequately and "brightly" displayed in a retail market. "Madam Housewife when she goes out to shop does not make up her mind, in the instance of most items, of what she is to buy until she sees what is displayed when she reaches the store."

He further explained this was the first year of such merchandising by ACE and that too much could not be expected in a single season, but that certain "test areas," had been set up, especially in the Southeast, and these would be watched, and results applied to the planning of the disposal of the '52 crop.

Raymond Morse said special emphasis would be laid this year upon reducing high overhead at the various company screenhouses. He said this would have to be done chiefly by preventing time-and-a-half labor, that is over-time work, and he felt this could be done without working any hardships upon the members, if they would fully cooperate.

J. C. Makepeace

J. C. Makepeace informally discussed a number of what he termed "possibilities" concerning the crop regarding size, how it might be disposed of and final outcome of the season. He said that canning will call for more and more of the total production. NCA was, at the moment short 150,000 barrels of



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EFFECTIVE SALES
and
EFFICIENT GROWER SERVICE
it is

Cranberry Growers, Inc.
Wisconsin Rapids, Wisconsin

what was on hand last year, and will need 500,000 barrels, he said. He declared he figured production on the "optimistic" side, as he formerly intended to pick "cleaner" than last year and that some boats might come into the picture, again, all of which would increase crop potential.

Also he said, New Jersey could have more than the preliminary estimate, and that Wisconsin might have as many as last year. As for the West Coast production, this was already admittedly more than in '50.

"If these possibilities come about we might have as large a crop as last year," he remarked, "but get it clearly in your minds these forecasts are not what I think, but are 'possibilities' which have to be considered." Markets were lost in the short 1944 crop, when there were not enough cranberries to supply demand, and also lost when the price of cranberries reached \$30 a barrel and up to \$36. "Lost markets are difficult to regain." He said the best way to sell fresh fruit is to maintain, if

possible, a relatively standard price level.

"By and large," he said, "I think market prospects are better than last year," however, he added he hoped growers would not expect too much.

The matter of the Puerto Rican labor was brought up, Cranberry Specialist "Dick" Beatty, saying that these workers in the Dighton (Mass.) market gardening area had proven very satisfactory. President Gibbs said that Theodore H. Budd of Pemberton, N. J., had employed six last Spring and had found them excellent workers.

Gibbs said that 20 of the contingent of these American citizens had been allotted to New England Cranberry Sales and he urged member-growers who needed this labor to make their applications without hesitation.

In conclusion of the meeting Mr. Bryant brought out the matter of a Federal tax upon the patronage profits of co-ops and suggested that members write to their senators and representatives in protest.

**BANDON CRANBERRY
FESTIVAL TO BE
NOVEMBER 2 AND 3**

Plans for the annual "Bandon (Oregon) Cranberry Festival" are well under way, with preliminary meeting having taken place. Dates have been set as November 2 and 3, Friday and Saturday.

The Bandon Cranberry Festival Association serves as a community booster, for the purpose of promoting interest in the Bandon cranberry industry. The queen contest begins this month.

To be eligible as a candidate in the contest a girl must be a junior or senior in high school, with at least average grades, whose residence is within the area bounded by Riverside on the north and Port Orford on the south and she must be sponsored by a civic group, club or lodge.

**BE A SUBSCRIBER TO
CRANBERRIES**

Summer Meeting of American Cranberry Growers Association

The Summer meeting, August 30th at the Anthony DeMarco bogs, Chatsworth, was very well attended. Although the day was hot, it was comfortably cool in Mr. DeMarco's new sorting house for the morning speaking program and for lunch.

President William S. Haines opened the meeting with a strong appeal that growers remember what can be accomplished with cranberries when good hard work is put into the growing part of the job. He feels that there are good times ahead for growers who will keep their bogs in good condition and follow a program of replanting. Now that planting machinery is successful, this is no longer so difficult. Young bogs are the finest producers.

Report on Cranberry Scale Control

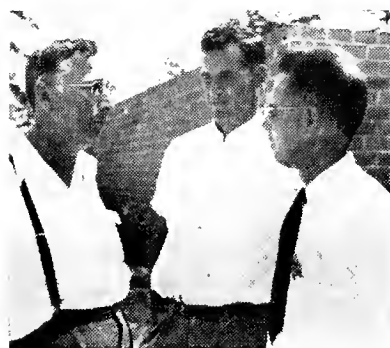
Dr. Martin T. Hutchinson of the Cranberry and Blueberry Research Laboratory, Pemberton, reported on progress with experiments on the control of cranberry scale. Although the results at harvest time will be needed before the story is complete, the data taken on scale population on foliage show disappointment with some materials and encouraging control with others. There was considerable discussion on the effect of spraying and dusting in upsetting Nature's control of various pests.

Color Slides

Walter Z. Fort showed a series of colored slides depicting the life history of important cranberry insects. The enlargement and clear detail of many forms which are hard to find on the bog made this part of the program particularly instructive.

Visit to DeMarco's Bogs

The afternoon was spent touring the DeMarco bogs and viewing the extensive work done in renovated and replanted bogs. Bogs planted in 1948 and 1949 were done by hand and those in 1950 by machine. The latter are on a new tract where special provisions have been made for frost control and irriga-



Snapped at the meeting were: Anthony DeMarco of Hammonton, host (left); William S. Haines of Chatsworth (center), President of American Cranberry Growers' Association; and (right) Charles S. Doehlert, secretary-treasurer of the association. (Photo through courtesy of The Mount Holly Herald, Mount Holly, New Jersey).

tion during dry weather. Both sides of the tract and a large central canal may be easily flooded from the reservoir. The reservoir itself is not too close to the head of the bog.

"Lew" Norwood Leaves Plymouth Cranberry Work

Massachusetts Asst. County Agent, who has been Active in this Field, has been Named to Education Position, Covering all New England.

Plymouth County cranberry growers have lost the services of Lewis F. Norwood, Jr., who for the past few years, as assistant county agent with the Extension Service at Brockton has been especially assigned by Director "Joe" T. Brown to specialize in cranberry work. "Lew" Norwood has been named retail marketing specialist of the New England Extension Services distributive education program. He will be responsible for the development of the newly established educational program with retailers and other food distributors in the New England States.

Norwood, who is a native of Rockport, Mass., and recently living at Whitman, will be located in Boston. His work will be under the direction of Charles E. Eshbach, director of the New England Extension Services' Marketing Information Program.

His work will include providing instruction, information and training to retailers and other food distributors in the improved handling of perishable food products, so that there may be better handling of perishable food products; so there may be better preservation of quality and reduced wastage in the handling of foods. He will be responsible for developing courses of training and demonstration, as well as organizing and developing the Extension Services' regional distributive education work.

Coordination of Effort

Several of the New England States have done some of this work in the past, and several have distributive education work under way at the present time. But this is the first time that a coordinated, regional approach has been made to the work by the Extension Service of the University of Massachusetts. The New England Extension Services distributive education program is being conducted under the provisions of the Research and Marketing Act of 1946 and is cooperating with the United States Department of Agriculture and various other agencies and organizations.

The appointment of Norwood was announced by James W. Dayton, director of Extension Service, U. of M., and Norwood was named because of establishing an outstanding record as one of the leading county agents in the Massachusetts Extension Service.

Successor Named

His successor is Dominic Marini, who is a native of Acton, Mass., where he was brought up on a market garden farm. Marini was graduated from the University of Massachusetts in the class of 1950. He was graduated with honors, majoring in horticulture.

Since graduation he has been working with the Atlantic Commission Company in Atlantic City, New Jersey. Director Brown is to assign Marini to handling work in market gardening, fruit and floriculture. Brown expects that eventually he will become sufficiently acquainted with the cranberry field to assume some responsibilities in this work. In the meantime, however, Brown himself, who a few

years ago was very active in assisting the cranberry men, will take over the cranberry end as one of his duties.

Farm Laborers of Puerto Rico Are In Massachusetts

240 of these American Citizens Flown in over Labor Day to Assist Cranberry Harvest.

The anticipated 240 Puerto Rican laborers arrived in South-eastern Massachusetts over the Labor Day week-end in time to assist in the cranberry harvest. They were brought in by plane from the island, to Logan International Airport at East Boston. Travelling via "Flying Tigers," and Eastern Air Lines, 60 to a plane, they were met by representatives of the cranberry industry and the New Bedford office of the Massachusetts Division of Employment Security. First contingent arrived Saturday, September 1, the second, Tuesday, the 4th and the final Wednesday, the 5th.

Upon arrival they were given a meal and then brought to the cranberry area by special busses.

Plans for the arrival of these American citizens have been under way for the past two months, by committee of which Frank Butler is chairman, and Cranberry Specialist "Dick" Beattie, secretary, in conjunction with Charles L. Buckley and others of the employment security office.

Assigned to Various Growers

They were assigned to growers or organizations who requested their service, these including N. E. Cranberry Sales Company, National Cranberry Association, A. D. Makepeace Company, R. C. Everson, Ruel Gibbs, Wales Andrews, Robert Hammond. Some were employed at the State Bog at East Wareham.

Each Puerto Rican is covered by individual contract with the grower and will remain until after harvesting operations are completed. Living quarters are being supplied by the growers at the bogs, they

"Bill" Tomlinson Buys Bog Properties In Middlesex County

William E. Tomlinson, Jr., now attached to the Waltham Field Station (Waltham, Mass.) has purchased an old bog property at Holliston, which is in Middlesex County, Massachusetts. In a much earlier day this county was fairly prominent in the cranberry industry, but today there are only a few bogs in operation, but they include some excellent ones such as the property at Carlisle, formerly owned by Dr. Henry J. Franklin.

"Bill" Tomlinson is known to many in the industry, since for a number of years he was an associate in research at the Cranberry-Blueberry Station at Pemberton, New Jersey. He has appeared on meeting programs in Jersey and in Massachusetts, and has contributed to CRANBERRIES magazine frequently. Specializing considerably in blueberry culture he was one of the trio who a few years ago isolated the particular sharp-nosed leafhopper which was causing so much damage in blueberry fields by spreading blueberry stunt disease. In fact the spread of the disease was becoming very serious for the industry until the

also supplying necessary sleeping equipment, cooking utensils and other facilities. Including the value of these accommodations the rate of pay is approximately the prevailing wage.

It was emphasized by William W. Zink, manager of the New Bedford office of Employment Security that these island workers were recruited solely to increase the supply of available workers. Local workers were readily absorbed in addition. Those desiring office, and elsewhere, and New Bedford, after Labor Day a special branch office was opened at the Square Deal Garage, West Wareham, which is near many bogs of the Wareham, Carver, Middleboro, Rochester area. This registration has been a practice which has worked out well in the past two or three years.

vector was located after a 7 year research.

The property which Tomlinson has bought was originally known as the Batchelder bogs, and the original owner has been generally credited with developing the Centennial variety. There are about 36 acres in the whole property, about half of which is bog and reservoir.

There are five small bearing bogs—about 10 acres in all—the better of which Tomlinson plans to retain for cranberries. On the poorer ones he plans to plant blueberries. Which bogs he will devote to blueberries he has not yet decided, this being dependent upon a study for the next year or two as to how they perform for drainage and flowage, and determining factors which might be adverse to blueberry culture.

The property has been in the Tibbets family since about 1900, and Tomlinson made the purchase from Eugene L. Tibbets of Holliston. Another bog in Holliston is owned by Carleton Barrows of Boston.

Tomlinson (CRANBERRIES, January 1947) is a native of Newton, Massachusetts, in which town he with family is making his home. His training is that of entomologist.

Meat consumption is expected to amount to about 148 pounds per person this year; 4 pounds more per capita than last year.

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THE FIRST REAL PIPE THAT IS PLASTIC
For Jet Wells, Irrigation, Land Drainage, Livestock Watering, Sewage

CARLON plastic pipe is guaranteed against rot, rust and corrosion. Because it is lightweight and flexible, CARLON can be installed in minimum time. It will follow ditch and ground contour as well as structural plans. Fewer fittings are required, and the need for special tools is eliminated.

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NCA Cranberry Festival At Both Plymouth, Edaville

Huge Parade at Plymouth Morning of Columbus Day, Selection of National Queen from Cranberry States in Afternoon—Following Day, Barbecue and Other Events at Edaville.

Third annual Massachusetts Cranberry Festival, sponsored by National Cranberry Association, is to be held this year at both Edaville in South Carver and historic Plymouth. The dates are Columbus Day, October 12 and Saturday, the 13th.

Events will start in Plymouth the morning of the 12th, at 10.30 with a huge parade. Prizes totaling \$500 will be awarded to the best float entered and for the best costume in the line. There will be several school bands from the cranberry-growing area and these will be in competition for a prize.

The National Cranberry Queen contest will be in the afternoon at the Athletic field from 2 to 4. The selection is to be on the spot, and not from photographs, as was done by NCA last year. It is hoped to have beautiful girls, each selected

in their own state, in the contest, the states being those growing cranberries, Massachusetts, New Jersey, Wisconsin, Washington and Oregon. The winner will be crowned with appropriate ceremony.

In the event of rain the event will be held in the Memorial auditorium, which was one reason for the decision to hold one day of the event at Plymouth rather than entirely at Edaville, where there is not sufficient space to accommodate the many hundreds who attend.

Cranberry Square Dance

In the evening there will be a Cranberry Square dance. Growers are invited to participate in the grand march. There is planned a square dance band of a dozen pieces, with square dancing by everybody and an hour of exhibition dancing. Cranberry refreshments will be served.

Shifts to Edaville

On Saturday the scene shifts to Edaville. This part of the program had not been completely organized as this issue goes to press. However, the feature will be the "chicken and cranberry barbecue", so much enjoyed last year. There will be rides on the miniature trains to witness cranberry harvesting on the Atwood bogs if the weather is clear, and trips through the screening rooms.

There will be cranberry equipment exhibits, a cranberry recipe contest, and other special events, some especially designed for young people. An amateur photo contest will be held on both days, with cash prizes offered in three classes: 1, harvest scenes and bog-scapes; 2, the cranberry queen; 3, picture best portraying the spirit of the entire cranberry festival.

Growers who wish to exhibit equipment at Edaville are welcome to do so.

Festival Committee

The Festival committee consists of Walter Haskell of Plymouth (Old Colony Memorial), executive chairman; Massachusetts, Carlton H. Barrows, Betty Buchan, Orrin G. Colley, Kenneth Garside, Arthur Handy, Lea Kates, Theodore C. Kraft, Harold G. Morse, Ellen Stillman, Russell Sturtevant, Janet C. Taylor, Ralph Thacher, Chester W. Robbins; New Jersey, Edward V. Lipman, Walter Z. Fort; Wisconsin, C. D. Hammond, Jr., Leo Sorenson; West Coast, Dr. J. Harold Clarke.

NCA Fall Program

(Continued from Page 5)

percent of the women said they buy their cranberry sauce in cans. 52 percent said they serve it once a month or more often.

Sauce Selling at Tremendous Pace

"We believe many buyers are not fully aware of the tremendous pace at which cranberry sauce consumption has been increasing in the last few years. This has been brought about not only by Ocean Spray's intensive advertising, but also by the cranberry ideas which editors of newspapers and magazines are passing on to their readers. . . Be sure your buyers are made aware of the extent of this (promotion) work, and what it is doing to canned cranberry consumption. Repeatedly we hear of buyers who underestimate the rate at which Ocean Spray will sell. They are thinking in terms of 1948 or 1949.

"In the canned fruit section, cranberry sauce produced more sales per square foot than any other product, \$18.01 sales of canned cranberry sauce per square foot as compared with an average

Beaton's Distributing Agency

NATIONAL DISTRIBUTORS

of

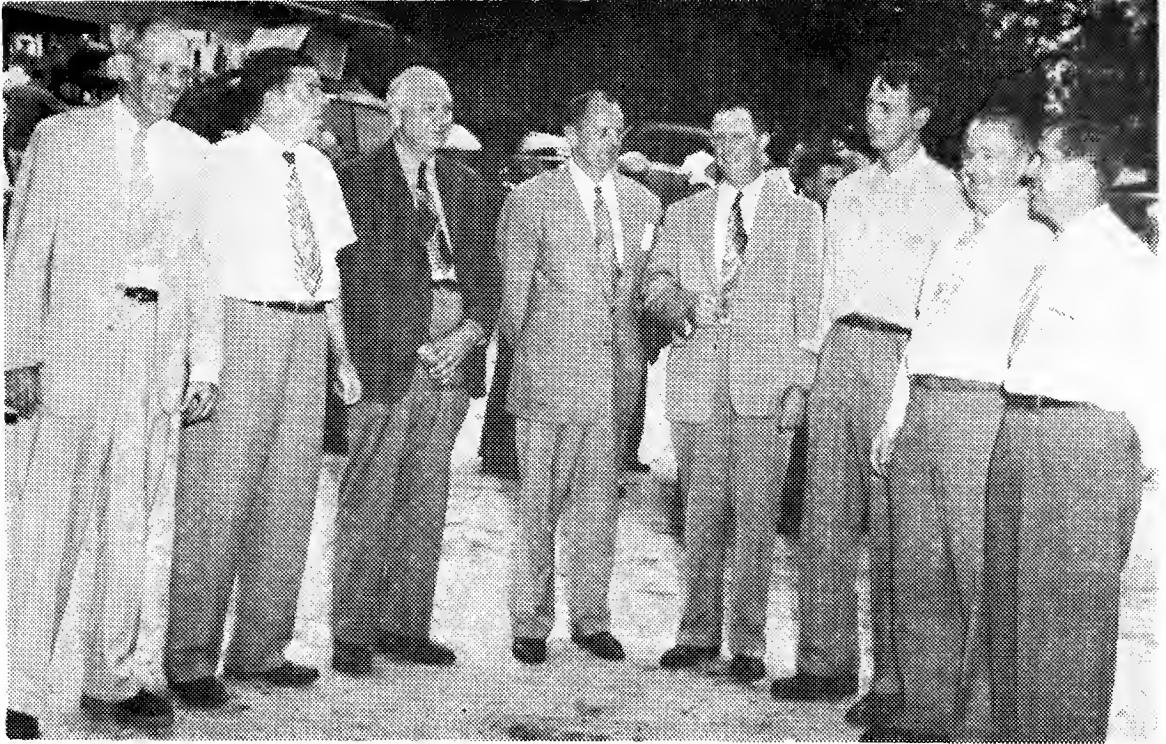
Cape Cod Cranberries

for over a quarter century
in United States and Canada

Wareham, Mass.

Tel. Wareham 130 or 970

Employment Officials Meet in East Wareham



Southeastern Area officials of Massachusetts Division of Employment Security, snapped at the annual meeting of Cape Cod Cranberry Growers' Association, State Bog, East Wareham. Left to right: Ferris C. Waite, National Cranberry Association; James A. DeLong, Hyannis; R. J. Engle, State Supervisor of Agriculture; Merrill B. Walker, Supervisor of Employment Service; Henry T. Broderick, Massachusetts Commissioner of Agriculture; Joseph L. Brierley, Fall River, Charles L. Buckley, New Bedford, Walter S. Vickory, Brockton. (CRANBERRIES Photo)

for the canned fruit section of \$6.75. What's more compare that \$18.01 with sales of coffee produce, cereals, baby foods . . . even soaps and canned soup . . . and you will be elated as we were. Here is unbiased proof of the way cranberry sauce sells in October-November-December."

(Figures were based on a study conducted by the Progressive Grocer," a national magazine of the food trade, New York.)

Black virgin soils are not necessarily stocked with plant nutrients. Most virgin soils lack some important mineral; many lack several of them.

An hour of work in a factory will buy, on the average, a larger quantity of nearly all kinds of foods than it would a year ago, according to the USDA. The average wage for an hour of factory work in 1929 would buy 6.4 loaves of bread now it will buy about 10 loaves of bread.

ENJOY ADDED PROFITS WITH A SPEE-DEE CRANBERRY FILLING MACHINE

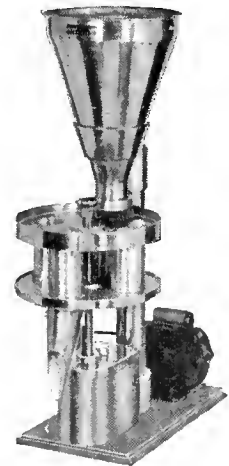
* * * * *

**THE SPEE-DEE FILLER
IS SMOOTH & QUIET,
LOW IN PRICE and UP-
KEEP, TOO.**

Fills 28 to 48 to more packages
per minute.

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Also distributors of CMC Automatic Cartoner

Wisconsin Sales Company Cheerful At Summer Meeting

Attitude of members of Wisconsin Cranberry Sales Company was revealed as optimistic toward this year's marketing at the annual Summer meeting at the Elks Club, Wisconsin Rapids, August 23. About 85 attended.

Harold E. Bryant, ACE general manager, reported on the advertising-Merchandising program of the Exchange, outlining sales policies and future plans of the Exchange. E. Clyde McGrew told of his trip around the various marketing districts of the country and said he could report the attitude this year toward cranberry sales is definitely cheerful. He explained the functions of Fresh Cranberry Institute and urged growers to be careful in both the quantity and quality of their pack.

Lester Haines of the Chicago office of ACE provided his report of his travels with Lloyd Williams, new merchandising manager of ACE. He also discussed early shipments.

Members had the pleasure of meeting, for the first time, A. F. Wolford, new meteorologist in charge of the Frost Warning Service. He spoke briefly of the service and gave the weather forecast for the day. He was introduced by President Jean Nash, who, also, at the opening of the meeting, re-

F. F. I. Institute

(Continued on Page 12)

for just as little work on their part as opening a package and preparing any other "ready-mix" on the market.

What the Institute is Doing

Literally scores of new recipes have been developed during the spring and summer months. "New" recipes are essential because ma-

ported on the operations of the company for the past year. C. D. Hammond, Jr., in his report as manager reviewed the 1950 season, reported the financial conditions of the company, the operating expenses, inventories, the amount of insect damage and other matters. He also discussed the automatic filling machine for window boxes that the company is to experiment with this year.

Ralph Sampson, chairman of the pooling committee presented the pooling system to the members as recommended by the committee to the Board of Directors and in turn by the Board to the members. The system as recommended was adopted after discussion.

Marketing, Main Topic

(Continued from page 11)

ladies of the Wareham Methodist church, Miss Barbara Smith, chairman. Attendance was light in the morning, but by afternoon there were about 250 present. Meeting was held under the trees at the Station, and while there were a few sprinkles during the day, the weather held sufficiently good to permit the entire session to be held outdoors.

material used by newspapers, magazines and television stations must be "news."

In all recipe work, the F. C. I. has attempted, insofar as possible, to tie-in with others who promote the sale of other food products. Fresh cranberries, of course, are almost always used with other foods, and this is a natural development.

In return for this kind of cooperative work, we have been assured of a great deal of cranberry promotion by some of the best-known companies in the food business.

The Institute's recipe work calls for "follow-through" in all cases. Photography is one example. Both color and black-and-white photographs are made of dishes prepared from our most successful recipes. These are mailed out to publications throughout the country. A number of our striking color photographs have already been scheduled for use in newspaper Sunday supplements during the fall.

Publications which use only their own photographs have been supplied throughout the summer with F. C. I. cranberries—either fresh or frozen (which serve adequately for testing and photographic purposes). The results of this work will be apparent in all the leading women's magazines during the coming months.

Operating on a national basis is a job which calls for year-around work on the part of the Institute. There are approximately 15,000 newspapers in the United States, and most of these must be reached—not only once, but several times during the season. There are also

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KEROSENE**

**STODDARD
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and

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Carver, Mass.

Range and Fuel Oils

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FOR SALE

- 6 Float boats for recovery of float berries.
- 6 Hale—F. V. Pumping units in portable carrying frame—ideal for moving large volumes of water at low cost—18,000 gallons per hour, powered by Briggs & Stratton—Model 33P—7.7 h. p. motor.

Write **E. M. McLean**
273 Center St.
Norwood, Mass.

2,500 radio stations, 108 television stations, and thousands of magazines. We expect that items concerning fresh cranberries—in print or over the air—will number well into the hundreds of millions for this year's work alone.

What You Can Expect

You probably want to know what all this is costing the cranberry growers. As set up for the year 1951, the F. C. I. budget will not exceed the equivalent of 1/12 of a cent a pound—or 2 cents per 24-pound box.

This amounts to a tiny fraction of the increase in prices over those of a year ago which cranberry growers must have to re-establish the industry on a profitable basis. We believe that cranberry growers are going to find their investment in the Institute one of the most profitable they have ever made.

And although the Institute dates back only to the latter part of April, we believe you are going to see the tangible results of its work this year as well as in the years ahead.

Present members of Fresh Institute are: American Cranberry Exchange, Anthony DeMarco of

New Jersey and Beaton Distributing Agency, Cape Cod Cranberry Cooperative, Inc., Decas Bros., Morse Brothers, all of Massachusetts.

Farm fires caused \$100,000,000 in property damage in 1950 and took 3500 lives, according to the National Fire Protection Association.

SHORT OF HARVEST HELP THIS FALL?

ELECTRICITY

won't pick your berries, but it can help in many ways in your autumn activities, in your screenhouse, at your bog—in your home.

Plymouth County Electric Co.

WAREHAM — PLYMOUTH

TEL. 200

TEL. 1300

Eatmor Cranberries

SUCCESSFUL MARKETING

The market ESTABLISHED by the American Cranberry Exchange secures for its members full value for their crops, both FRESH and PROCESSED berries.

By becoming a member of the New England Cranberry Sales Company a grower safeguards his immediate interests and, what is more important, helps STABILIZE his business.

THE NEW ENGLAND CRANBERRY SALES COMPANY

9 Station Street

TELEPHONE 200

Middleboro, Mass.

Another **BIG** Cranberry Crop

means

Another **BIG** Year for **OCEAN SPRAY**

The Department of Agriculture prediction that 915,000 barrels of cranberries will be harvested in the United States this year is GOOD NEWS FOR OCEAN SPRAY.

Ocean Spray has developed a growing year 'round market for cranberry products that sells half the crop. Here is W H Y.

THE CONSUMER WANTS OCEAN SPRAY because it's **ready to serve**. Over 3,000,000 women have jobs outside the home and thousands of others are busy with important community work. With less time for cooking, they are looking for foods that require no preparation.

THE GROCER WANTS OCEAN SPRAY because it's **profitable to sell**. From a survey made during October, November and December of 188 products in Providence Public Markets (considered typical of the average super market), Progressive Grocer found that in the canned fruit section, cranberry sauce produced more sales per square foot than any other product. What kind of cranberry sauce? Progressive Grocer says "nothing but Ocean Spray."

BE IN ON THE GROUND FLOOR THIS YEAR.
Join NCA before October 1 and reap the full benefit of Ocean Spray's rising sales and increased earnings.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The cranberry harvest progressed very nicely in September in spite of shortages of labor. Weather conditions were unusually favorable. Many growers were actually ahead of their picking schedule. However, weather conditions have a habit of changing rapidly in New England. We lost nearly a week of picking early in October because of wet vines. Frost activity has been limited. Only one real frost has been experienced to date (October 10). It occurred the night of September 29 and resulted in substantial damage to our crop. Dr. Franklin estimates that about 20,000 barrels of cranberries were damaged that night. Temperatures as low as 16° were recorded in the Wareham area. Water supplies were critically low, and many bogs lacked proper protection. Recent rains helped replenish low reservoirs, but water supplies are still dangerously low. Just a reminder before leaving the subject of frost—it would be greatly appreciated if growers would notify their telephone distributors as soon as they have finished picking. It will save our distributors considerable time and the Cape Cod Cranberry Growers' Association unnecessary telephone bills.

The writer would like to commend the Directors of the Cranberry Growers' Mutual through their President Nahum Morse and Secretary Chester Robbins for the recent market letter they prepared and mailed to cranberry growers. It is indeed an encouraging sign for the industry when a group of growers will take the time during the harvest season to canvass the various selling agencies and summarize the results of their studies for their fellow growers. Cranberry growers have been criticized in years past for their lack of

interest in matters pertaining to marketing. In other words, we have been strictly production minded. Low returns to growers during the last few years have changed this picture and resulted in considerable interest in the field of marketing. It is a healthy sign. We hope it continues.

The following material was prepared by the writer, carefully checked by Dr. Franklin, and circularized to growers by county agricultural agents. We believe the material should be presented in this column.

Ryania and Fruitworm Control

Results experienced by growers using Ryania in the control of fruitworm have varied considerably. In view of this situation, a few observations from Dr. Franklin and his associates might be in order.

(1) Fruitworm millers began their egg-laying activities earlier than normal and continued into August.

(2) We experienced light rains on thirteen different days in July, ranging from a trace to .36 inches. These frequent rains reduced the effectiveness of any dusting program.

(3) Unfortunately, the toxic principle of Ryania is definitely soluble in water. During the two years of research with this material prior to 1951, very little rain was experienced. Ryania has been widely used in the control of such important insects as the European corn borer and sugar cane borer, and no report of its ineffectiveness from solubility in rains came to our attention.

(5) The 15% Ryania dust, which included the half per cent synergist or activator, gave the poorest results, while the 100% Ryania used as a spray on a limited acre-

age gave satisfactory control in most instances. About four times as much actual Ryania was present to kill insects when this material was used in a spray. For example, if the 15% Ryania dust was applied at the rate of 50 lbs. per acre, only 7½ lbs. of the actual Ryania was present to kill fruitworms as compared with 28 lbs. of the actual Ryania if the 100% material was used in a spray.

(5) Timing of control measures was not too satisfactory in many instances since many growers depended on the helicopters and straight-winged planes, and there were several breakdowns and other insufficiencies of this equipment at critical times during the fruitworm season.

(6) When it seemed apparent that the 15% Ryania dust was not giving satisfactory control of fruitworm, local distributors of this material stopped sales until further data could be secured.

(7) Finally, the entire problem will be carefully reviewed by Dr. Franklin, his associates, and a committee of growers when the new insect chart is revised. Their findings will be discussed at the winter cranberry club meetings and made available to growers through printed material.

Earle Cox, of the Agricultural Engineering Department at the University of Massachusetts, is continuing his experiments this fall with hydraulic sanding. Dr. F. B. Chandler, "Joe" Kelley, and George Rounsville are working closely with him on this project at the State Bog. While considerable experimentation is required in a project of this type, it is believed that they are making definite progress. Prof. Cox is also con-

-INTERESTED-

**in buying or leasing
Wisconsin Cranberry
property.**

High quality Searles Jumbo,
McFarlin and Howes vines for
sale.

Vernon Goldsworthy

936 Memorial Drive
Sturgeon Bay, Wisconsin

tinuing his cranberry storage studies.

We have a few reminders on late fall management. Dr. Franklin calls our attention to the importance of the fall clean-up flood. This flood rids the bog of much of the harmful trash that accumulates during the year. Dr. Bergman suggests that fairy rings should be treated soon after harvest, but control measures should be completed before November. The recommendations are carefully outlined on the Insect and Disease Control Chart. Dr. Franklin and "Joe" Kelley urge growers to postpone until next spring pruning, raking, and sanding operations if a bog cannot be flooded for the winter.

Dr. Cross has kindly outlined a few suggestions on fall weed control. "There is a good chance that more sanding will be done on the bogs this fall and next spring than has been undertaken for several years. Growers should be warned that the sanding of areas where poison ivy, small brambles, and cut grass is growing stimulates the growth of these weeds to such an extent that they become very serious problems. In the case of poison ivy, the area should be left unsanded, or the sand should be spread over PDB as recommended in the Weed Control Chart. The PDB treatment is more effective if the woody, upright branches of the ivy are pulled off beforehand. With the small bramble, last fall's experiments showed a kill of 90% or more when Stoddard Solvent was

VOTE TO DISCONTINUE WAREHAM AMERICAN LEGION FESTIVALS

Wareham Post, No. 220, American Legion, decided at its annual meeting in September to discontinue the annual "Cranberry Queen Coronation, Festival and Dance" affair it has been holding each year on November 10th.

Six of such events have been held, the final being last year. This cranberry festival, with queen selections and coronation, was the only one in existence for three years. Original such affair was that at Wisconsin Rapids in about 1930.

sprayed at 7½ gallons per square rod. This treatment cannot be recommended yet for general use, since we have only experimental results as yet, but it is worth considering as a treatment of small areas or edges of sections that are to be sanded. Generally speaking, it is better to defer the sanding of low spots where cut grass is growing until drainage problems have been solved.

"Asters are blooming late this year. Hand pulling in October is likely to be more than usually effective. Spot treatment of grass clumps, and tussocks of sedges and rushes with kerosene or Stoddard is always helpful."

Weed control measures practiced this fall will tend to reduce the work required in this field during the busy spring season.

Western Pickers

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This season it has been generally established that picking costs with the Western Picker average about one-half or less than that of hand scooping.

This means that it has cost Western Picker owners from 50¢ to 80¢ a barrel to pick instead of \$1.40 and up.

Some owners, like the Morse Bros. of North Attleboro, Mass., report their costs at 25 cents per barrel in the greenhouse.

After all, most growers raise cranberries to make money. What are you in this business for?

There are now hundreds of Western Picker owners. Why not be one yourself?

How long are you going to resist owning a Western Picker?

You will save the purchase price of one in less than three years. Some owners report that they save the price of a Western Picker every year.

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You will find your crop increased over adjacent hand-scooped sections. (Advt.)

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THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF OCTOBER 1951—VOL. 16, NO. 6

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

September "Beautiful" Month
meet all needs, including the mil-
September was one of the most
"beautiful" months for the har-
vesting of the crop in many years.
There was day after day of perfect
weather, as many as fifteen in a
row. Naturally harvesting went
forward rapidly. By the 22nd
harvesting of Early Blacks had
been completed or mostly so, and
some growers were able to go
right ahead with Howes and other
late varieties. However, on many
bogs there was a little lay-off be-
tween. Labor was tight, but in
general there were sufficient pick-
ers not to cause much hindrance.

Also a Dry Month

It was a dry month, following
a stormy Labor Day week end.
Precipitation for the period was
1.63 in., below normal for Septem-
ber. Temperature to the 30th had
accumulated a plus 90 over normal
(Boston Weather Bureau), with a
total for the year to that date of
plus 87C°.

Fortunate were the growers that
frosts held off until the extreme
end of the month. Fortunate, be-
cause water supplies were ex-
tremely scanty on many a bog
property. Had there been the us-
ual number of frosts there would
probably have been rather exten-
sive frost losses.

Frosts at End of Month

First frost occurred on the night
of September 26th. No warning
was given out from the State Bog
because of the lateness of the sea-
son, with berries being considered
able to stand considerable cold, al-
so because there was much ground
warmth from the warm weather,
and because it was thought flowing

would do more harm than good.

Temperatures of 28 were reached
on a number of bogs in Southeast-
ern Massachusetts. Lowest report
was from Osterville on the Cape,
2C, and sprinklers were used there
for protection. A saving factor
was that slight clouds and some
wind came in shortly before mid-
night. Low recording at the State
Bog was 35.

There was no frost the following
night, as light winds blew, al-
though one had been anticipated
earlier in the day.

Severe Frost Night of 29th

The night of the 29th, however—
the night the clocks were turned
back an hour to end daylight sav-
ing—was another matter. Then
came a real frost and damage was
done to the crop. Forecast sent
out was for a "dangerous frost",
2C and 21 being predicted. As it
turned out the average was per-
haps 20, with many spots lower,
18 on Swan Holt bog of A. D.
Makepeace Company in Carver
perhaps lowest, 16 on a bog in
Rochester. It was a bitter night,
but not unusually so, considering
the lateness of the date. The glass
fell very rapidly just before dawn.

This frost, in the estimation of
Dr. Franklin, took about 20,000
barrels in all, but the production,
he believes, will still reach the
original estimate of 580,000 bbls.

There were many instances of
good picking during the month.
On one bog half a dozen scoopers
picked about 500 boxes in a sin-
gle day. High string man of the
group harvested 108 boxes, or 27
barrels. This was piece work.

WISCONSIN

Harvest Held Up

Harvest was being held up by

rains, cloudy weather and fog as
October came in. Weather made
drying conditions for the water-
raked fruit extremely "tough."

Crop Falling Off

Color, quality and size of the
fruit were considered very good,
but quantity appears to be falling
downward. By the first week in
October when the crop was about
50 percent harvested it was esti-
mated production might be about
185,000 barrels and with a good
chance even lower.

Personal

A. F. Wolford, meteorologist in
charge of the Wisconsin Cranberry
Growers' Frost Warning Service
attended the meeting of the Ameri-
can Meteorologist Society in Min-
neapolis on October 9, 10, 11.
Headquarters for the frost warn-
ing service is now established in
the post office and will be located
there permanently.

NEW JERSEY

Dry Weather Takes Toll

The dry weather has continued
to take its toll in the bogs. It has
kept the berries from sizing up;
it has greatly increased the dam-
age resulting from scooping, and
because of low or dry reservoirs
many growers were unable to flow
for frost protection the week-end
of September 30. The clear, dry
weather has favored the speed of
harvesting so that more berries
have been picked than is usual at
this date. The quality has been
very good into October. It is re-
ported that the Puerto Rican labor
has been doing a good job with
cranberry harvesting and some of
the men are being kept for sand-
ing and other bog labor.

Blueberries

Control of Blueberry Stunt Disease by roguing twice a year continues to show up well.

Four Months of Dry Weather

In temperature, August and September were both somewhat cooler than normal. August's average of 72.6 degrees was 1.7 degrees below normal, and September's average of 66.8 degrees was 1.4 degrees below normal.

Both months were very dry and the spacing of what rain that did occur was unfavorable after August 22. The only substantial rain at Pemberton after that date was on September 23 and 25, when a total of .71 inches fell.

August's rainfall of 1.75 inches was 3.03 inches below normal, and September's rainfall of 1 inch was 3.17 inches below normal.

The seriousness of this condition is emphasized by the fact that July's rainfall was 1.15 inches below normal and June was 1.74 inches below normal.

Sept. 29-30 Frost Did Damage

The only severe frost occurred the mornings of September 29 and 30. Temperatures on Sept. 29 ranged from 17 degrees to 29 degrees, with the majority of the bogs between 24 degrees and 29 degrees. On the morning of Sept. 30 the range was between 18 degrees and 24 degrees, with the majority of the bogs at 23 degrees and 24 degrees. Because of the shortage of water for flooding there were frequent losses of 10 to 20 percent of the berries, although a surprising number of unflooded berries came through in sound condition.

OREGON

Drought Continues Through September

Up to the end of September the drought had continued. Except for a few scattered showers there had been no rainfall at all since April. A saving grace, however, was that excessive rains last Winter made it possible for most growers to have enough water for overhead irrigation all through the Summer.

Crop Heavy, but "Spotty"

The crop was turning out to be very heavy on many bogs. Those which did not have much fruit or

none at all were those which were struck by the "spotty" frosts of last Spring.

Labor Major Problem

Labor continued to be a major problem. Lumbering is drawing most of that available by paying very high wages, wages so high that the cranberry growers cannot compete.

Berries were called of good quality, size not especially large, but the fruit was free of fungus.

Experimental Spraying

Experimental work in spraying with 24-D (½ lb. to 100 gals. of water per acre) on the Kranick bog, for loosestrife, showed considerable promise. These were September sprayings.

Personal

At a garden wedding, Martin B. Kranick, son of Mr. and Mrs. Leslie Kranick, was married to Miss Vivian House, formerly of Milwaukee, Wisconsin. Mr. Kranick is now operating the old Kranick bog, "Kranberry Acres". Mrs. Kranick is secretary of the National Cranberry Association unit at Coquille.

Mr. Kranick is a graduate of civil engineering, Oregon State College, and was a flyer during the last war. Mrs. Kranick is a graduate of Brown's Business College of

Milwaukee. The couple, after a wedding trip to Canada, are making their home at Bandon.

WASHINGTON

Remarkably Long Lack of Rain

The cranberry areas of this state have experienced one of the most unusual season records—that of lack of rain, which is contrary to the normal pattern of the rainy Pacific coastal section. There was no rainfall from April, with the

(Continued on Page 12)

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National Cranberry Queen, Barbara Patterson, Wareham, Massachusetts, wears crown, placed upon her head by Beverly Richards, 1950 queen; extreme left, next to her, Peggy Lou Haines of New Jersey; and right, Dixie Sarchet, Wisconsin's '51 queen; both the latter contestants against Miss Patterson. (CRANBERRIES Photo)

Massachusetts Girl Winner of National Cranberry Queen Title in Annual Harvest Festival Oct. 12-13

Parade, Contest, Dance at Plymouth; Barbecue at Edaville; UN Children a Feature — Largest Berry Honors to Oregon

The 1951 Cranberry Harvest Festival with queen selection and coronation, climaxing National Cranberry Week, sparkplugged by National Cranberry Association, but participated in by others of the industry, especially the new Fresh Cranberry Institute, held at Plymouth and Edaville, South Carver, Massachusetts, October 12 and 13 proved a tremendous success. It marked an innovation in that, for the first time, a truly "national" cranberry queen was crowned. She is auburn-haired Barbara Patterson, 20, of Wareham, who was the Massachusetts Wareham American Legion queen last year, she being selected over Dixie Sarchet, 17, of Stevens Point, who was chosen queen of the Badger State Septem-

ber 28, in a mammoth harvest festival at Wisconsin Rapids and Miss Peggy Lou Haines, 16, of New Jersey. There was no entry from the West Coast, as hoped for.

Other highlights of the two-day program were a big parade through historic Court St., in Plymouth, where a reviewing stand had been set up, and past Plymouth Rock, the "official" honoring of the "largest cranberry grown in the United States in 1951," with the presentation of a plaque; the visit to cranberry land of 14 children, these being boys and girls of the officials of the United Nations, in New York; the regular broadcast of Marjorie Mills, famous New England food authority, who spoke from the auditorium of Plymouth Memorial Building; Cranberry Festival Square dance, cranberry recipe contest, a repetition of the chicken-cranberry barbecue at Edaville, which was so

popular last year, a photo contest, cranberry-pie eating and contests for children.

Walter Haskell, general chairman of the committee, estimated the number witnessing the parade along a two-mile course, as 10,000, 4,200 attending the coronation and other events at Standish Field, the afternoon of Columbus Day Carver's Chief of Police A. Trenaine Smith said at least 6,000 attended Edaville the following day and provisions was made for 3,000 at the barbecue. This latter was put on under the trees at the rear of the Atwood screenhouse, with provision for 3,000, the affair being in charge of Prof. Guy T. Klein, University of Massachusetts.

More Than Beauty Required

Queens were not judged on beauty alone but on four scores, these being: capacity to represent the cranberry industry in events connected with the industry; poise

and personality; language and manner of speaking, relationship to the industry, as being from a family which is a part of the industry. All four girls were equal in the latter Queen Barbara being the daughter of Mr. and Mrs. Brenton C. Patterson, principal Wareham High School and a grower until recently, Miss Sarchet coming from a cranberry family at Stevens Point, where she is a senior in high school, and Miss Haines, the daughter of Mr. and Mrs. Harold Haines of famed Whitesbog.

Judges were State Senator Edward C. Stone, chairman, who presented the silver loving cup with national title, Mrs. Elthea E. Atwood of Edaville and Clarence J. Hall, editor of CRANBERRIES magazine.

The girls arrived singly in open cars, Miss Beverly Richards, last year's selection and also a previous choice of Wareham American Legion arrived first. They were escorted along a royal red carpet by trumpeters dressed in medieval page costumes. Master of Ceremonies, Carl De Suze, Boston radio announcer, interviewed each girl. Wisconsin Queen Dixie, with brown curly hair and wearing a white evening gown, admitted she had never picked cranberries, and hoped eventually to be a nurse. Miss Haines, also in a white gown, replied she had picked cranberries and hoped to be a nurse. Massachusetts Queen, Barbara, attired in blue said she had picked cranberries "and weeded, too," for her father when she was four or five years old. She is now employed as a model in Boston in photography and fashion after being graduated with two years of study at the Modern School of Art and Design.

Queen Goes to Washington

The national crown was placed upon her red hair by Miss Richards. It was announced that she would be sent to Washington to take a chicken and cranberry dinner to President Truman, whereupon in presenting the cup, Senator Stone remarked, "If he (the president) had a good dinner from down this way, I think it would do him a world of good." Mem-

bers of Accomack Tribe of Redmen of Plymouth placed Indian beads around her neck. Ceremonies took place at a throne on a brilliantly-canopied stage in the center of the park baseball field.

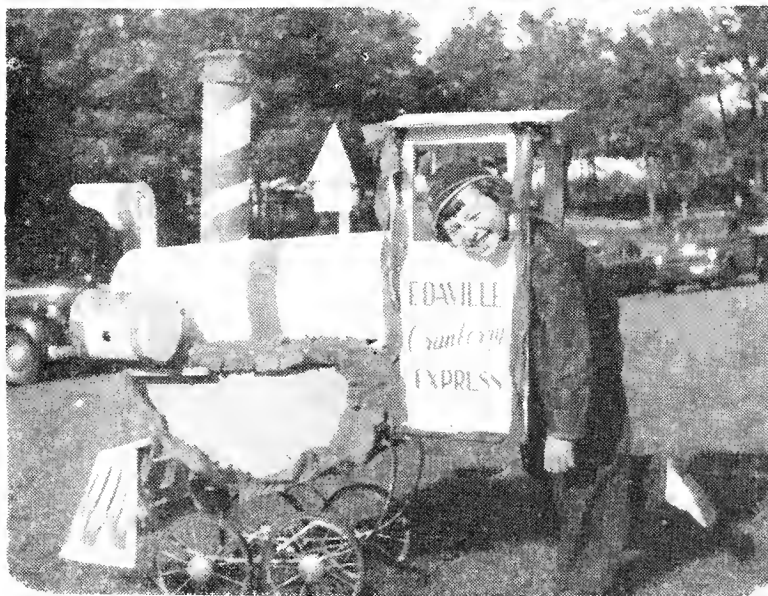
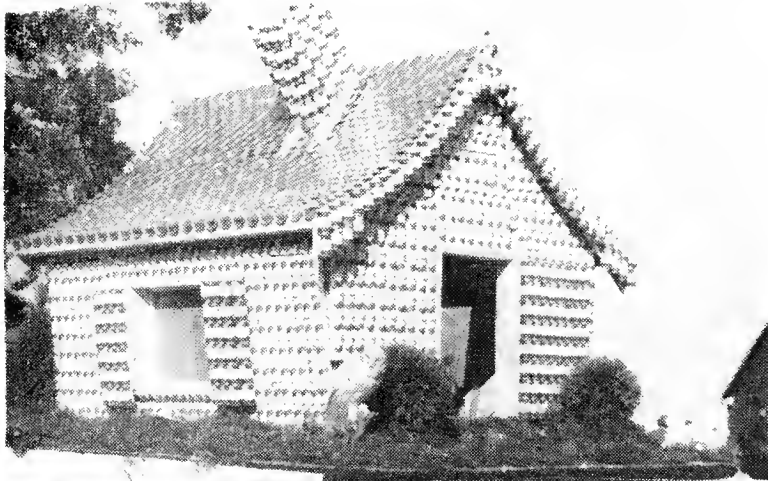
Proclamation of National Cranberry Week from Governor Dever was read by Colonel M. Duquoy, military aid. James T. Frazier, chairman of Plymouth Selectmen gave greetings of the town while Leo F. Nourse, chairman of Plymouth County Commissioners presented the best wishes of the colony.

Children of UN

The U. N. children made a wire recording broadcast from Plymouth

Rock for beaming to their native lands later. State Senator Sumner G. Whittier of Everett was their guide and explained the significance of Plymouth Rock as a shrine in American History. They witnessed the crowning of the queen and were briefly interviewed by the Master of Ceremonies. Most spoke English well, some having learned the language here, others in the native countries.

They attended the Square Dance in the evening, were taken for the ride on the Edaville Railroad, ate chicken and cranberry sauce at the barbecue, and then enjoyed themselves, at least the boys, by climbing in and on top of the Edaville diminutive freight cars. Their attendance was sponsored by the Fresh Cranberry Institute of New York and the New Haven railroad provided a special car for



Upper: "Cranberry House" parade, entry of National Cranberry Association, made entirely of Ocean Spray cranberry sauce cans, even to "tile" roof and chimney, with labels showing on each can. "Edaville Cranberry Express", entered and operated by Jean Corcoran of Erockton. A winner in children's parade contest.

(CRANBERRIES Photo)



Upper, UN children and parents ride Edaville railway and see cranberry harvest in operation; Lower, Plymouth Art Centre float, second prize winner in Plymouth Parade. (CRANBERRIES Photo)

the trip from New York to Providence, where they were met by private autos. Some were accompanied by their mothers or other older people. The group was directed in charge of Robert Knox, public relations officer of the Institute.

Arriving Thursday they were guests of area families, these including Mr. and Mrs. Russell Makepeace, Marion; Mr. and Mrs. Raymond Morse, West Wareham; Mr. and Mrs. Robert Hammond, East Wareham; Mr. and Mrs. Homer Gibbs, West Wareham; Mr. and Mrs. Kenneth Garside, Duxbury; Mr. and Mrs. Ferris Waite, Plymouth; Mr. and Mrs. Keyserling, Plymouth; Mr. and Mrs. Frank Costello, South Carver; Miss Ellen Stillman, Hanson.

Opening gun was the parade at Plymouth scheduled for 10:30 but late in getting underway. Leading was Brigadier-General Andrew J. Carr of Plymouth. The Abington High School band followed, then Plymouth High School, Plymouth Junior High and Paragon Park. There were clowns and kids dressed in "horrifying" costumes, the queen contestants and then-queen Beverly Richards were in open cars. Floats from Town of Plymouth, Town of Kingston, Edaville Railway which had locomotive No. 3 on a truck, totting at intervals as it went along, winning first parade prize money of \$150; National Cranberry Association, a house made entirely of cans of cranberry sauce; Plymouth Cordage Company, a sign stating "two

industries were deep in the heart of the community," the making of rope since ancient times and of growing cranberries," Pilgrim District Boy Scouts, Plymouth Kiwanis Club, Plymouth Rotary Club, and Rotary International which carried the UN children. Accomack Tribe Redmen, Plymouth Chamber of Commerce, Buttner Company, Cantoni Coal Company, Puritan Clothing Company, Plymouth Art Center, winner of second prize, \$100, consisting of girls representing the drama and arts and a big can of Ocean Spray sauce with people inside peeping out; De Lorenzo Turkey Farm, representing a turkey yard, with live birds, winner of third prize, \$50.

Parade judges were: Senator Stone, Rep. John Armstrong of Plymouth and Floyd Bell of Boston.

Biggest U. S. Cranberry

Winner of the contest for the largest berry grown in the U. S. was decided and announced by Dr. F. B. Chandler, East Wareham Cranberry Experiment Station. The award went to Mr. and Mrs. L. E. and Mary F. Maurer of Haverhill, Oregon. The berry was a McFarlin. Dr. Chandler announced it was of 8.4 cubic centimeters, weighed 5.2 grams; 21 berries to the cup count as growers measure, and only 86-87 berries to make a pound.

Most of the big fruit entered were McFarlins and other entrants were W. S. Jacobson, Grayland, Washington; W. R. Gottschalk, Wisconsin Rapids; Isaiah Haines, New Jersey; William Stillman, Edaville Centre, Massachusetts and Cora E. Roberts, Alfred Maine, with a variety resembling an Early Black.

Cranberry Dish Contest

Winners in a cranberry recipe contest held in the Tom Thumb Museum building at Edaville with 35 tempting edibles were: Mrs. John Gayoski, Rochester, first prize, \$50, for a regal pie with chiffon type filling, glazed with cranberries; second, \$25, a "bog ambrosia cake," baked by Mrs. Elwood Siscoe of East Bridgewater; third money, \$15, went to Mrs. Samuel K. Stewart, Brockton, a cranberry-cheese pie; Mrs. A. A. Norton, Kingston, cranberry-pine-apple spice cake; Mrs. Joseph T. Brown, Brockton, cranberry meringue pie, both won \$5.

Judges included three utility company home service directors, Miss Thelma Hunter, New Bedford Gas and Edison Light Co., Miss Janet Bolles, Brockton Edison Company and Mrs. Prudence Howard, Cape and Vineyard Electric Company, Hyannis; also Miss Beatrice White, Plymouth County Ex-

tension Service and Mrs. Lillian Dunbar, home economics teacher, Abington High School. Mrs. Kim Bosworth and Mrs. Janet Taylor of NCA's Cranberry Kitchen were in charge.

Twenty children competed in a cranberry jam eating contest with Allen Downes of Newton Upper Falls and Betty Johnson of South Carver winning first and second prizes, \$5, and a month's supply of cranberry sauce, each. Winning the hunt for a cranberry hidden on Standish Field was LeRoy Whittier of Standish Ave., North Plymouth.

Hundreds of camera fans, both professional representing magazines and newspapers and amateurs were present. Winners in a contest for the best photo in a number of classes taken during the festival will be announced shortly.

Weather for this major occasion, after several days of rain and gloom right up to the morning of the holiday, was perfect New England Autumn.

Mass. Growers Ask Gov. to Furnish Marketing Reports

Committee of Cape Growers' Association, with Directors of Growers' Mutual, Send Letter Urging U. S. Bureau of Economics to Prepare Facts Monthly During Active Season.

Directors of Cranberry Growers' Mutual Association and the Market Reporting Committee of the Cape Cod Cranberry Growers' Association, meeting together last month, were unanimous in a decision that a report of the movement of the cranberry crop as a whole on a monthly basis would be highly desirable. The group felt that a report such as this should be based on the crop movement between the first and the fifteenth of each month and that the report should be issued approximately the 15th of the following month during the fresh fruit season.

It was suggested that the Bureau of Agricultural Economics (Crop Reporting Service) prepare the report. Suggestion was that

the first report be issued by September 15th of each year.

This report would include: crop estimate; inventory (Sept. 15) including berries in the freezers and canned goods in barrels; number of barrels sold fresh; amount sold processed, expressed in barrels; current price analysis, based on conditions in the major United States and Canadian markets, this to include average monthly prices expressed in cases or quarter-barrel equivalents. The major markets are considered to be: New York, Chicago, Boston, Minneapolis, Philadelphia, Los Angeles, Pittsburgh, Seattle, Cincinnati, Atlanta, Detroit, Dallas, Kansas City, Toronto, Canada.

Growers New Lack Market Information

It was pointed out that at present growers have access to the official crop estimates, which is corrected each month, with final figures available in January (except for the final revised "historical" figure which is released the following August), but this seems insufficient.

A report was sent to Prof. Fred E. Cole, Extension Specialist in Marketing Fruit and Vegetables, University of Massachusetts, Amherst, requesting that he forward the request to the proper officials in Washington and urge the mat-

ter be given prompt attention, so that the material desired could be made available as soon as possible, preferably this Fall.

The letter further stated that it was considered the request was routine and would not require additional outlay in expenditures by the United States Department of Agriculture, also it would be unnecessary to contact senators or congressmen who might be interested in the cranberry industry.

The letter to Prof. Cole was signed by Chester Robbins, secretary of the Mutual.

Members of the Marketing Committee at the meeting at which the decision to send the request was made, were Russell Makepeace, Homer L. Gibbs, Gilbert T. Beaton, County (Barnstable) Agent Bertram E. Tomlinson, J. Richard Beattie, Massachusetts Cranberry Specialist, and Prof. Cole. Nahum Morse is president of the Mutual.

LATE MASSACHUSETTS

The second series of heavy frosts occurred on the nights of October 12, 13, 14, with those of the second bringing lower temperatures than the others. Average was 19-20, with 23 the danger point. Sixteen was reached on some bogs.

Some damage inevitably resulted, but not nearly as much as the late September average. Growers had had a chance to pick off more berries, and in some instances reservoirs had been replenished a little by rains. Many growers held during the 3-day period, so harvesting was still further delayed.



Miss Barbara Patterson, National Cranberry Queen, enjoys chicken and cranberry sauce at the barbecue. Edward is seated between M. L. Urann, left, and her parents, Mr. and Mrs. Erenton C. Patterson. A wandering musical unit serenades the group. (CRANBERRIES Photo).



Queen Dixie of Wisconsin and her court of honor, taking part in the "Cranboree" parade at Wisconsin Rapids. (Photo Courtesy Wisconsin Rapids Daily Tribune).

Estimated 40,000 See Mammoth Parade at Wisconsin Rapids in Second Annual "Cranboree" Celebration

The largest crowd in the history of Wisconsin Rapids and probably in all Central Wisconsin, an estimated 40,000 witnessed a gigantic parade which climaxed the three-day "Cranboree" cranberry harvest festival of Sept. 27, 28, 29. The parade kept the orderly mob clapping, laughing and shouting for more than an hour. The parade literally had "everything." There were more than 100 units in the line.

Fifteen thousand pieces of cranberry pie, made up of 1200 pounds of flour, 1600 pounds of sugar, 53 pounds of salt, 43,000 cups of cranberries plus water and a few other ingredients, distributed free didn't go far among the throng.

The previous evening two lovely queens had been chosen, Dixie Sarchet and Marilyn "Peewee" Malicke, as honorary queen. Miss Sarchet was crowned by Mrs. Arnold Haessly, the former Donna Schelvan, who was last year's selection. Ceremony was at the Lincoln fieldhouse, with Miss Sarchet dressed in a blue formal. Just be-

fore the ceremony, lights were struck and a luminous "Cranboree" emblem was turned on. Special gifts were presented to Mrs. Van Holliday, originator of the name "Cranboree," and to Cleve Akey, composer of the official theme song, "The Cranboree Waltz."

On Friday night there was a "Bananoree" parade, a mock celebration to poke fun at its more sedate big brother the "Cranboree." Grand avenue, the main street of the Rapids became named "Cranboree" avenue. There were clowns, "horribles" and other spectacles. The night was a gay one.

A special feature was an "Old-Timers' Cranboree luncheon and reunion," which was attended by more than 200.

Theme of the "Cranboree" parade was "Mother Goose in Cranberry Land," and it was well lived up to. Music for the "Cranboree Ball," was provided by "Woody" Herman and his famous 16-piece orchestra.

In general the huge affair, put

on under the auspices of the Junior Chamber of Commerce was called one of the greatest successes of any affair in Central Wisconsin—and already there is anticipation toward next year's event.

OREGON CANNERY IN OPERATION

Harvest was under way and the Coquille plant of NCA started operations October 1. According to Ed Hughes, plant manager, there will probably be about 3,000,000 lb. cans from the '51 production here. First two weeks will be devoted to canning 600,000 one-pound cans, and the 15th it was switched over to a new size, the No. 221 or buffet size can, and about 4,800,000 cans of this will be turned out. Operations are expected to continue to January 1. Last season about 1,900,000 pounds were processed.

To make water walk, rather than run down a hill, is the object of most soil conservation practices. (University of Massachusetts)

Frederick B. Hepburn

U. S. OCTOBER CROP ESTIMATE 916,000

Frederick B. Hepburn, 62, widely known in the Massachusetts cranberry industry died at his home, West Wareham, October 12. For 33 years he had been employed by New England Cranberry Sales Company, the last thirteen as foreman of the Tremont packing house.

Born in South Boston, he spent most of his life in Wareham and in cranberry work. He worked for a short time as carpenter, then as greenhouse foreman for the late J. J. Beaton. He was one of the most valuable employees of NESCO and considered an authority upon packing house matters. He frequently spoke at various cranberry and other meetings upon greenhouse activities. He was a member of Southeastern Cranberry Club and of Cape Cod Cranberry Growers' Association.

He leaves a widow, a niece and a nephew.

J. F. SAWYER RETIRES FROM FROST COMPANY AFTER 43 YEARS

The many friends within the Massachusetts cranberry industry of John F. Sawyer of the Frost Insecticide Company of Arlington, Massachusetts, will be both sorry and pleased to learn of his retirement. Sorry because he is no longer active in the cranberry field and pleased because he is now to enjoy retirement.

He has served with the Frost Insecticides for 43 years. His resignation dated from September 30th.

Mr. Sawyer started with the company in 1908 as stock clerk and errand boy. He steps down as general manager, treasurer and a member of the board of directors.

Edmund L. Frost, president of the company paid him this tribute: "His love for his work and devotion to the company has set a standard which this or any other organization will find hard to equal."

Mr. and Mrs. Sawyer, who make their home at Reading, plan to travel and keep in touch with a wide acquaintance among the fruit growers of New England.

October 12th U. S. Crop Reporting Service raised the total cranberry crop for the nation by 1,000 barrels to 916,000. This increase, despite heavy frost losses in Massachusetts at the end of September, was more than offset by good growing weather in that state during the month, so that the figure was raised from 580,000 to an even 600,000, just about the amount for the frost damage, 20,000 bbls.

The total is only 7 percent below the record of 948,000 last year, but 26 percent above the 10-year average. The Massachusetts estimate is now only about 2 percent less than the '50 record. Moisture supplies during the month were called sufficient for continued growth of late varieties and the keeping quality was considered "about average." Biggest loss in total production was in Wisconsin. The figures:

Massachusetts, 600,000; New Jersey, 70,000; Wisconsin, 185,000; Washington, 44,000; Oregon, 17,000.

MISS ELIZABETH McNALLY RESIGNS AS DIRECTOR OF EXCHANGE ADVERTISING

Miss Elizabeth McNally, who has served many years with the American Cranberry Exchange as advertising director, resigned from her position October first and returned to her home in East Orange, New Jersey. Her experience in advertising began with the Gotham Advertising Company of New York, as secretary to the president and assistant to the account executive who had charge of Eatmor cranberry advertising, the Gotham company then handling the ACE account. Including this work, Miss McNally had been associated with Eatmor advertising for 22 years.

Her position will not be filled for the present, according to Harold E. Bryant, ACE general manager, who said that as Miss McNally had completed all arrangements for the advertising of the current crop, the situation will be

left in status quo. A replacement, in part, at the New Bedford, Massachusetts, office of ACE has been made in hiring Miss Julie Carr of Boston, who will take care of secretarial duties previously performed by Miss McNally, such as being personal secretary to Mr. Bryant.

Commenting upon the retirement of Miss McNally, Mr. Bryant said: "It is with sincere regret that we accept the resignation of Miss Elizabeth McNally. She has been an important cog in the American Cranberry Exchange and a loyal friend to us for a good many years. We will miss her a great deal."

Price Generally Holding Tight, But Sales Slower

ACE's Harold Bryant Says
Coop is Sticking to Its
Opening Figure and Feels
Stabilization Will be Accomplished

Cranberry fresh fruit prices held strong, but sales volumes were down the first two weeks of October, as they had been in the latter part of September, according to Harold E. Bryant, general manager of ACE. He declared there had been some price cutting by some distributors, but the Exchange had held firm to its opening price of \$3.75 a quarter F. O. B.

The volume sold by ACE had been below that of last year and probably below normal. He attributed this to three factors: (1) that the Exchange was holding tight to its price and its pledge to attempt to stabilize the market this fall; (2) to the fact that for the past several years there had been a slump pricewise after the opening and that probably many buyers were holding back in anticipation of a drop; (3) that he didn't believe there would again be the active demand for Early Blacks early in the season such as prevailed when the crop was shipped in quarter-barrel boxes and not in cellophane, which inevitably brings a "hand-to-mouth" form of buying.

He added, however, that once the market becomes convinced it can't gain by holding back orders in the hope of a price cut it will start buying again and with renewed vigor. He said it was up to the industry this year to convince buyers of cranberries that cranberries are a stable item and this the Exchange was making every effort to do.

A reason for the lesser sales volume by ACE up to and into the first part of October was that while the Exchange was holding the price, some were cutting, and so these berries were moving first. But, taken as a whole, he considered the 1951 cranberry market a strong one as concerns price and that the industry was succeeding in its program of price stabilization and that most distributors were cooperating in the effort.

A favorable angle to holding the line on fresh fruit, he added, is that processors are in the market for a very large proportion of the crop, which will prevent any surplus.

Attesting to the slowness of the market is the fact that up to October 8 only about 160 cars had been shipped through Middleboro, chief checking center of rail movement. This is about 75 cars less than the corresponding date last year. How many have gone by truck can only be estimated, but this method of shipping is increasing greatly each year.

Mutual Issues First Letter To Mass. Growers

Directors of the Cranberry Growers' Mutual, at a late September meeting at the State Bog, East Wareham, Massachusetts, discussed the marketing situation and sent out informative "Letter No. 1" to Massachusetts growers. Before issuing the letter, the directors contacted cranberry marketing agencies to learn at first hand the then current situation.

Information obtained showed that shipments of fresh cranberries by rail were substantially ahead of last year; estimates of shipments by truck were also ahead; there

was a lull in shipments at that time, but it was considered not unusual, as after the first round of orders had been filled the market slowed down until the second round of orders came in; also the weather was warm all over the country, temporarily retarding retail sales; the market, both fresh and processed, was in a very healthy condition; most distributors were cooperating in their efforts to maintain a stabilized and sound cranberry market; there had been the mistake earlier in the season of shipping too light colored fruit, and the suggestion was made that this must be avoided another year; Most distributors were shipping only on order to avoid the mistake of forcing berries on the trade when there was no market for them.

The letter concluded with this: "It is the growers' responsibility to insist on a quality pack, both fresh and processed. We urge growers to insist that their sales agents maintain a stabilized and sound cranberry market."

Fresh From the Fields

(Continued from Page 5)

exception of about .2 of an inch the first of September, until a good precipitation occurred at the end of that month. It was one of three days and brought only 1½ inches. This, however, was immediately absorbed into the parched ground, leaving a shortage for flooding.

Most reservoirs were practically dry all summer and, in fact, so dry was the whole area that there was not even enough water to operate sprinklers at the Long Beach Cranberry Station and at other bogs.

Size of Berries Cut

There was a heavy set of berries, but the size turned out to be only about half of average, due to the arid condition.

"It seems remarkable that in a rainy country such as this, weather such as we have experienced this season should occur", remarks D. J. Crowley of the Station. "It is a safe bet that most growers will make an effort to enlarge their water supply for 1951. I am be-

ginning to wonder what has happened to our so-called normal weather, but I suppose you can get all the different kinds if you live long enough".

As of the first two weeks of October the harvest was finally underway, but proceeding slowly. At least 40 per cent of the crop is picked through water scooping in one form or another. The Western Picker is used on a number of bogs and a few smaller owners still operate by the suction-picker method.

Crop Probably Over Estimate

Even though berries were smaller, growers felt they were exceeding the August U. S. crop estimate, the crop at the Station bog being one of those running the same way. Last year the cup count on Washington berries ran about 95, while this year the average is at least 120. One interesting factor is that all plots, even check plots which were not ferti-

(Continued on Page 14)

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Now the opponent has put in a whole new string of players and this is made up of the consumers of cranberries. It's up to the cranberry team to rip into these and score. We don't expect any overwhelming victory this fall. Merchandizing is quarterbacking as never before. Just give us even one touchdown and a win in 1951 and we'll all cheer.

CRANBERRY QUEENS—BLESS 'EM— WHO THOUGHT THEM UP FIRST?

SOMETIMES we have been critical, adversely, and sometimes we have editorialized favorably upon all the "Cranberry Festival and Queen" business, as appears in this issue at so much length. Now we are inclined to think the whole business is commendable.

The primary purpose of these affairs in the various cranberry states is to publicize cranberries so widely, through the medium of the press, radio, by word-of-month and in every way, that cranberry sales will be stimulated. But these affairs have their desirable by-products, too.

They give local business a shot in the arm. This is true in all the areas, Bandon, Oregon, Wisconsin Rapids, Wisconsin, and Southeastern Massachusetts. Perhaps this is more true in the latter than any other. That district has two primary industries, serving vacationists and raising cranberries. After Labor Day the vacationists depart homeward with a bang, practically all at once. Local business falls off abruptly.

Along come the festivals. From these a great many businesses profit, if only a little. The printer with the programs, the eating places, the gasoline stations, the

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Editor and Publisher
CLARENCE J. HALL
EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.
Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY
Cranberry Specialist
Long Beach, Wash.
ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

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Director Mass. State Cranberry Experiment Station
East Wareham, Mass.
BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

clothing stores, the telephone company, railroads, airplane lines, politicians make hay. There is almost no end to the list.

Who started all this? It would be interesting to know. We suspect the idea was the brain-child of someone in or around Wisconsin Rapids in about 1936. Has anybody the answer?

HIGHLY commendable is the decision of groups in Massachusetts to request, through Massachusetts Extension Service, that the U. S. Bureau of Agricultural Economics prepare and issue monthly reports on the marketing of the crop during the most active months of selling. Growers can be greatly aided during these critical months of marketing, especially in regard to fresh fruit, if they are kept reliably informed of what is doing marketwise.

FRESH FROM THE FIELDS

(Continued from Page 12)

lized, are showing a substantial increase over last year.

October Starts Off Hot

The weather for the early harvest was hot, temperatures reach-

ing 80 and 85. October was more like summer than October.

Elo Bog Sold

The John Elo bog, which adjoins the Cranguyma plantation, has been sold to Mr. and Mrs. Charles Grimstead, who came to Long Beach from Walla Walla.

Harvesting Dollars Or Deficits?

(Editor's Note: The following article was prepared for September issue, but was received too late).

by B. D. Crossmon

Research Professor

University of Massachusetts

September's cool nights and frosty mornings prompt cranberry bog operators to make decisions. They decide which bogs they will harvest first, which bogs should be protected from frost for a later harvest, and which bogs, if any, where harvesting is a matter of indifference. Occasionally, an early frost revises the cranberry bog operator's plans for him. How much thought has been given to deciding whether particular bogs can best be harvested by hand or machine?

Cranberry crops for the past three years have yielded few dollars over harvesting expenses. For some bog operators it has meant deficits. Has this experience revised their thinking and their harvesting decisions? In some cases the choice of operation yielding the least loss has been the most profitable one. An example of this is the case where a deficit for the total cranberry crop is certain, but the value of the harvested crop is more than the cost of harvest. Here the margin of value over harvest cost can be used to reduce the total crop deficit.

Is Harvesting Your Most Expensive Operation?

Is harvesting your most expensive operation? It is for many cranberry bog operators. Part-time operators and those having small bogs may be able to do all the necessary work prior to the harvest without hiring labor. However, these operators know that the time for harvesting is limited and they must normally hire labor for this operation.

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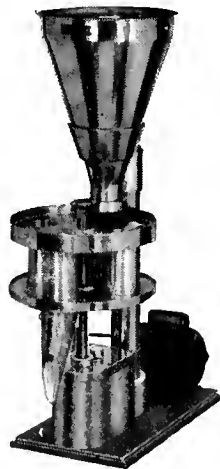
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The high cost of harvesting relative to costs for other cranberry operations, and the low returns for berries in recent years should influence your decisions on how to harvest your cranberry crop. When cranberries sold for \$30 a barrel, the operator had less objections to a high price for seasonal hand labor. Recently, however, cranberry returns have been low and this situation has influenced the decisions of the operator.

Another reason to carefully consider a change in harvesting methods is the difficulty of obtaining good experienced hand scoopers. Labor which formerly worked several months of the year on cranberry bogs has sought other employment because of curtailment of the use of regular labor on cranberry bogs in recent years. Also, rising wages outside the cranberry industry have attracted workers from the bog operations. Therefore it is difficult for the small bog operator to locate skilled scoopers for the limited time during which he needs them and for the wages he feels he can afford to pay. The large bog operators have some advantage in hiring labor because they can promise longer employment.

The need for the bog operators to curtail certain uses of labor or to substitute machinery for men is obvious. Mechanization has been slow in the cranberry industry of Massachusetts as compared with many other agricultural enterprises. A study of this lag in mechanization undertaken by leaders in cranberry production and engineers should prove very valuable. One reason for retarded mechanization here in Massachusetts may be the large number of small, individually-owned bogs with their irregular shapes. Machinery for limited use on the small bog might require excessive

capital investment. Cooperative ownership and custom operation of machinery has been a partial solution to this problem. A related reason may be the unwillingness of manufacturers to go through the heavy initial expense of producing a machine for which there will only be limited sales.

Harvesting Machines

In my research on cranberry operations I have seen only two harvesting machines, the Matthewson and the Western. A few other machines exist, but these are largely individual inventions which have not been duplicated in any volume. Even the Matthewson picker is becoming rare. For any breadth of comparison, then, I must use the Western Picker as against hand methods of harvesting.

My first observation of the Western Picker was in 1949. Following this observation I projected its performance and costs as compared with hand scooping. Last fall I gathered data from the majority of Western Picker operators located in Massachusetts. Some of these operators used the machines only on their own bogs, some were custom operators, and other operators rented machines. Where possible comparative information on hand scooping was obtained. All operators were pleased by the saving in labor ex-

pense and the lesser dependence upon hired labor. Several of the operators were critical of the make-up of the machine and it is my hope that their suggestions have been passed on to the manufacturer. Breakdowns did occur, but because of dealer replacement policy the major cost was loss of time. Most operators estimated annual repairs and depreciation at one-tenth of the machine's list purchase price. The summary of opinion was that there is no serious bruising by the machine if the operator is careful. One operator was conscious of bruising at high

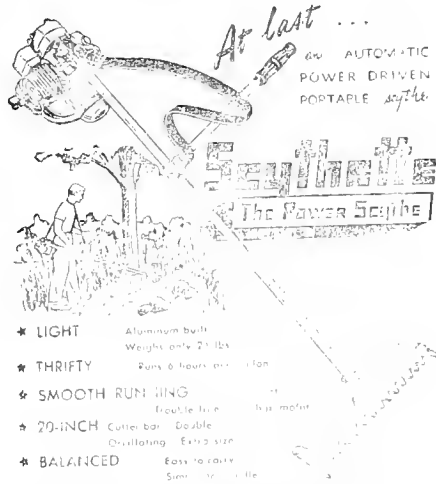
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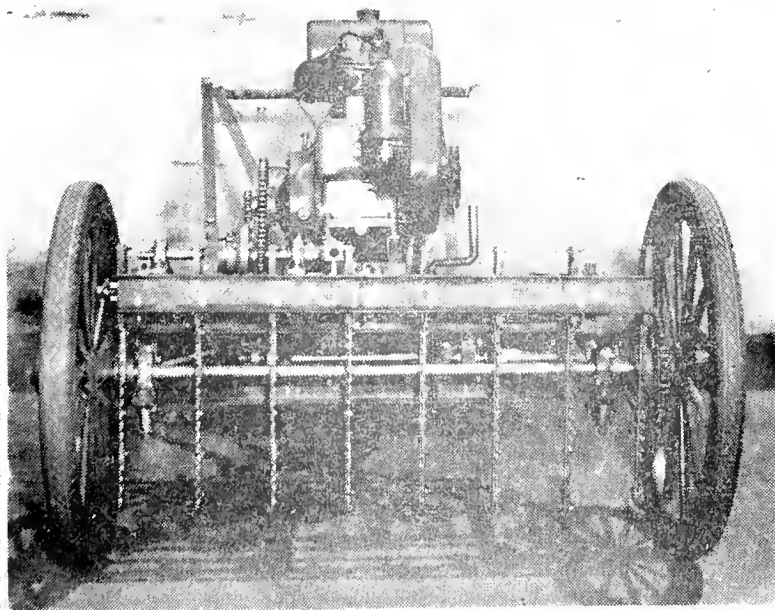
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speeds, such as 4.8 hours per acre.

Two Points Stand Out

Two points stand out from the data. First, the machine harvests an acre almost at a constant rate, regardless of yield. This means an acre under normal conditions, not with wet or frosted berries or extra long, heavy uprights. The normal rate seemed to be about ten hours for a machine to harvest an acre. The range was from 4.8 hours to 20 hours. Barrels harvested per hour per machine varied from 3.6 to 18. The yield is important in determining this figure, e. g., ten hours to harvest an acre yielding 75 barrels would mean 7.5 barrels per hour. The second point which stands out is the advantage in barrels per hour for the machine against hand scooping. Over a short period of time and on heavily yielding bogs a hand scooper might keep pace with the machine but the human being tires and the machine can continue at its nearly consistent rate. Even the lowest figure for the machine, 3.6 barrels per hour, is nearly two and one-half times the 1.5 barrels per hour commonly expected from hand scoopers.

Translated into dollars at last year's rental figure of \$2 an hour, a machine hired for ten hours, or \$20, should harvest a bog yielding 45 barrels, adding gas at 5 cents an hour or 50 cents, and an operator at \$1.50 an hour would give a total of \$35.50 or about 75 cents a barrel. Hand scooping would

Statement required by the Act of August 22, 1912, as amended by the Act of March 3, 1933, and July 2, 1946 (Title 39 United States Code, Section 233) showing the Ownership, Management, and Circulation of

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1. The names and addresses of the publisher, editor, managing editor, and business managers are:

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None.

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Sworn to and subscribed before me this 25th day of September, 1951.

(Seal) BARTLETT E. CUSHING,
Notary Public.
(My commission expires April 6, 1956)

have required approximately 30 hours at a cost of \$42 or 93 cents a barrel. In either case wheeling and screening would be extra. At lower yields there would appear to be an equalizing point between the machine and the hand scoopers. Actually that would be true if the human scooper could maintain a harvest of 1.5 barrels per hour, regardless of the lowness of yield per acre. But this is not supported by the evidence obtained. Total costs of machine harvesting per barrel ranged from 28 cents to \$1.54. In the latter case the yield was only 28 barrels to the acre and it is doubtful if hand scooping could have done the job anywhere near as reasonably.

Two small operators liked the flexibility possible with the machine. It left them largely independent of hired workers. Working alone, a quantity of berries could be quickly picked by the machine, wheeled to shore and screened. Plans to extend the harvest could be made without having to hope for extra workers on certain dates. More of the labor becomes a non-cash expense, either that of the operator or his family.

Purpose of Article

The purpose of this article is not to sell harvesting machines. It is to stimulate thinking to the point of challenging existing meth-

ods against alternatives. The case of harvesting cranberries serves as an excellent example. Harvest dollars, not deficits!

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The American Cranberry Exchange, along with some other shippers is attempting to stabilize the price for fresh fruit so that you can enjoy at least reasonable prices. If these efforts are to be successful, we must have the support of all growers. Here's what you can do:

- (1) Deliver quality berries.
- (2) Don't try to force cranberries on the market when the trade doesn't demand them.
- (3) Market only with those shippers who are constructive in their approach.

A few berries sold to an irresponsible shipper or distributor can wreck not only your future, but the future of your neighbors and of your sons. Let's all work for stability in 1951 and increased returns for the future.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The frequent frosts and wet weather experienced since about mid-October has delayed the completion of the cranberry harvest in Massachusetts. Most growers had finished picking by mid-October, thanks to the unusually fine weather in September, but since that time harvesting has literally bogged down. Recent rains in early November helped replenish low reservoirs, but water supplies are still critically low. Dr. Franklin now places the frost damage at about 25,000 bbls. We have been fortunate that frost damage wasn't greater, considering the lack of water to protect the bogs.

Puerto Ricans Very Satisfactory

By the time the November issue of CRANBERRIES comes off the press, the majority of the 240 Puerto Rican laborers will have completed their work and left the area. It occurs to the writer than cranberry growers have been most fortunate this fall to have had these men available to assist with harvesting. Judging from all reports and comments, the Puerto Ricans have been very satisfactory. By far the great majority of these men have been willing and anxious to work. They have caused the local authorities very little concern and have attended strictly to business. We hope they will carry good reports of our cranberry industry back to Puerto Rico. The cranberry labor committee, under the splendid leadership of "Frank" Butler, working closely with the Massachusetts Division of Employment Security, performed a real service for the industry.

Appear on T-V Show

Mrs. Elthea Atwood of Edaville, Miss Betty Buchan, publicity editor of the National Cranberry Association, and the writer appeared as guests on a WBZ-TV show in

October. We had an opportunity to display some of the various cranberry products, show the new cranberry movie, and bring our industry a little closer to "Mrs. Consumer". It was a novel experience, to say the least.

Foreign Visitors

Growers who chanced to meet some of our visitors here at the Cranberry Station during this fall may have wondered if we were becoming a branch office of the UN General Assembly. Our recent distinguished visitors included Dr. Muyzenberg and Mr. Feis, research workers from Holland, Miss Lambert, teacher in Hawaii, and Dr. Kivinen, dean of Helsinki University in Finland. We found these people to be very much interested in our industry, and we thoroughly enjoyed their brief visit with us.

Winter Flooding

We have a note from Dr. Franklin on winter flooding of bogs. He recommends that new bogs be flooded for the winter as soon as the ground begins to freeze. This will prevent the heaving of newly set vines. Be sure to let off surplus water during times of thaws or heavy rains. This will prevent the raising of the ice which often pulls the vines out of the ground. Mature or bearing bogs should be flowed about December 1, or as soon as the sand surface remains frozen all day.

Production—Marketing Conference

The annual Production and Marketing Outlook Conference will be held November 28-29 at the University of Massachusetts, Amherst. The purpose of this state-wide meeting of farmers and marketing officials and representatives of state and federal agencies is to review our production and marketing problems on a commodity basis. After discussing our problems, a

plan of work is prepared, outlining the steps necessary to meet such problems. We hope to have another fine delegation of cranberry growers present at this important conference.

ACE Sets Price For Late Berries

American Cranberry Exchange opened its prices on late fruit October 17 at \$4.40 a quarter for Late Howes "Honker" brand, per quarter barrel in 1 lb. window boxes or cellophane, or \$17.60 a barrel and the same packed in quarters \$4.15. An advance was made in "Mayflowers," Early Blacks, to \$4.00 a quarter cellophane, \$16 a barrel and \$3.75 in quarters. Opening price was \$15 for Blacks in the pound packages.

Opening Exchange price for Wisconsin is Searles Jumbo, \$4.15 a quarter in pounds, \$4.10 in quarters, McFarlins, are \$4.25 in pounds per quarter and \$4.10, bulk. Wisconsin Late Howes are \$4.55 in pounds per quarter, and \$4.40 in bulk.

New Jersey Blacks are now \$4 in packages per quarter and \$3.75 in quarters. "Arbutus", for late Native New Jerseys, are \$4.20 in pounds and \$3.95 in quarters. Late Howes are \$4.40 per quarter, packaged, and \$4.15 in quarters.

PROCESSED BERRIES

Beginning with Monday, October 22, the expected rush for canned sauce began, a report of NCA to its directors states, and as of the first of November sales were running from 40,000 cases daily (4,000 barrels, to 100,000 cases or 10,000 bbls. October sales of sauce

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in October totalled 707,277 cases or 71,000 barrels as compared to 64,000 bbls. last year. Dehydrated sales for that month were the equivalent of 9,000 bbls.

Of the total of 35,000 bbls. allotted by the Council to sell fresh 16,836 bbls. were moved by end of October. NCA total sales were 96,000 bbls. in October compared to 82,000 in '50.

September sales were quoted as 501,000 cases, totaling about 45,571 bbls., higher than any other September sales with the exception of heavy 1950.

The new dietetic sauce is being received favorably, it is reported, and unfilled orders were around 6,800 cases the first of the current month, but this was expected to be caught up with quickly. The 6½ ounce, or "buffet" size can of sauce is said to indicate a tremendous demand from persons who up to the present have not been eating either fresh or processed cranberries. The plant at Coquille, Oregon, was operating on this size exclusively, packing 2,600 cases a day. Unfilled orders totaled 8,000 cases.

The demand for cocktail was reported high, especially from hospitals. There was an inventory expected to carry to December, but this was sold out by the end of October.

Ocean Spray, the report continues, has 90 per cent distribution in the retail stores of the United States, exceeded only by Campbell's soups.

Up to Nov. 2, NCA had received 185,702 barrels from members and from Exchange groups 117,000, out of a total expected of 449,000. The daily pack was running at all plants at about 4,300 bbls. per 8-hour day, with night operations when possible. Labor shortage was a problem.

NCA, Mr. Urann reports, is running far short of the indicated berry supply needed.

DEMAND AND MARKET

With the advent of November the packing and shipping of cranberries for the Thanksgiving and Christmas trade was on. Prices on early fruit were advanced slightly by ACE during October

Council Allocation Now on 60-40 Basis

Allocation of its share of the current crop of Cranberry Growers' Council was changed in late October from the first tentative 40-40 percentage between fresh and processed with the 20 percent remaining to be "swung either way," as later developments made advisable, to 60 percent for processing and 40 fresh.

Increasing demands for processed fruit made the decision seem advisable, this demand including dehydrated cranberries as well as canned.

The allocation was announced by Harold E. Bryant of ACE after a meeting at Wareham.

The production of corn requires more labor and a greater cost per acre than production of small grains, but the yield in pounds and especially in digestible nutrients is about double that for small grains. (University of Massachusetts)

Protect streambanks against erosion by planting basket willows.

and were generally held firm, although there were one or two times during the month when there was danger of a drop. However, Harold E. Bryant, general manager of the Exchange, said that stabilization was apparently being achieved and that the cranberry trade was recognizing this fact.

After the opening of the ACE figure for Late Howes and other late varieties the market was continuing strong. As concerns shipments, however, car loadings were down from last year, Mr. Bryant said, by about 22% during October. How many more berries have gone over the road by truck is hard to determine accurately, but it is understood truck shipments are showing in general a 10% increase, and a good proportion of the cranberry crop is now being moved in this way.

The first week of November saw New England Cranberry Sales Company packing at capacity, with night work being done on cello and window box shipments.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF NOV. 1951—VOL. 16, NO. 7

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Believe 600,000 Crop Reached

All harvesting, with a few exceptions was finished by the end of October. General opinion was that probably the latest Government estimate of 600,000 barrels had been reached. There were no serious frosts in October, although there were several warnings and some damage, with water supplies as low as they were. Total frost loss is now set at about 25,000 barrels, most of this taking place during the three bitter nights of the end of September with the 29th snap being the worst. Year for the state has been rather remarkable in smallness of frost injury which was certainly due in good part to frost warning service and the alertness of growers to heed the advice sent out.

Growers Encouraged

November opened with growers considerably encouraged over the fact of reasonably good prices and brisk movement of the crop and the fact there was a slight price rise on Blacks in late October. As a consequence more November bog work is being done and planned for the Winter and Spring.

October Rainfall Down

Rainfall was below normal for month of October as recorded at the State Bog, East Wareham, this being only 2.80 inches. However, there was perhaps more rain in other areas, there being 3.98 at Boston. Temperature departure from normal for the month at Boston was plus 42, bringing the total for the year to that date to plus 905 degrees.

Heavy Terminal Bud

Reports of a heavy terminal bud

were made all over the area, this in spite of the large crops which Massachusetts bogs have borne in the past several years. Not as much stress is laid upon good Fall budding in Massachusetts as in Wisconsin, but, this excellent bud showing this year may be considerably offset by two or three factors in the opinion of Dr. C. E. Cross. First is a definite deficiency in sunshine for the year, this having been approximately 100 hours below normal for the year through October. Another is that October precipitation was light, and good October rainfall is considered important in production for the following year. Another would be that with much more bog work done this Fall, tramping on vines and other manual injury might cut down bearing to some extent.

WASHINGTON

Harvesting

By the end of October many growers had harvested considerably more than half of their crop in the Long Beach area, where wet harvesting is quite generally used, but dry picking at Grayland and South Bend was being slowed up by rains.

The Rains Fell

After the driest season ever experienced to all intents and purposes, rainless weather from April until the harvest season, rains came to the rescue finally and growers were saying "Just what the doctor ordered."

A good many growers at Long Beach flood their bogs and knock the berries off with the so-called "egg beater" pickers, and then scoop the berries from the water. Some growers used suction ma-

chines, a method which is liked on newer bogs, although it is slow. At Nahcotta on the Peninsula, Charles Nelson harvested with a Western Picker in dry picking. He has figured he is able to get in his crop with the Western faster and with much less labor. He runs the machine, Mrs. Nelson separates the berries from the trash and vines.

Crops Probably

Over-running a Little

Most growers were finding their yields running a trifle larger than earlier estimates, even though the fruit is smaller than normal because of the prolonged dry weather. D. J. Crowley has figured the Long Beach area production at about 15,000 barrels.

Many growers are shipping to the processing plant at Markham, Warehouse refrigeration takes care of any surplus.

Suggest Delayed Pruning

County Agent Ralph E. Tidrick has suggested that growers do not prune their bogs until two or three weeks after harvest is over, and then to prune lightly, except where excessive vine growth reduced the crop. Even then, he suggested that it is better to gradually thin the vines, than to try to do all in one season.

Information from the Experiment Station at Long Beach concerning fertilizer plots was expected to be made available to the growers shortly. Recommendation was made that if there is a shortage of fruit buds, it might be wise to apply a light application of ammonium sulphate to the weak spots.

Blueberry Diseases

There are three different blue-

berry diseases in Western Washington; the tip dieback, cane blight and cane gall. The dieback is the killing back of tips of young shoots by a fungus. Cane blight is the killing of whole shoots or canes, either by a fungus or a bacteria which girdles the stem. Cane gall shows up as rough, warty out-growing along the stem and is caused by bacteria.

WISCONSIN

Estimate 185,000 Bbls.

Production is now estimated at about 185,000 for this state. This is because of small berries and because it was a "top" crop—not in size, but too much top fruit only. Picking was finished around November first. Among the last to complete were Roy Potter, Craige Scott and Ralph Sampson.

Shipments Going Very Well

As November came in fresh shipments were moving along very well and the growers were all optimistic as reported by "Del" Hammond of the Sales Company. It is felt the market has at last been stabilized and things should go well this season.

Cold Weather Gets Early Start

There has been really cold weather for so early in the season. By the first week of November there had been several nights of below zero weather at various points; on the night of Nov. 3, the thermometer registered -5 at Manitowish. There have been several snow storms, some with four or five inches.

Plenty of Winter Flowage

Condition of the vines going into wintering is good. There is plenty of water for winter flowage.

Fall Weed Experiments

Wisconsin Cranberry Sales has been conducting some fall spraying experiments for weeds and grasses—a couple of these look very promising.

Cranberries Featured on Broadcasts

Cranberries have recently been featured in a series of broadcasts for the Wisconsin Agricultural Station, the State Dept. of Agriculture taking more interest in the

crop. On November 7, "Del" Hammond appeared in a broadcast called the "WLS Dinner Bell", originating in the Loraine hotel at Madison.

(Continued on Page 16)

HEAVY RAINS START OFF NOVEMBER IN MASS.

Although October in Southeastern Massachusetts had been a month of abnormally low rainfall, and higher temperatures than usual, November, on the very first day began to make up in part for this water deficiency. There was a four-day period of gale winds, unusually high tides, and generally cold and dismal weather. This particular storm came up from the South along the Coast, and at the same time the entire country was undergoing weather abnormalities of various kinds.

Total precipitation for the storm was recorded at the State Bog, East Wareham, as 4.41 inches or above normal for the entire month. This supply was added to on November 7 with .72 inches more, as entered at the State Bog. The rainfall for the first storm at East Wareham exceeded that at Boston, where 3.09 inches fell, also more than normal for the whole month. Snow fell in the Berkshires and in New York City, but none in the Cape area.

While both these storms held up what little picking remained, they added materially to the water supply. However, growers would be pleased to have resources built up still further by the time for winter flooding.

Recent USDA crop reports indicate that this year's outturn of potatoes will be in the neighborhood of 356 million bushels. This is the smallest crop since 1941. However, it is large enough to meet all needs, including the military, with some to spare. (University of Massachusetts)

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Pilgrim Fathers, Turkeys, Cranberries and Plymouth Come to Mind at Thanksgiving Time

That Historical Town, Enshrining Plymouth Rock, Is Third in Massachusetts Cranberry Acreage—Experiment in "Communism" Early Turned Down There—"First County Agent", Squanto Shows Forefathers How to Cultivate Corn.

By

CLARENCE J. HALL

Thanksgiving inevitably brings to mind thoughts of the dinner traditional to that day; of Pilgrims, Indians, turkey and cranberries—and Plymouth, Massachusetts, truly historic, to use that much overworked word. Plymouth has been in the cranberry lime light recently as locale of a part of the National annual cranberry festival last month, and before that, selected by Senator Robert A. Taft for a nation-wide broadcast, after which he visited Edaville at South Carver.

Plymouth is an important cranberry-growing town in its own right, acreage being second only in Massachusetts to Carver and Wareham. Walter M. Piper, Massachusetts Department of Agriculture, Division of Marketing writing in CRANBERRIES, 1948, called these towns the "Big Three." Based on a survey by C. D. Stevens, Crop Reporting Service of Boston, Dr. Henry J. Franklin and Dr. F. B. Chandler and himself Carver had 2,916 acres; Wareham, 1,868, and Plymouth 1,252, the only towns in the Bay State with more than 1,000.

Shire Town of Leading Cranberry County

As the shire town of Plymouth County, world's largest cranberry producing county, with a total of 10,409 acres, Plymouth has the privilege of considering herself of royal blood in the cranberry family. Cranberry-growing, fishing, manufacturing and "history," bring income to this town of 13,608 population (latest census).

Aside from its history climaxed in Plymouth Rock and (our own fond belief in the fame of cranberries), Plymouth is mostly noted for its great Plymouth Cordage Company, a name known wherever rope is used, and that, of course, is all over the world. But Plymouth plans to make more of its cranberry connections, and a live-wire Chamber of Commerce seeing to that, chiefly, through its active full-time representative "Mel" A. Coombs. Already is Plymouth thinking of the 1952 Cranberry Festival and national queen selection and coronation. It does not intend to be selfish in this but to spread portions of this affair to Carver again and, it is hoped to Wareham and possibly other Cape Cod cranberry communities which would mean most all of Plymouth and Barnstable Counties. Such an idea is also in

the minds of officials of National Cranberry Association which led in festival planning this Fall.

But Plymouth Chamber's Coombs intends to see Plymouth is in there anyway. And why not? Merchants of that town, combining bargain days with the festival, report one of the most successful sales events in years.

Largest Town in the County

Plymouth has a seacoast of about 16 miles in length and the town extends about ten miles into the interior, making it the largest town in its county. It is bounded by Kingston, Duxbury, Wareham and Carver, all major cranberry towns, so it is in the midst of a sea of bogs, except on the east, which is the Atlantic, or more exactly Plymouth Bay. The Manomet Hills to the south add much to its beauty, and it is in this area that Plymouth's first bogs appear to have been developed. These hills are attractively wooded and nearly 400 feet high. Burial Hill, where many of the Pilgrims and "First Comers" lie buried, is 165 feet above low water forms the backdrop of the town, as it slopes rather abruptly down to the water, where is enshrined Plymouth Rock. The coast is not "rock-bound," but has pleasant, sandy beaches.

Every school child knows well

of Plymouth Rock, where the Pilgrim band is reputed to have set foot in America to make a permanent settlement on Monday, December 21, 1620, after first (as it is not so comprehensively understood) dropping anchor of their ships in quiet Provincetown harbor, going ashore for exploration and having spent the previous night to the famous landing, on Clark's Island in Plymouth Harbor.

The rock, after several movings today with "1620" engraved upon its face, rests beneath a columned canopy. This is in a spot where it is thought it might have originally rested, after its journey from the North as part of an ancient glacier.

Hard by it today, is a replica of a house of Plymouth village used in 1623 not a log cabin, as this type of dwelling was not introduced into America until later, but of thatched roof and board sides. Plymouth, as have most places of antiquity, has many verities in fact, many myths, or traditions that cannot be founded upon known facts and many true "firsts."

Pilgrims and Cranberries

Regretably, as has been printed in this publication before there is no absolute proof that the Pilgrims had cranberries served at the first Thanksgiving, in November 1621. There were Indians present and the event lasted over several days. To repeat, what has been written before, there is not a single documentary bit of evidence a Pilgrim ever ate a cranberry. But, with the fruit growing naturally in and around Plymouth, and with the Indians teaching them many ways of providing food in the New World, it would be silly to assume they did not know the fruit and make ample use of cranberries. Wild turkeys, too were plentiful, but not proven part of the first feast.

"Our harvest being gotten in, our Governor sent four men fowling, so that we might after a special manner, rejoice together after we had gathered the fruits of our labor. These four, in one day, killed enough fowl as, (assumedly including turkey) with a little help

beside, served the company almost a week. . .” As to cranberries, at a supper of the Old Colony club in 1769, a menu was servtd which was presumed to have consisted of the fare eaten by the Pilgrims. This included “a course of cranberry tarts.” Certainly there are plenty of references to the use of cranberries by the Indians, and the Indians had a place name for a section of Plymouth, “Massassomineak,” which was in the “vicin- age of Herring Pond,” not many miles from Plymrouth Village. This has been interpreted loosely as meaning the place of “Much Cran- berries.”

We will leave this matter of use of cranberries by the Pilgrims in their everyday fare and at the first Thanksgiving in the rosy mist the long years have bestowed upon it, and turn to the cultivating of cranberries in Plymouth, which appears to have first been done “in the vicinage” of Herring Pond where the Indians found “much cranberries” and along Indian Brook, which is on the same section of the town.

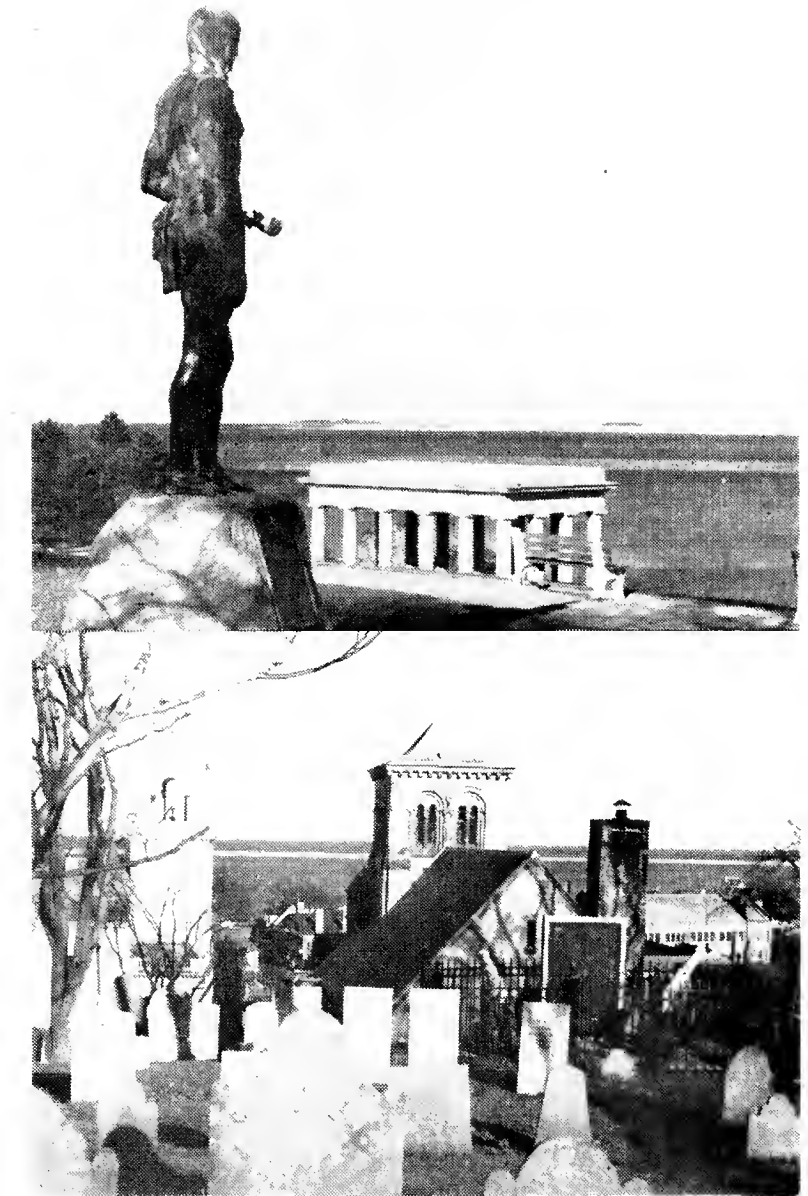
First Cranberry Cultivation

Plymouth Town and Plymouth County were considerably behind the commercial development of the Cape Cod men of Barnstable County. It was not until the 1870's and the 1880's that cultivation began in Plymouth to any considerable extent as it also did in Carver.

Cranberry growing in the Cape towns can be traced back as far as 1832 (Dennis) through town tax records. While there is little doubt Plymouth had some who were early growing the fruit, the '70's provide the first taxes for the town. As a matter of fact the assessor's books are not available prior to 1861.

In that year there is mention of cranberries, but no assessment. There is merely an item of a tax for 100 acres of woodland, “near cranberry bog,” on the property of David Manter at Chiltonville.

First cranberry grower of the town, as far as assessing him as such, appears to be Charles P. Davis, (and others) who is listed as a non-resident and of Pawtucket, Rhode Island. This is in 1877 and is for 9 and 5/8 acres



Two views of Plymouth. Upper, Statue of Massasoit, Sachem of the Wampanoags, overlooks Plymouth Rock with its white and columned canopy near water's edge. Lower: View from Burial Hill looking over town and directly down Leyden, the first street. Clark's Island and the Harbor form the background. (CRANBERRIES PHOTO)

of cranberry meadows near Herring Pond. Valuation is placed at \$1,000. The preceding year, he, (and others) were assessed for four pieces of swampland which total to the same 9 and 5/8 acres.

The following year, 1878, two more cranberry bogs are listed. These are taxed to Samuel Briggs, Jr., also a non-resident, and this is for five acres at Indian Brook and the valuation is for \$25. Also assessed is Phillip H. Haskell at

Herring Pond, acreage not given, but the valuation is \$400. Incidentally these are not listed as “bogs” but as “cranberry meadows,” a term much in use by early cultivators.

A. D. Makepeace Early

Abel D. Makepeace, father of John C. Makepeace, to become known for many years as “The Cranberry King,” comes into the picture at Plymouth in 1879. Mr. Makepeace of Hyannis, where he

then lived "and others," are taxed for 'Parker Mills and George P. Bowers, land (Carver Cranberry Company) for "cranberry meadow" at the Wankinko River, consisting of 65 acres, assessed value, \$3,100. Mr. Bowers, says the late Henry S. Griffith in his History of Carver had interested capitalists in 1878 in the possibilities of the cranberry business, and began active construction on the East Head bogs, and chief among them interested in his plans, was Mr. Makepeace. Mr. Makepeace had been engaged in cranberry growing in Hyannis since the 1850's. The building of such bogs as this marked the beginning of the trek of Cape men into Plymouth County and of general bog building on a large scale.

From then on cranberry listing among the "woodlots," "homestead lots," "salt marsh," "fresh meadows," "small grain lands," and such, come in with increasing rapidity. By 1890 there are 20 odd "cranberry meadows" taxed. Most of the holdings are small.

Largest is Mr. Makepeace, "agent" of West Barnstable and the A. D. Makepeace Company with one bog of 27 acres, valued at \$10,800 and another of 8 acres, the later valued at \$3,200. There are "seven small building at East Head" included in the tax.

George R. Briggs

Second in extent is George R. Briggs, late father of the present George R. Briggs, Jr. He is assessed for cranberry meadow, 30 acres, \$12,000; cranberry house \$400; cooper shop, \$300; "picker's house," \$75; and storehouse, \$250. These are at Indian Brook. He and others are also assessed for "woodland, H. W. Pierce, cranberry bog and woodlot," value \$1,400.

Cornelius W. Briggs is assessed for swamp and bog, to a total of 10 acres at Long Island Pond and Indian Brook. Adoniram J. Atwood, et. als. for 16 acres cranberry bog at South Pond, value \$2,500. J. Andrew Douglas, Halway Pond, 2½ acres; John Dunn, Seaside, woodland and cranberry bog at Bloody Pond, four acres and for two other pieces of land and bog; Elisha Ellis of

Ellisville is taxed for ¾ acre; Walter L. Gilbert, Chiltonville, 12½ acres, valuation, \$6,475; Albert M. Haskel of Cedarville is taxed for 8½ acres and cranberry house and also James L. Haskel for cranberry bog at Head-of-Springs, 3, and Carter's Brook, 3 acres.

Charles E. Kimball of Pondville, has two acres; Edgar Pierce, Century Hill, 2½; William P. Stoddard, et. als. of Morey's Hill Pond, one acre; Eleanor E. Swift, Cedarville, 2½ acres; Nathaniel Swift, Cedarville, four pieces of bog at Cedarville, Hodges Pond, Brown Lot and Elbow Pond, which total in excess of 90 acres, but this must have included other than good cranberry property as total valuation is \$1,025; Rhoda J. W. Swift, 1½ acres at Cedarville; Samuel Swift, 4 at Cedarville; Seth Swift, 2 at Cedarville.

Alonzo Warrens of Warren Ave., 4½ acres at Long Pond; Levi Swift of Sagamore, 2 acres; William H. Fessenden, 2 acres; Benjamin W. Hatch of Savin Hill, 10 acres of land and bog at Ship Pond; William E. Packard of Bourne 2 acres of bog with woodland at White Island Pond.

Plymouth has ponds and lakes covering more than 3,000 acres, including the so-named Billington Sea, a picturesque body of water of which the famed Town Brook is the outlet to the sea. Because of its many ponds and streams, the town has a very large proportion of its bogs with full flowage, many with partial flowage and a smaller acreage classified as dry.

Some Firsts

Billington Sea, by the way, perpetuates the name of the "Profanist of the Pilgrims," John Billington, who was hanged, drawn and quartered in 1630, for murder, after having before been charged with several minor offenses. The "Sea" became so named because it was discovered by a son of Billington. This capital punishment was one of many firsts of Plymouth. The first duel in New England took place there in 1621.

The first town meeting may have been the signing of the Compact in Provincetown harbor in the cabin of the Mayflower, this momentous document referred to

as the foundation, or cornerstone of our democratic form of government, or the first actual Town meeting might be one held in the common house at Plymouth on February 27, 1661, for the purpose of establishing a military guard, or a later one on April 2, called "on common business." At this meeting laws "convenient for the common state" were passed. Certainly the Pilgrims at Plymouth were among the first Whites in what is now the United States to suffer from a hurricane which was in 1635.

People Turned Against Communism

With communism and socialistic plans so absorbing to the world as at present, it is interesting to note that Plymouth, through the Pilgrims had its experience of this form of government—and found it bad. The first planting and tilling of the land was a "communistic" experiment—all contributing to the common larder. The second year there was an insufficiency of food so that, except for the supply of oysters and clams, it is probable the entire Pilgrim population would have starved.

Then Governor Bradford and his advisers decided to have a definite plot of land assigned to each man of Plymouth on which he was expected to raise a sufficiency of food for his own family. "This had very good success, for it made all hands very industrious . . . the women now went into ye field and took their little ones with them to set corn, which before would aledge weakness and inability; whom to have compelled would have been thought great tiranie and oppression." And the good Governor further moralized upon the evils of a "communistic" existence, finding all for one and one for all did not pan out—the lazy would not work, and the industrious became disgusted.

The "First County Agent"

Plymouth, as one historian has pointed out, gave the nation to come its start in American agriculture and had the first "county agent," that individual of so much value to all agriculturalists including cranberry growers. This was Tisquantum, better known to his-

tory as Squanto, Indian friend of Pilgrims, who taught them the native way to produce more corn, that is, by placing herring in the plantings in lieu of other fertilizer.

Jesse A. Holmes

Jesse A. Holmes, (CRANBERRIES, May, 1946), veteran cranberry grower, for many years operating the firm of Jesse A. Holmes and Son, sawmill and cranberry box manufactory, died at St. Luke's Hospital, Middleboro, Oct. 19. He was 65 and had been in ill health for about four months.

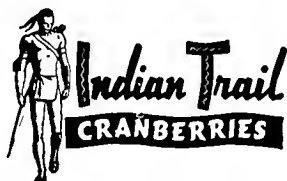
Mr. Holmes was widely known in the cranberry industry because of his many interests therein. He had been a director of the New England Cranberry Sales Co. for many years. He was a member of the Cape Cod Cranberry Growers' Association and of the South Shore Cranberry Club. The manufacturing of wooden containers for cranberries by the Holmes family goes back to shortly after the Civil War, when in 1871 Mr. Holmes' father, P. J. Holmes, was reputed to be the first cranberry barrel manufacturer in the Plymouth County area.

Mr. Holmes was a life-long resident of Carver, where he was born, and the Holmes family was one of the earliest in the town, Mr. Holmes having had deeds going back to the 1660's.

For 30 years he was a member of the Board of Selectmen and chairman for most of that time. He was a member of the Massachusetts State and of the Plymouth County Selectmen's Association. He was a director of the Middleboro Co-operative Bank and the Plymouth Five Cent Savings Bank. He was a member of the Plymouth Lodge of Masons, Lions Club of Middleboro, charter member of the Carver Grange, and a past commander of the Sons of Union Veterans of Carver. He had been president of the locally-famous Carver Old Home Day Association.

Surviving are his wife; two sons, Norman V., who is a full partner in the sawmill manufactory, and Donald H. of Worcester; a daughter, Mrs. Laura E. Donner, of Middleboro, and 11 grandchildren.

The funeral service was Sunday Oct. 21 at 2 p. m., at the Carver Baptist Church, with the pastor, Rev. Raymond E. Fiedler, officiating. Burial was in the Central cemetery.



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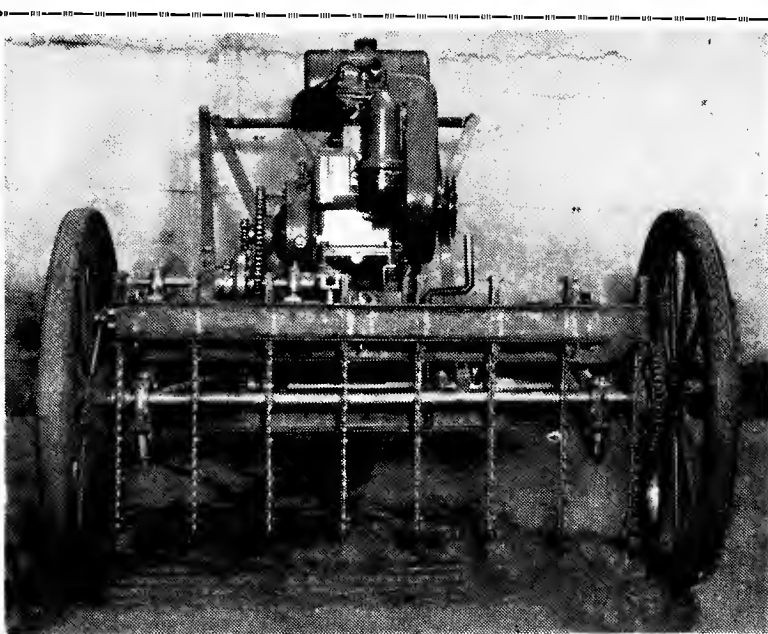
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"WALT" FORT MAKES COLOR SLIDES OF N. J.

CRANBERRY INSECTS TO IDENTIFY THEM

Above unusual photograph shows Walter Z. Fort, general manager Growers' Cranberry Company of New Jersey, putting to practical purposes results of an achievement of his.

During the past two seasons he has been at work with his Leica camera and a set of extension tubes making a series of Kodachrome slides of the life cycles of the major cranberry insects in New Jersey. The series show the damage done by the first and second broods of many of these pests.

This Winter he will use the slides at various meetings to educate the growers to better identification of the bugs which are doing harm on the bogs and to emphasize control measures. This is being done as a part of the educational work of growers service of this affiliate of American Cranberry Exchange.

His first talk was at the annual meeting of American Cranberry

Association. This was listed on the program as "Cranberry Insects and the Harm They Do." One hundred and thirty slides were shown, but the number can be raised or lowered, according to the time and the audience.

Particular insect "Walt" is pointing at a cranberry weevil and the picture was taken by the light of the slide projector only.

FINNISH EDUCATOR INTERESTED IN THE AMERICAN CRANBERRY

A distinguished Finnish educator, Dr. Erkki O. Kivines was an October visitor at the Massachusetts Experiment Station, East Wareham, to gather some information about the cultivation of cranberries. He consulted with Dr. H. J. Franklin and others there.

Cranberries are being grown experimentally in Finland at the present time, he stated, and agriculturalists in his native country

are much interested in developing a cranberry industry in their own country. He spent several days at the University of Massachusetts, conferring with Dean Hale H. Seiling of the School of Agriculture and Dr. A. R. Beaumont, state conservationist for the Soil Conservation Service of Massachusetts.

Dr. Kivines was in the Bay State under the Economic Administration Program. He expressed interest in student facilities at the U. of M., explaining that Helsinki University plans to expand and renovate student facilities. Dr. Kivinen is dean of the college of agriculture and forestry there, and professor of agriculture and physics. He is spending three months in the U. S. visiting various colleges and universities in the East and Midwest.

(CRANBERRIES Magazine in the past, has had several brief items upon the interest in growing the American cranberry in Finland and has a few subscribers there.)

BANDON CO-OP IS OPERATING FROM ITS NEW WAREHOUSE

Bandon Cranberry Growers Co-op, composed of between 40 and 50 growers, is operating at its new warehouse on U. S. Highway 101, Oregon. Five persons are employed there, with modern equipment. Opening prices were \$4.75 for medium-sized and \$5.00 for large berries, in cartons of 24 one-pound packages.

The new warehouse is 40x80 feet, with concrete floor, and shakes on the outside of the building to make it complete. It was erected on week-ends and in other spare time by members of the co-op. Materials were purchased, but labor was thus donated.

President is Ennis Loshbaugh, and officers and directors include: George V. Cox, vice president; Luella Cheatham, secretary-treasurer; Jack Dean and Floyd Shortridge, directors.

Fruit is sold under the label, "Bandon, Oregon, Cranberries."

Sheep and lambs increased in numbers during the past year for the first time in a decade, according to the USDA.

MORE THANKFUL, SO FAR

THANKSGIVING month, 1951, and most growers seem to feel they have a little more to be thankful about, speaking finance-wise, than in the past several seasons. This is because prices have been holding up well, and a good degree of stabilization is being achieved at last in the fresh fruit market. Reports are that processed berries are tremendously in demand and moving fast. Dehydrating is helping out in the picture.

Growers are not expecting to make any great shucks of money from this year's labors. But they do hope to be out of the red and into the black for the first time in so long they have almost forgotten what a profit feels like. The outlook does not appear as it has in the past three years—disappointing, discouraging, and all but devastating as to the future of the industry.

There has been some criticism that prices have not been set quite high enough to give a needed or desirable profit margin. As said, few expect to make very much this year, but a little profit is much, much better than a loss or breaking even. The feeling in all cranberry areas is improving as reports come in, and probably the smaller grower in most instances, the one who does most of his own work, may be coming off better than many of the larger operators, with labor costs as they are.

Already growers are discussing bog improvement, a factor which has been more or less neglected the past few years—because of very necessity—not because it was desired so, as is shown by the immediate response to put money back into production again.

A good deal of the credit for this bettered condition, we feel, may be laid at the door of increasingly effective merchandising on the part of both major co-ops and of independents, too, and to efforts to keep the fresh fruit marketing stable. Achieving stabilization is a definite step ahead. Another factor this year could be in the keen interest growers themselves have begun to take in marketing. Interest in production is not enough, they must carry through.

Of course the long selling season is not over yet, but this is Thanksgiving time, so let's be thankful, at least so far. So far so good.

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CLARENCE J. HALL
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A little more on cranberry queens and festivals, if you are interested in a little more. One suggestion—that queens be a little more mature than high school girls be chosen, particularly for competition for the national title. If our queen is to do a job in the outside world for the industry, she must be old enough to be able to cope with her job.

We commend the idea behind the biggest berry. Why not extend this to prizes for quality for fruit, for best production per acreage... recognition to any who have made outstanding achievements of any kind during the year within the industry? Give the grower himself something to shoot at—if only a momentary niche in the cranberry hall of fame.

SALUTE: to the Cranberry Institute for achieving fresh fruit publicity, especially the two-page spread in LOOK.

Two Major Co-ops Await Report On Consolidation

Attorneys for Each Have Been Working on Plan for "Over-all Cooperative"—Massachusetts Grower Critic Urges "Dissolution" of All-Present Organizations to Form New Coast-to-Coast Unit.

Plans and possibilities whereby American Cranberry Exchange and its affiliates, and National Cranberry Association may consolidate into one "over-all co-op," as has been in the background for so many years, are in progress. At the annual meeting of the Cranberry Growers' Council in July, legal representatives of ACE, Karl D. Loos of Washington, and of NCA, John M. Quarles of Boston, were authorized to draw up a plan for such consolidation to offer to both of these major cooperatives for consideration.

It is likely such a plan will be offered after harvest season activities are over, in the opinion of Harold E. Bryant, general manager of ACE, as both attorneys will fulfill their duty in this respect. What will come of it, Mr. Bryant says, can only be determined at the time, but he personally feels some sort of decision must be made as to the relationship between the fresh fruit and processing organizations, and he has been actively working for such a consolidation if existing difficulties can be overcome.

The matter has been brought to public attention through a series of articles being published in some papers, written by Bradford H. Cole of North Carver. Mr. Cole has been associated with Dunn and Bradstreet at its New York office, has long been interested in the cranberry industry and is a member of a family which has been of importance therein.

In a lengthy statement prepared Nov. first, Mr. Cole suggested that all the present cooperatives be dissolved, voluntarily, this "including NCA, New England Cranberry Sales Company, Wisconsin Cranberry Sales Company, the Growers' Cooperative of New Jersey, the Cape Cod Cranberry cooperative and, in addition the Growers' Council."

Mr. Cole continued, "At the conclusion of such dissolutions I should suggest the formation of a new co-operative with a membership consisting of all co-operatively-minded growers from the various cranberry producing areas



National Cranberry Queen Barbara Patterson, appropriately before Thanksgiving gives a turkey the "once-over" at the DeLorenzo's Turkey Farm, Duxbury. (Photo by Randall Abbott, Courtesy NCA)



Miss Dixie Sarchet, Wisconsin queen, offers "Woody" Herman, famous band leader, a piece of cranberry pie at the festival in that state. (Photo Wisconsin Rapids Daily Tribune)



Miss Peggy Lou Haines of New Jersey, entrant of the "Garden State" in National Queen contest, shows that she knows how to act with a scoop, as well she might, coming from famed Whitesbog.
 (Photo by "Walt" Fort, courtesy Pemberton Times, Advertiser)

in the country. This proposed co-operative would deal with processed berries as well as fresh fruit. Its corporate set-up would capitalize on and adopt the desirable features of the present co-operatives and omit their objectionable characteristics."

Previous Attempts

Mr. Cole referred to various occasions in the past when some of the cranberry leaders and many of the growers have pointed to one over-all cranberry cooperative as a goal well worth attaining. He said that twice during the past four years such an attempt has been made by the two principal co-operations to enter into a working agreement that would result in improved financial returns to the growers. The first met with "dismal failure," and the current effort he considered "highly questionable" in obtaining a successful conclusion.

In commenting on this proposal of a single co-op embracing all co-operatively-minded growers Mr. Bryant said "It's like saying everybody should belong to one church, or that everybody should go to church on Sunday. Mr. Cole is right in theory perhaps, but he forgets some of these outfits have 40 years of proud history behind

them."

M. L. Urann, speaking for NCA says he is certain a consolidation

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of the two major co-ops can be effected, and as concerned Mr. Cole's statements, "I ignore him altogether." What the growers want, and what has got to come is one big co-op with one head and a fresh fruit and a processing department. Further, in the opinion of Mr. Bryant he felt that a good deal for the good of the industry has been accomplished already this year in regard to marketing agreements between the two co-ops, working through the Council.

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"Cranberry Growing Neat Type of Farming"

by Clarence J. Hall

"Cranberry growing seems to be a very neat type of farming" says Jack H. Wood, who is County Extension Agent in Crops and Horticulture for Coos County, Oregon. Jack is stationed in the county courthouse at Coquille with Extension Agent George H. Jenkins. Mr. Jenkins has delegated work with the cranberry growers to his younger associate.

Jack Wood, therefore, is the nearest thing to an official cranberry expert that Coos County has, and his experience with cranberries is, he frankly admits, extremely limited. He did not land in Coos County until the autumn of 1948 when he knew practically nothing of cranberry culture.

But he has found the subject fascinating and likes the people concerned. "Our cranberry growers are specialists in their own right, and the 'neatness' of their bogs is the result of endless hard



work. Their problems are as varied and complex as with any other agricultural commodity", says Wood.

He attended Washington State College at Pullman, where he obtained his B. S. degree in agriculture—majoring in soil science. Other schools attended include the University of Washington, and the American University at Biarritz, France, during the wake of World

War II.

Before joining the Oregon Agricultural Extension Service, Wood was with the Western Washington Experiment Station at Puyallup under the employ of Karl Baur, Soil Scientist.

Cranberries Third Industry in Coos County

In Coos County the principal industries are lumbering and livestock—primarily dairying. The hills yield Douglas Fir while the many valleys and fertile bench lands produce excellent pastures. There are tree and small fruits and garden truck produced along with poultry for home and local consumption. Cranberries place third in important county industries, and the approximate 160 acres of producing bogs lie along the coastal plain. Bogs are found on peaty phases of the mineral soils as well as on deep peat formed by landlocked lakes of times past.

"The cranberry people in Coos are somewhat noted for 'upland' bogs that are on the muck top soil of the Blacklock series. The terrain is of an upland nature perhaps but the cranberry roots are feeding in a high percentage of organic matter nonetheless", says Wood.

"Weeds present the biggest problem along the culture line that the cranberry growers have here. Grass, horsetail, and loosestrife are some of the tougher ones.

"Cranberry Industry Has Future in Coos

"I think the cranberry industry has a future in Southwest Oregon, and though the progress is sometimes slow, new bogs are certainly in the making; and research in weed control methods, fertilization and processing is contributing along with the efforts of the growers toward improving an industry and a product that we are proud of", says Wood.

Mr. Wood is an ex-serviceman. He was a combat infantryman during the latter part of the war in Germany. After the war he enjoyed furloughs to France, Switzerland and Denmark. He now lives with his wife and son at Coquille, Oregon.

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CRANBERRIES MAGAZINE

WAREHAM, MASS.

Ocean Spray Has New Director in Research Work

National Cranberry Association has appointed a new research director in Eugene G. Laughery, formerly of the Charles H. Phillips Company in Rochester, N. Y. Mr. Laughery has already taken up his duties at Ocean Spray headquarters, Hanson, Mass.

He received his B. S. degree from the University of Illinois, where he did graduate work as well. He took other technological studies at the Armour Institute of Technology, Pennsylvania State College and DePaul University.

His first position was with Corn Products Refining Company of Chicago, Illinois, and there he worked in organizing a bacteriological control set-up at the plant. Through this work he was assigned to other domestic plants of the company. This work required exploration and study of the entire manufacturing, packaging and customer services of the organization. His studies resulted in processing changes, leading to more efficient and profitable results.

He then became assistant to the president of the Ramson corporation in Chicago, where he was responsible for setting up and organizing an effective control laboratory, initiating production research and a research development program. The interests of the Ramson company in the food field were with such products as dry mixes, dehydrated products, seasoning syrups, desserts and flavors.

While Mr. Laughery was associated with the Phillips company he assisted in the general management, including supervision of manufacturing, customer service, research development, quality control, cost analysis, purchasing, packaging, sales and advertising.

Because of a tight container supply situation, utmost conservation is urged by the USDA for such items as metal drums, wooden and glass containers.



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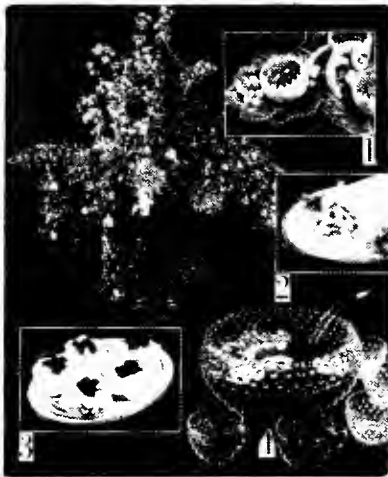
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of Tuesday, Nov. 6.

The spread, a full color page, (as shown above in black and white) facing a black-and-white page with accompanying text, was planned in consultation with the Fresh Cranberry Institute. Five cranberry dishes were shown and many others suggested.

Dominating the color page was a large vase filled with decorative sprays of cranberry vines and berries (from the 1951 crop).

Recipes pictured included a relish, cake, baked fruit combination, punch and pie.

Titled, "Thanksgiving is Only the Beginning for Cranberries", the accompanying article explained "To Americans who connect cranberries with sauce for the Thanksgiving turkey and and nothing else, some of the newer uses— from ruby soup to glowing punch— are startling. But, then, cranberries have made unexpected food history from the time the first

New England Thanksgiving dinner included the native 'crane-berry'."

Fresh From the Fields

(Continued from Page 5)

NEW JERSEY

Weather and Frosts

October was a generally warm month with some heavy heavy rains. There were three serious frosts. The coldest temperature reported for these nights were Oct. 12, 22°; Oct. 13, 17°; and Oct. 25, 21°. On the last of these nights, only two growers were known to be picking.

The average temperature for October at Pemberton was 58.1° which was 1.9° above normal. The total rainfall was 5.04 inches which was 1.58 above normal.

Blueberry Open House

The annual Blueberry Open House will be held at the Fireside Restaurant in Mount Holly on December 1 from 10 a. m., to 12:30 noon. The N. J. Blueberry Farmers Association will have their annual meeting following lunch.

At the Open House, the staff of the Experiment Station will report on their year's work.

Annual Cranberry Meeting

The 82nd annual meeting of the American Cranberry Growers' Association will be held the last Saturday in January. This is the New Jersey growers club for the exchange of information. The meeting will be held in Fenwick Hall, Pemberton.

AGRICULTURAL AIDS UP IN BURLINGTON COUNTY, NEW JERSEY

Burlington County, New Jersey, largest cranberry county in that state, has made progress in a number of ways, according to the 1950 census of agriculture, released last month.

County, says report, has 211,588 acres in farms out of a total acreage of 524,160; average farm being 111.1 acres in area. Average value per acre in 1950 was set at \$165.58, compared with \$102.61 in 1945.

Of 1,674 farms reporting, 94,805 acres were harvested. Resume showed more farms were electrified and had telephones last year than

Look Magazine Has 2-Page Spread On Fresh Berries

Look Magazine, with an estimated readership of over 18,000,000 persons, featured a two-page spread on cranberries in its issue

IDEAS

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in '45. Electricity was in use on 1,711 farms then, compared with 1,446 five years earlier and 1,422 had telephones in comparison with 997 to five years before.

Farmers of the county had 2,787 tractors in 1950, 1,000 more than in 1945; 2,586 trucks, an increase of 826, and 2,461 automobiles, an increase of 453. Farm horse population dropped from 2,041 to 1,413 during the last five-year period and the number of mules from 689 to 280.

Value of all farm products sold in 1949 was set at \$17,849,091, compared with \$12,015,485 in '44.

THE PRINCESS WORE A "CRANBERRY RED" COAT

Quote from a report of the arrival of Princess Elizabeth and Prince Philip of England at the National Airport, Washington, described her wearing apparel as including a "cranberry red coat with black velvet trimming."

While visiting in Canada the Royal pair sat down to what the Ontario newspapers called a "real Ontario dinner." Included in the menu were roast turkey and cranberry sauce.

BANDON CRANBERRY IS BIGGEST SO FAR
Bandon's Fifth Annual Cranberry Festival, Nov. 2 and 3, passed into history as the largest in its history. There were parades, a ball, and cranberry bowl football

game and the "Cranberry Fair," with awards. Queen selected was Miss Peggy Helme, candidate of the Bandon Woman's Civic Club, winning over six other candidates. (More of the Oregon Festival will be given next month.)



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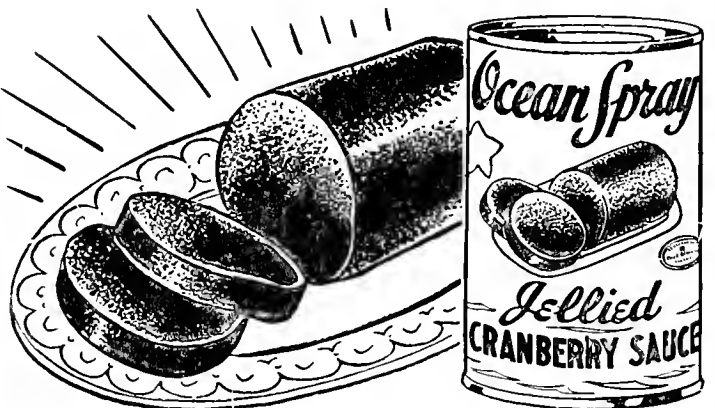
It Takes 12 Months to Sell a 916,000 Barrel Crop!

November is traditionally a Cranberry-eating month of peak sales for Ocean Spray. BUT—the November demand alone is no longer sufficient to sell the increasingly large cranberry crops of today.

National Cranberry Association is selling a larger volume of cranberries each year by expanding the cranberry market in November and all year 'round. While November sales of Ocean Spray have increased 91% in the past ten years, sales for the other eleven months during the same period have increased 155%.

November continues to lead all other months in volume of Ocean Spray sales, but the other eleven months have expanded to account for 79% of the Ocean Spray pack.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



A small but capable delegation of Massachusetts cranberry growers participated in the 1952 Rural Outlook Conference held at the University of Massachusetts, Amherst, November 28 and 29. Over 300 farm leaders were present to hear the latest agricultural outlook information presented by some of the nation's outstanding farm leaders. One of these leaders was Bushron W. Allin, chairman of the National Farm Outlook Situation Board, U. S. Department of Agriculture. Each of the major agricultural commodities in the state was represented, and these groups had an opportunity to meet and discuss their own particular production and marketing problem.

The cranberry delegation elected Philip H. Gibbs, Carver, as chairman of their group. "Phil" was a capable chairman and guided the lively discussion periods. The cranberry industry was represented by the following men: Philip H. Gibbs, chairman; Howard Hiller, Rochester; E. L. Bartholomew, Wareham; Lewis Billings, Plymouth; Lloyd Williams, American Cranberry Exchange; Joseph Kelley and Dr. F. B. Chandler, Cranberry Station; Prof. Earle Cox and Prof. F. E. Cole, University; County Agents "Bert" Tomlinson and Arnold Lane; and the writer.

The following report of our discussion was prepared and presented to the conference.

THE REPORT OF

THE CRANBERRY COMMITTEE

The Situation—Massachusetts cranberry growers have produced another bumper crop. The November estimate is 600,000 barrels or only 2 percent less than last year's record crop of 610,000 barrels. Production trends per acre show a definite increase. Cranberries con-

tinue to be our largest export crop in the State. There are about 1200 growers in Massachusetts and they cultivate approximately 15,000 acres of bog. We wish to endorse a statement made at this conference for the past two years; namely, that the cranberry industry continue to work closely with other farmers in developing agricultural programs within the Commonwealth.

The marketing situation has improved considerably during this year. Through aggressive sales campaigns the inventory of berries in the freezers was reduced to about normal levels by September 1, 1951. Prices will average substantially higher this year than last. While the outlook for our industry continues to improve, we hope that the lessons learned the past few years will not be forgotten.

Future Prospects—Production of cranberries in 1952 is expected to be somewhat smaller than in 1951 unless growing conditions are unusually favorable. The demand is expected to be slightly stronger in 1952. Several bog practices such as sanding, ditch cleaning and weeding have been postponed during the past few years because of lack of operating capital. We recognize that these practices cannot be postponed indefinitely. In our opinion, it is sound business to improve producing acreage rather than develop new bogs or renovate marginal property.

Production Problems And Recommendations

Supplies and Equipment—In view of anticipated shortages of supplies and equipment during the coming year, we recommend that growers determine their requirements as soon as possible and place their orders early.

Greater Mechanization—According to a recent cost study undertaken by the Farm Management Department at the University of Massachusetts, labor involves over 70 percent of the cost of producing cranberries. During the past year the Agricultural Engineering Department has initiated two specific projects to assist with this problem; namely, a new hydraulic sanding technique and a new method of cleaning ditches. We recommend that this work be continued.

Labor Supplies—Our industry employs large numbers of seasonal workers. The problem of locating an adequate supply of labor is becoming critical. It was necessary this Fall to import Puerto Ricans to assist with the Fall harvest. We appreciate the service rendered the cranberry industry by the Massachusetts Division of Employment Security in its administration of this project and also its assistance in recruiting and placing local help. We recommend that this service be continued and that plans be made to simplify the importation of labor.

Gypsy Moth—The highly successful aerial spray program to control Gypsy moth Caterpillars carried out in Barnstable and Plymouth Counties during 1949-1950 will be nullified in the near future unless similar programs are adopted in neighboring counties. We strongly recommend that an aerial spray program be developed in Bristol County in 1952 and that spot checks be made of the work already performed.

Insects—We have many cranberry insects that cause considerable damage to our crop. At this time we would like to express our appreciation for the valuable work carried on by Dr. H. J. Franklin, head of the Cranberry Experiment Station in the field of entomology as well as other important research under his direction. We recommend that research on insect pests and their control be continued.

Weeds—Chemical weed control is an important means of cutting production costs. We recommend that the research of Dr. C. E. Cross be continued.

Disease—Spraying and dusting for the control of fruit rots have assumed new significance with the development of the consumer type package. We recommend that the valuable research in fruit rot control be continued by Dr. H. F. Bergman who was assigned to the Cranberry Experiment Station by the United States Department of Agriculture. We further recommend that Dr. Bergman receive assistance during the Summer months.

Keeping Quality Forecasts—We recognize the importance of raising quality fruit. Dr. H. J. Franklin has developed an unusually accurate "keeping quality forecast" which has proved an effective guide as to steps necessary early in the same season to produce good quality fruit. We recommend that the Extension Service continue to acquaint growers with Dr. Franklin's "keeping quality forecast."

Varieties — The United States Department of Agriculture has performed a valuable service to the industry in organizing and conducting research in the field of new and improved varieties. The Wilcox, Stevens, and Beckwith varieties have been named recently. Our committee is also favorably impressed with seedling No. 31 which looks promising under Massachusetts conditions. We recommend that research in this field be continued by the United States Department of Agriculture. We are also pleased to learn that Dr. Franklin is preparing a very complete and detailed bulletin on all known cranberry varieties.

Fertilizers—The proper use of fertilizers is an important subject. New and more economical methods of application are being developed by Dr. F. B. Chandler. We recommend that his work be continued.

Forestry—A large percentage of forest holdings in southeastern Massachusetts is owned by cranberry growers. In order to preserve this natural resource, provide off-season work and supplement the cranberry growers' income, we recommend continued study of outlets of forest products by our State, District and County foresters. We further recommend

(Continued on Page 16)

WESTERN PICKERS, Inc.

1172 Hemlock Avenue

COOS BAY, OREGON

The Holiday Season is here, and to the majority of people it has its problems, what to get for this one, that one and the other one. There are plenty of things to get, the market is flooded with doodads and gadgets to suit anyone's taste, but the problem to most of us is financial. We know from letters and statements we have received from Western Picker owners, they will have more money to spend this Christmas than growers who picked their crop by any other method, under the same circumstances.

Your picking costs will be cut in half, which could mean the difference of a profit or loss. You growers who receive the CRANBERRIES Magazine should read Dr. Crossman's article, Harvesting Dollars Or Deficits, in the October issue and you will see what we mean.

We have problems also, they are, How many machines will you want in 1952? We have to know this, so we can get our material orders in early. Our suppliers are rushed with orders and it could be months before ours are filled.

The price of a Western Picker will not be any lower than it is now, that is \$890.00 F. O. B., assembly point.

Don't be misled by anyone's promise to supply you with a machine similar to the Western Picker for less money. That promise was given to some growers this last season and was not kept. So don't wait for cheaper machine patterned after the Western Picker as our Patents have been granted, which puts us in a position to take care of any infringements.

The Western Pickers' Organization wishes all of you a very Merry Christmas and a happy prosperous New Year. Please remember this Christmas there is one present you can give. It could be the most valuable gift the recipient ever received. His life. And that is a pint of blood. See your Red Cross.

Western Pickers,
South Middleboro, Mass.
Gentlemen:

We wish to thank you for your courteous service in helping us with our new Western Pickers which we purchased from you this year. It certainly was a pleasure to do business with a firm that took care of its customers when they needed help!

We used the pickers on our bogs, and for the first time since we have been in business, we were able to pick our crop safely and economically. The actual cost of picking our crop, which included bringing out boxes, picking them, bringing them ashore, and then returning them to the screen house full, was not more than 60 cents a barrel average. One day we picked for as little as 8 cents a box.

Not knowing just what the condition of the berries would be, we have been very carefully watching them, and find that they are keeping wonderful—we have shown them to many growers for their comment, and they agree that there appears to be no difference in the berries that were picked with the Western Picker, and those that we scooped.

We certainly wish you a happy Holiday season and a successful coming year!

Very truly yours,
C. E. Morse
MORSE BROTHERS
Attleboro, Mass.

Western Pickers, Inc., prices for 1952—\$890.00 until March 1, 1952, then \$1050. \$150 down payment will guarantee you a machine.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF DEC. 1951—VOL. 16, NO. 8

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Sunshine Still Deficient

By the end of October sunshine deficiency in Massachusetts, as recorded at Boston Weather Bureau was 126 hours below normal. The average for November is but 142 hours of sunshine out of a possible 295, and this past November did little to change the deficiency picture for the year. December has but an average of 134 sunshine hours. Thus 1951 will be a year of sunshine deficiency in the Massachusetts cranberry area.

As, is now well known, this deficiency has a definitely adverse effect on production the following Fall. The situation is not at all drastic, but it is said at the State Bog, East Wareham, a production of less than last year is now anticipated. There are also indications from Wisconsin that that state, second in production may not have a big crop in '52 either.

Encouraged Growers Start Work

There is a good deal of sanding now going on as growers, with the vastly improved market situation this Fall, feel like going ahead with bog betterment of all kinds. That the sanding program is considerably behind for the past few years is no secret. This Winter, if there is sufficient ice, will probably see a substantial bit of ice sanding.

This increased amount of bog work can also have an effect upon the size of production. Manual injury to vines can make a material effect. Bud, however, on most bogs, is considered to be sufficiently abundant, but there is usually sufficient bud for production.

Heavy November Rainfall

Rainfall for the month recorded at the State Bog, East Wareham, was 5.6 inches, far above normal. There was rain on 13 days with a trace on three others. Total precipitation at Boston Weather Bureau was even higher 6.6 inches nearly double the norm.

Month Little Warmer Than Usual

November was both a wetter and a little warmer month than normal. There were five clear days none of which recorded 100 percent sunshine and five with none at all. Lowest reading at Boston was 16 above on the 28th and highest 72. Snow is usually recorded during November but there was only a trace at Boston. Warmest degree at East Wareham was 17 on the 3rd and the coldest 12½ on the 27th, both in the shelter.

NEW JERSEY

Rain Above Average

The November average temperature at Pemberton was 41.3 degrees, or 5.1 degrees below normal. The total rainfall was 5.99 inches, or 2.76 inches more than normal.

More Bog Work

There is a noticeable increase in the amount of bog work (pulling brush, raking, pruning, and sanding this autumn as compared to last year.

Whitesbog is planning to sand about one-quarter of their acreage, mostly with Tom Darlington's new sanding machines.

Ethelbert Haines and Brother, with young Bill Haines taking a big share in the job, have increased their sanding and bog resting program through the past five or seven years. The improvement due to this is now showing

up in production records.

WISCONSIN

185,000-195,000?

While the November Gov. estimate for Wisconsin was for 180,000 barrels, now with shipping largely over, it appears the production may have run between 185,000 to 195,000 barrels. At least this is the opinion of "Del" Hammond, general manager of Wisconsin Cranberry Sales Company and is based upon figures of that co-op, and from conversations with Mid-West Cranberry Company and independent shippers.

Sales Co. Shipped Out Early

Wisconsin Cranberry Sales Company was sold out as of November 20th and was completely shipped out the first few days of December.

Considerable Machine Picking

There was considerable machine operation this season and an estimate has been made that in both wet and dry harvesting about 700 acres were so accounted for. Possibly 400 acres were dry-raked this Fall.

Weather Cold

Budding is reported as looking good for next year and there are adequate water supplies. Considerable snow had fallen at different times by the end of November and temperatures have fallen as low as 20 degrees below zero.

Annual Meeting of Sales Company

Annual meeting of the Wisconsin Cranberry Sales Company was scheduled for Thursday, December 13, at the Elks Club at Wisconsin Rapids. There was to be a banquet, entertainment and dancing following the business. Scheduled

as speakers were Harold E. Bryant and Lester Haines of the Cranberry Exchange.

Little Change In November Estimate

The November estimate of the cranberry crop by U. S. Bureau of Agricultural Economics continues to give Massachusetts a production of 600,000 barrels, and a total for the country of 914,000, or a change of only 2,000 from the October estimate of 916,000. With berries all in in Massachusetts some growers are beginning to question if the 600,000 figure may not be a little too high—there is a great deal of "frost" scattered throughout the berries of many growers, as screening is proving.

Both color and maturity of the berries in Massachusetts is reported as well below last year and below average. The frost damage mostly occurred at the end of September. Keeping quality is expected to be below average and shrinkage to be average or a little more. The crop is only two percent below last year's 610,000 if it turns out as forecast.

New Jersey is set at 72,000, below last year and below average. In Wisconsin, which suffered the heaviest drop from last year, prediction is now for 180,000 barrels as compared to 219,000 last year, but is still materially over the ten-year average. Cool weather during the growing season was unfavorable for sizing of the fruit. In Washington and Oregon where October harvesting was delayed by rains and continued well into November, these states were given 44,000 and 18,000 respectively.

SOME '52 FRUITS UP, CRANBERRIES DOWN?

The public will want more fruit and fruit products next year, in the opinion of Joseph F. Hauck, extension specialist in marketing at Rutgers College of Agriculture. Good business conditions and higher incomes, expected in 1952, mean more demand for fruit, he points out.

"Growers throughout the country will produce more peaches, oranges and sweet cherries next season. Production of apples, strawberries, sour cherries, cranberries, and grapefruit will be down," he predicts.

The cost of production and marketing will increase again next season, he also believes.

Constructive Approach By All In Industry Brought Successful Season

(Note: The following was written by Mr. Bryant in early December, by request).

Harold E. Bryant,
General Manager

American Cranberry Exchange

Progress has been made in the cranberry industry this year. Our major objective at the beginning of the season was to stabilize the market for fresh cranberries. We were in a position where we would rather have too few cranberries at a stabilized price than too many in a disorganized market. Thus, when the National Cranberry Association through the Cranberry Growers' Council indicated that they needed 456,000 barrels, representing 60 percent of the 1951 crop, we agreed to take 40 percent of the crop for distribution as fresh fruit.

We recognized that the 1951 allocation was liable to make us run short of supplies and that it was far below what we should have for delivery on the fresh fruit market over a period of time, but we deliberately accepted a reduced supply in an attempt to stabilize

the market.

As you know, we started out at an opening price of \$15 per barrel. For some time, the market was stalled at that figure and the trade throughout the country had very little confidence that we would be able to hold at that price. We would not have been able to hold the price without grower support. Growers were willing to sit back and withhold shipments until the market was ready to take additional supplies.

November Rush

By November, the market began to strengthen, enabling us to raise our price on Late Howes to \$18 per barrel. Early bookings for Thanksgiving were rather light but, when consumer and retail demand began to strike, the entire trade found they were short of supplies. As a result of this situation and a good Thanksgiving demand, the trade immediately came back to order their Christmas supplies, giving us an unprecedented demand in the three—or four-day period before Thanksgiving.

(Continued on Page 12)



write or phone

CAPE COD CRANBERRY COOPERATIVE, Inc.

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A Maine Grower of the Last Century Water-raked and Had Berry Factory

In Little Town of Alfred, Albion E. Gile Put Into Effect Modern Streamlined Ideas—Jerry Gile and Neighbor Today Are Reviving Industry There.

By CLARENCE J. HALL

That the old saying, "There is nothing new under the sun" is based upon fact, is always being proven; methods or discoveries which seem modern are found to have been utilized before. Even to what might be termed a "cranberry factory" and assembly line production of the fruit.

This has reference to the activities of a grower of the past century in the state of Maine, a grower who in his line of thinking and ingenuity appears to have been abreast or even ahead of today's thinking, in many respects.

Water-raking is generally considered to have originated in Wisconsin. C. D. Searles has told the writer he believes it was his father who was the first to water-rake in about 1906. The late Dr. Neil E. Stevens also gave Searles credit and refers to the method as a "late development". The writer suspects that many of those who harvested wild cranberries in the days of pre-cultivation raked "wet" in the swamps with the little box-like short-handled scoop of that time, used from a standing position, and certainly berries were handpicked in wet, wild marshes.

Possibly it was from the gatherers of wild fruit in wet swamps that the Maine man conceived the idea the best way to pick cranberries was in water. Certainly he built bogs deliberately designed to be water-raked long before the method was developed in Wisconsin. And in Maine, a state which has never been prominent in cranberry production!

A Man of Many Interests

The man who built these bogs was Albion E. Gile of Alfred. He seems to have been a man of many parts. Born January 29, 1826, died in 1892, he was twice a member of the Maine Legislature, and a man of whom the Gile genealogy says, "held about every public office in his town." He farmed, conducted a grist mill, a tannery, a potash plant. He was of an inventive turn of mind, obviously of considerable mechanical ability, and a man who must have given a great deal of thought to that god of today, "efficiency". The Gile genealogy also adds it was he who introduced cranberry cultivation into the section of Maine in which he lived.

Alfred is the shire town of York County, located in the southern part of Maine, near Sanford and southwest of Portland, the State capitol city. It is a town of 1,000 or a little less in population. It

formerly was a considerably larger community. It is picturesque in a rural fashion, and of historic interest. It has the beautifully designed York County Courthouse, the county jail, a town green in the center of the village, with a stone watering trough left from the olden days. The country is rolling, once heavily wooded, but now largely cut off. From the Gile bog Ossippi Mountain is visible. Lumbering, farming, raising of live-stock, dairying are the occupations. It is very much still unspoiled back country, not invaded to any large extent by tourists.

The Gile stock is of the oldest in Alfred, although there are only two families by that name there now. The first male child born in Alfred was a Gile and the first woman to die there, in 1774, was a Gile. Today, and in fact, for the past several years, another Gile—Jerry A., with his sons, Alden and Wayne, are engaged in cranberry cultivation near the site of the Albion Gile bog. Jerry Gile is no direct descendant of Albion, although there could be a distant relationship. Jerry Gile has made several trips to the Massachusetts cranberry area—one with Alden—has visited the State Experiment Station at East Wareham and some of the Cape growers. While he has as yet made no great strides

as a cranberry grower, isolated as he is in Maine, away from the real centers of cranberry growing, he is a true cranberry man at heart. He is vastly interested in the cultivation of cranberries.

The Albion Gile bog itself is being slowly reclaimed by another Maine man, George R. Roberts, a GI of World War II, and his father, George L. Roberts. So the interest in cranberry growing at Alfred, begun by Albion probably not long after the Civil War, is having a revival.

Albion Built a Bog of Surprising Size

Albion in his time built a bog of surprising size. It is said to have consisted of 22 acres, all in a single piece, completely enclosed by dikes. He did not sand, but did select his vines very carefully from the "most likely" looking of the native cranberry patches. Of course, Maine in many parts has a great deal of wild American cranberries. It was of Maine cranberries (presumably) that John Josselyn, English Gentleman, wrote his famous description of the American cranberry in "New England Rarities Discovered", after a visit to a brother at Scarborough in 1638. Albion planted the best vines he could find, "no two alike", it is said.

He built his beds as long and narrow, rectangles, just as many do in Wisconsin, for water-raking. These beds were about 30 feet wide by perhaps 600 feet long. There were margin ditches, but no center or cross ones. Dikes ran lengthwise between each bed, and around two sides of the entire bog was a canal or ditch.

Water was obtained from a round body of water called Shaker pond or, to give it its old Indian name, Massabesic, or actually from Shaker brook running into the pond. Besides this source, he augmented the supply with two "waste water basins" or reservoirs. Shaker pond, incidentally, is a beautiful blue body of water, unspoiled by cottages. By it there formerly lived a colony of that religious sect known as Shakers, which gave the pond and brook their names.

At the upper end of the bog Albion built a gate house to take



JERRY A. GILE (Photo Courtesy Herald Evening Express, Portland, Me.)



"BANKWALL" a typical old-fashioned Maine Farm Homestead.

(CRANBERRIES Photo)

the water from Shaker brook. He built "boxes" or tunnels under the dike and into each individual bed, so they could be flowed, one after the other, for picking. Where the water spilled into the beds he built pits lined with stone to prevent wash, and in these it "boiled up". He also built his outside dikes with rocks at the bottom for strength.

Built Bog on Slant

The whole bog was built on a slant so the water could run off at the lower end and his berries could be carried by it on their way to the "factory" eventually.

Raking was done by a crew of half a dozen or so men. Wearing hip rubber boots, they raked the berries off the vines with steel rakes with wooden handles, like a garden rake. The teeth were blunt, presumably to avoid as much bruising as possible. Vines were always raked in one direction.

With the berries raked off, the

fruit was "boomed" along down the bed to the lower end. This was done with a plank, 25 or 30 feet long, 10 inches high, set on edge. This "boom" was operated by three men, two with harnesses over their shoulders with drags attached to dogears at both ends of the plank, to pull it ahead. A third man walked behind to steady the boom, and so the fruit was floated down. From the lower edge of the bed the berries were floated into the outer ditch or canal and again down to the lower edge of the bog at the mill.

The Cranberry "Factory"

This mill, or part of it, to speak accurately, was set astride the brook itself. There was a water wheel, turned by the brook. The wheel drove an endless canvas belt which at intervals had dippers or buckets to scoop up the fruit. This belt went to the top of the mill, which was three stories high across the back, and in dimensions

about 40x20 feet. The berries were taken dripping wet to this top room.

There they were dumped on trays which had slits, and were tilted toward the south. The berries were held onto the trays by cloth screens. On warm and sunny days the trap doors in the top were opened and the sun and air came in to dry the berries. Some of the chaff dropped through to the floors below. Berries were moved wherever possible through cloth chutes to eliminate bruising.

"Picking" Room

Second step in this "factory" for cranberries was to drop the fruit down to the second story, where there were more trays. These were tilted in the opposite direction, that is north. This was the second drying stage.

Final phase was to chute the fruit down to the first floor, where there was a "picking" room, and a storage room. The term "pick-

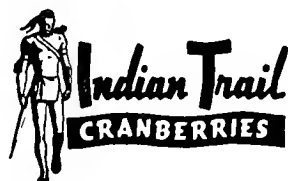
ing" room was seemingly used in the same meaning that a Cape Codder of old would have said "screening" room or more modernly "sorting" room.

In "picking" the berries were placed in "picking" trays, which are described as having been of slated frames, with two "pickers" sitting at either side, doing hand "picking," or sorting, and when berries were "picked" they were pushed down to one end by a board and then into flour or sugar barrels, the common containers for cranberries in early days. These "trays" sound very similar in description to the design of the first Cape Cod "cranberry screens," but are understood to have been of Albion's own development. Chaff dropped through the slits and discarded and then could be dropped through a trap into the brook and discarded, with no unsightly piles of spoiling cranberries.

The trays, about nine in number, were hinged to the wall so they could be pulled up out of the way when the floor was being swept or space was needed for some other purpose.

Because of the construction of the building this "picking" room was located directly over the brook which probably had a disadvantage in that moisture from the water below came up through the floor, but that is the way it was arranged. There were also some of the drying trays erected on the outside of the building on stagings, with steps on either side for the workers. These were auxiliary dryers. One of the uses for these was when the mill interior was filled. Jerry Gile can remember, as a boy, sliding down the sloping stagings at the end of the day.

In summing up the cranberry operations of Albion, this ingenious cranberry "factory" was operated by water power and gravity, the natural resources which were available to this Maine grower of so long ago, and he utilized them skilfully. Everywhere he could, in the mill he had rough spots covered with cloth to save the fruit from bruising. Albion would, apparently have been completely thrilled by the modern conveyors,



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Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

WISCONSIN

motors, and the "tools" of all kinds available to the growers of the present. Maybe he wouldn't have been, but have preferred to develop his own devices. At any rate, he seems to have anticipated many of the modern theories of cost-cutting and time saving production in his own way, crude though it was.

Very last step in his program was loading the berries in the barrels on two-wheeled hay carts and then hauling them 3 miles to the railroad at Alfred Village, or 2½ to neighboring Waterboro. Much of his fruit, however, was disposed of locally.

As he grew older, his bogs were beginning to run out prior to his death. After this Alden K. Gile, father of Jerry, bought the entire property from Albion's widow, as his own property adjourned and he wished to protect certain water and other rights. Alden was a large general farmer.

Alden Giles

Alden had begun a bog of his own, one of 3½ acres before he bought the Albion property and the two used the cranberry mill together. He didn't transport his fruit by water, however, but he did water rake his crop. His start

as a cranberry grower has been set as 1872.

This second early Alfred grower was not content with the vines of his native state, but brought in Early Blacks from Cape Cod, reputedly from A. D. Makepeace and a Mr. Cahoon. At least these are the names as remembered today, and presumably the Cahoon was Cyrus Cahoon developer of the Black. There is a family story that Mr. Makepeace and Captain Cahoon once visited the Alfred bogs.

Shipped Berries to Cuba and Puerto Rico

Some of the first crops grown by Alden were handled through a Mr. Farnum who had an office at Fanueil Hall Market in Boston. A portion of his crops some years, through this Mr. Farnum, was put into new hogsheads filled with water to preserve the fruit, and shipped to Cuba and Puerto Rico. There the hogsheads were filled with molasses and so were utilized in shipments each way. Later Alden sold through Hall and Cole, that firm with long-established interest in cranberries, still doing business at the Boston landmark. His later shipments were in Cape Cod cranberry barrels.

In 1906 Alden sold out the cranberry property, with Jerry's consent, as father and son were then carrying on an increased general farming business and had too many other interests to carry on the cranberry end. It did not seem important at the time, although later Jerry rather regretted the sale.

George L. Roberts

The purchaser was the aforementioned George L. Roberts and he operated the bog for a time and then went to California and the bogs lapsed entirely, except for a few patches here and there. The son, George R., is now restoring a portion of the bog in his spare time and has set out 1½ acres.

Jerry Giles

But, Jerry must have a streak of the cranberry strain remaining in him, for a few years ago he wanted to take up the business again. Since the old property belonged to the Roberts he used a piece of land just below his father's bog. He built his bog on the same general pattern and has two acres in Blacks, his vines having been purchased from "Joe" Kelley of East Wareham, Mass.

The bog of Jerry is on made land, where the brook has filled in, as was the Albion bog. The location is meadow, rather than swamp land and would be called hard bottom.

Jerry has yet to produce his first big crop, and last Fall was fairly successful. Alden, who is 20, assists his father, which really makes three generations of Maine growers of one family, at Alfred. Young Alden's principal interests are three; apples, cranberries and dairy cows. Of the latter the Giles have a sizeable herd. Alden is the oldest of four boys, the others being Wayne, 18; Bruce, 15, and Keith, 13.

Jerry believes that while the Early Blacks will produce well in Maine, they do not grow as prolifically as the native vines. However, he feels they are advisable there for their early ripening qualities.

Gile Doesn't Worry About Maine Frosts

While Gile has known Maine



JERRY GILE, (center) his son, Alden left and George Richards stand at site of old "Cranberry Factory". (CRANBERRIES Photo)

temperatures to drop to as low as 40 below on two consecutive mornings, years ago, he does not worry about frost on his bog, Spring or Fall. He has plenty of water and can cover up well in two hours or less, by gravity flow. The Alfred bogs are among the hills, and are relatively high for cranberry bogs. There is a bench mark on the farm with 272 feet, but the bog is at a lower elevation than the mark, perhaps 250 feet. Neither is Alfred too far from salt water, it being at Biddeford, a distance of about ten miles. Gile does not believe, however, that the hard Maine frosts are tempered any by this proximity to the ocean. He does admit that

the frosts, when they come are real frosts, yet with his plentiful water supply he does not consider them a handicap to his cranberry bog growing.

Jerry, Mrs. Gile, their four sons and his sister, Elsie, live in a large, white-painted farmhouse, which dates from 1770, and has always been in the Gile family. There are big barns. Tall trees are in the yard.

The property is called "Bank Wall Farm" because solid stone walls entirely surround the property except on the front. It is in a beautifully situated valley with high hills around it and the Shaker Brook flowing down to Massashees Lake.

INDUSTRY HAS ITS CHRISTMAS PRESENT ALREADY

THE cranberry industry has already received its Christmas gift from Santa—this consisting of Strong Demand for Cranberries, Higher Prices, and a Stabilized Market. Not in three or four years has Ole Kris Kringle been so kind to us. This Fall's market was the kind of thing growers have been waiting for.

Last Fall there was a clean-up of fresh fruit, but nothing like the rush of buying which has been experienced this year. A relatively small quantity of fruit remained after Thanksgiving to be sold, the Exchange stopping order taking before December. Fresh fruit prices have been rising all season, not falling. There has been heavy demand for processed berries.

This doesn't mean that the industry is making any "killing" this season. But we do appear to be once again squared away to do business on a sound basis. A major aim this year was to achieve stability again.

As this is written, in early December, a few growers may be holding back a little fruit to ring the bell of top prices. Naturally, everybody wants "top prices" in whatever he has to sell, or at least nearly everybody does. But it is to be hoped there will be no "hold-up" selling this year. It is not good for another year to leave a sour taste in the mouth of the trade at season's end. There probably isn't enough fruit remaining to cause any danger this year, and so the season ends well.

NEXT YEAR CAN BE CRITICAL, TOO

SHOULD there be a considerably reduced crop next year, too high prices would be a thing to watch out for. Just what is unreasonably high in these days of constantly rising costs and taxes is a most difficult thing to say. Certainly a laborer is worthy of his hire and a man who invests his capital and his time in an enterprise, risky aforttimes, as cranberry growing is, is worthy of a reasonable profit margin.

But no grower in his right mind would want to see again a year of prices absurdly high. Now that the industry has once again restored confidence in the market no one should be greedy enough to tear it down again. Nobody wants the swing to

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Editor and Publisher
CLARENCE J. HALL
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CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.
Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY
Cranberry Specialist
Long Beach, Wash.
ETHEL M. KPANICK

Massachusetts

DR. HENRY J. FRANKLIN
Director Mass. State Cranberry Experiment Station
East Wareham, Mass.
BERTRAM TOMLINSON
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New Jersey

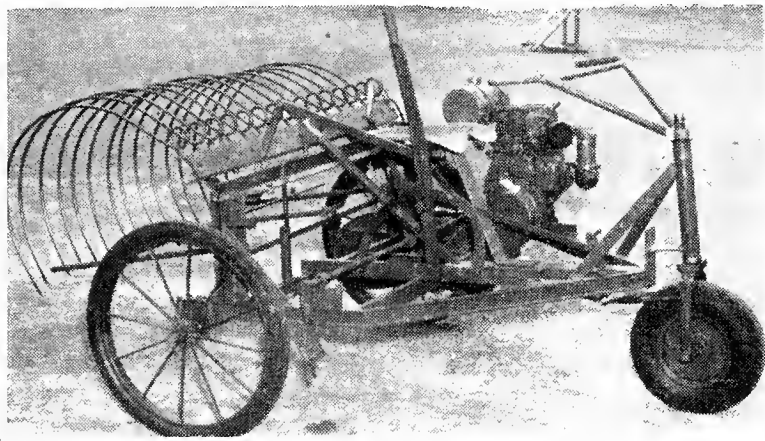
CHARLES A. DOEHLERT,
New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

giddy prices and then the sickening descent to disastrous prices and glut. And it would seem as if this lesson has been quite generally learned—casual conversations of many growers bear this out.

MERRY CHRISTMAS

“LESS than a million barrel crop will be a catastrophe”, has been stated by M. L. Urann. Others have expressed opinions that we do not want any more small crops. Our merchandising plans are now geared to “big time.” But next year's crop is in the making. We do not have the shipping container problem licked yet, nor harvesting—labor may be scarcer and almost certainly higher.

However, this is the Yuletide. Let's be happy with our achievements of 1951 and wish all a Merry Christmas.



C & L Cranberry Bog Rake

Pruner and Rake make a combination for Economical and Efficient Pruning of Cranberry Bogs. For information consult either

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Acushnet, Mass.
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C. & L. EQUIPMENT CO.
191 Leonard St., Acushnet, Mass.

Constructive Approach

(Continued from Page 5)

ing.

On November 21st our supplies were at such a low point that we could not accept further orders and were forced to withdraw our quotations from the market. The price at that time was \$19 per barrel. We have indicated to the trade that if we have any additional supplies, they will be priced at \$5 a case or the equivalent of \$20 per barrel.

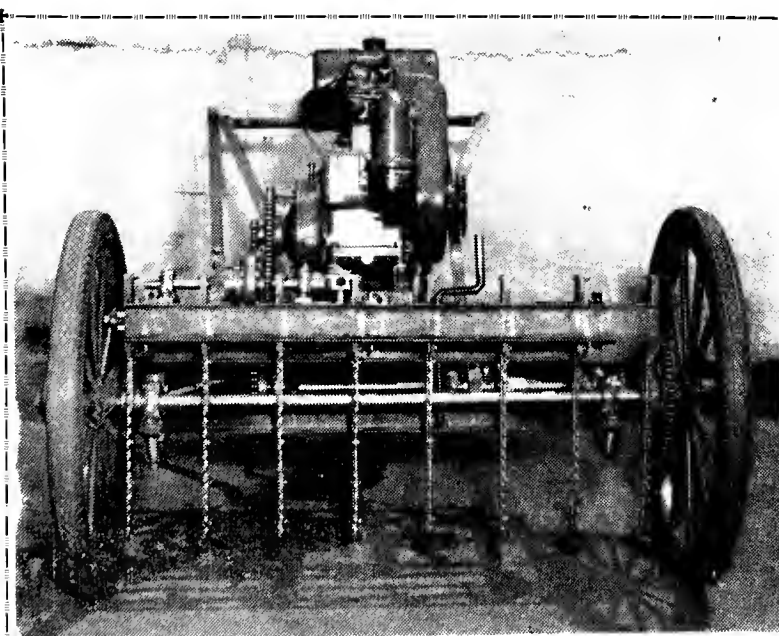
The season has been quite different than the past few years. First, we have had the unusual situation of a steady rising market for the fresh cranberries, whereby growers and the trade have been able to make a little money. It is also a little unusual to be completely sold out on the 21st day of November.

The cranberry season, of course, is not completely over. The trade has booked a fair amount of fresh cranberries for Christmas, which are now being shipped and will probably continue to be shipped until about the 15th of December. It may be possible to take on a few orders, but as it looks now, the entire crop should be sold, shipped and delivered prior to Christmas.

Entire Industry Aided

We believe this has been an extremely successful season for fresh cranberries. It could not have been accomplished, however, without the support of the entire industry. For one thing, the 1951 prices for fresh fruit would not have been possible if the processors had not needed a large quantity of berries. And as we pointed out before, these prices would not have been possible if growers had not been willing to accept the recommendations of their respective sales agencies and hold back on shipments when the market was weak. The various sales agencies and individuals concerned have attempted at every turn of the road to help stabilize the market and get better prices for cranberry growers.

By going through the season without a break in price, we have reestablished the confidence of the produce trade in fresh cranberries. As a result, we expect conditions next year will be quite different



For the first time in cranberry history a POWER PRUNING MACHINE that will prune or thin vines without cutting up-rights has been accomplished.

ONE MAN CUTS 1-5 ACRES PER DAY—A GREAT MONEY SAVER.

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than at the beginning of this season when fresh cranberries in many places were merely an accommodation item. Next year, we expect they will want to handle fresh cranberries.

Constructive Approach

Now that their confidence has been re-established, we are in a position to handle a normal supply of cranberries in the fresh fruit market at reasonable, stabilized prices.

We believe the history of the 1951 cranberry deal points to the interdependence of the markets for fresh and processed cranberries. They both are needed and the activities of each have a very definite effect on the other. The season was successful because of a constructive approach by all factors of the industry. We can now look forward with confidence to increased distribution in a stabilized market.

1950 Berry Pool

The 1950 berry pool is expected to be closed in mid-December, and it was said this has apparently earned \$9.00 a barrel, of which there will be a 10 percent retain paid in 4 percent stock and about \$1.00 a barrel more in cash.

The closing season was described as started normally and there was cautious buying by the trade. But the demand was under-estimated and by November there was a rush to restock supplies which had been emptied by high consumer buying.

The berry supply after the first of the year is expected to provide for about 1,500,000 cases of sauce for Spring and Summer, which is short of NCA sales needs. It does give enough for strong promotions of sauce with chicken during the Spring. The plan of cooperative advertising with NCA dealers, begun three years ago is to be continued in 1952.

NCA calls the situation "bright"

at the end of the year. The fresh fruit market has been steadied; the canned cranberry market reached a new high in volume. "This will be a good year for the growers."

MORE CHICKEN AND TURKEY IN 1952

A release from University of Massachusetts states a committee of farm experts, who worked on poultry prospects indicate all phases of the industry for the nation will show increases in 1952. Committee estimated the number of layers on farms January 1st will be 2 percent greater than at the same time last year.

Turkey production is expected to total 56 million, 11 million of which will be in the smaller varieties of the bird. This is an increase in the total number of birds raised. However, the additional numbers should not increase appreciable amount.

Situation Called "Bright" By NCA As '51 Year Ends

The price of Ocean Spray cranberry sauce was advanced on December 1 from \$1.70 a dozen to \$2.00 a dozen (No. 3 can) and all other products in proportion. The \$2.00 figure makes about an 18 percent increase. Telegrams to brokers were sent out on that date, making the announcement.

NCA had expected to have about 200,000 bbls. on hand by December 31, assuring a reasonable quantity for Spring and Summer needs, including early September demand before the '52 crop comes in. Officials now say there will only be about 136,000. This low supply, in combination with increasing costs of materials, made the advance desirable.

Total berries received this past harvest, and expected to come, are 455,900 barrels. November sales showed 46,719 cases to the Government. Increase in civilian sales are figured as up to 31 percent for the season just closing. Consumer demand has been increasing at a rate of about 30 percent a year and this year reached it's all-time high.

IDEAS

(They help in making the world go round)

Please tell us how we can make CRANBERRIES more helpful to you. Give us some ideas, suggestions.

I would suggest:

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Name

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If you are hesitant about giving your name just send along an idea, anyhow, to

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Wareham, Massachusetts

Puerto Ricans Thru, Leaving A Good Impression

The Puerto Rican contingent of agricultural workers in Massachusetts and New Jersey all concluded their cranberry work by December first and returned to that American island or went on to work in more southern areas in the states.

The 240 workers in Massachusetts were found to be very satisfactory, in the opinion of Frank Butler, chairman of the Cranberry Labor Committee, which worked closely with the Massachusetts Division of Employment Security. This opinion is heartily backed up by most, if not all, of those growers who contracted this auxiliary supply to the ordinary sources. The

Above—An island worker wheels berries ashore, and below, another group scoops. Both pictures are taken at State Bog.

(CRANBERRIES Photo)





men were found to be willing and able workers, and there were no instances of "trouble" reported.

Without this labor the harvest period from picking to screenhouse work would have been considerably more complicated, and scarcity of labor would have been a far more serious factor in the Fall operations. As it was, it was a pretty tight season for a good many of the growers.

Only objection to the arrangements of this year, Mr. Butler says, was that some of the men were unaccustomed to the climate and there was a good deal of sickness. Far more of the Puerto Ricans were on the sick list at times than local workers. As the contracts called for medical care and hospitalization, if necessary, paid for by the growers, this turned out to be more costly than anticipated.

Mr. Butler hoped that an arrangement for the return of these workers could be worked out for another year, but the medical phase would have to be modified.

More Attending Edaville Christmas

With the lights turned on at dusk, December 7th at Edaville, South Carver, more were attending the 30,000 electric light Christmas-New Year illumination than last season. Visitors this year, pass through a first arch which

spells out, in lights against the night, the word "Welcome," and then under succeeding arches reading "Memorial to Ellis D. Atwood." Mr. Atwood was fatally injured in an explosion at Edaville a year ago.

Present for the opening, were 60 representatives of press and radio. A turkey and ham buffet supper was served at 6. After this the news and radio men and women were taken on a trip over the five and a half miles of the "Cranberry Belt Line." As the 11-car train passed "Sunset Vista," showing a floodlighted white church with its reflections upon a flooded bog, the locomotive whistle was sounded twice as a tribute to Mr. Atwood, whose grave in the South Carver cemetery is a short distance from that point.

"Peacedale," the traditional New England village, with a new grist mill and turning water wheel added, remains the highlight of the trip. Much interest was shown in a new "Santa's Workshop" at the North Pole. It shows the shop, the North Pole post office, and the barn for Dancer, Prancer, Blitzen and Vixen.

Display will continue nightly through January 2, with trains operating every 25 minutes, from 4:15 when the lights go on until 10:15. There will be a special midnight observance on New Year's Eve.

Cranberry Movie To Be Released

A new one-reel movie short, entitled "Cranberry Harvest", will soon make its screen debut, but showings will be largely limited to areas outside the United States.

Filmed by Sound Masters, Inc., of New York for the Motion Picture Division of the U. S. Department of State, the black-and-white sound movie covers cranberry harvesting, screening, packaging and transportation, as well as kitchen scenes showing the preparation of cranberry dishes, with table settings.

The latter scenes were made in the test kitchen of the Fresh Cranberry Institute, also of New York. Industry scenes were filmed on Cape Cod during the week of Nov. 17.

The movie is one of a series of films being shown abroad by the State Department to illustrate the American scene. Sound tracks will be made in 20 or more languages, including Chinese, Arabic, Indonesia, Hindustan and other Asiatic languages.

An English version will be shown in Canada and other parts of the British Empire.

Fresh From the Fields

Late Massachusetts

Official sunshine deficiency up to December first was 122 hours, a considerably unfavorable factor as to quantity of crop next season, but several points to the good on the side of quality for '52.

December started in with autumn weather, and up to the 10th the degrees in excess of normal was 144, as recorded at Boston Weather Bureau.

With the mild weather a very



SANTA'S work shop at Edaville. (CRANBERRIES Photo)

large proportion of acreage was still unflooded for Winter up to the 10th, and much bog sanding had been accomplished. Water supplies, while not sumptuous, are considerably generally adequate. Rain-fall for month had been .83.

As crop figures are computed there seems doubt that the 600,000 barrel production was actually reached, or if it was there is some amazement as to where the berries went so quickly. The contrast between the surpluses of the past several years and the suddenly developed scarcity long before Christmas was rather amazing.

Station and Field Notes

(Continued from Page 3)

that cranberry growers adopt sound forestry practices.

Marketing Problems and Recommendations—We recognize that light colored berries were shipped fresh at the start of this season which definitely retarded sales. We recommend that this situation be corrected another season.

Distribution—We wish to endorse a statement made by our cranberry committee at this conference last year; namely, the responsibility of placing high quality fruit in the consumer's hand rests with the grower. He is equally responsible for:

1. making every possible effort to raise good quality fruit.
2. for insisting that his product be properly screened and packed.
3. for making certain that his marketing agents effect an orderly flow of cranberries through channels of distribution.

Sorting, Grading and Packing—

Our committee recognizes that cranberry industry has not changed its sorting and grading methods for many years. We know that present methods result in excessive injury to the fruit. The Departments of Agricultural Engineering and Food Technology are making important contributions to the industry in this particular field. We recommend that their research be continued.

Advertising — We believe that the advertising programs of the cranberry industry have been highly effective. We also wish to endorse the work of the newly organized Fresh Cranberry Institute.

New Products — Our committee wishes to encourage the development of new cranberry products as a means of increasing the distribution of our crop.

Market Report—We endorse the action taken by the Cranberry Growers' Mutual in requesting a U. S. Cranberry Crop Movement report.

Philip H. Gibbs, chairman; J. R. Beattie, secretary.

PROGRESS ON THREE LAKES, (WIS.) CANNERY

The canning plant at Three Lakes, Wisconsin, in which Vernon Goldsworthy is interested, has been making some progress in the surveyors are working on the water and drainage problems. The first well will soon be put in and the results will determine the location of the plant.

-INTERESTED-

in buying or leasing Wisconsin Cranberry property.

High quality Searles Jumbo, McFarlin and Howes vines for sale.

Vernon Goldsworthy
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Jersey Lab Has Open House For Blueberry Men

The 20th Annual Blueberry Open House held on Dec. 1, Fireside restaurant, Mt. Holly, N. J., was attended by slightly more than 100 persons. The session was a long one with 8 reports on the work of the year. Among the highlights were the following items.

Martin T. Hutchinson gave figures showing that the Rancocas variety of blueberry is not immune to stunt disease. It is highly resistant, however, and sometimes when it is diseased the symptoms are not visible. At other times, the symptoms are visible and are similar to those shown by most other varieties. These data were obtained over a two year period by grafting diseased Sancocas canes on healthy Cabot plants, and by grafting diseased Concord canes on healthy Rancocas plants.

New Insect Menace

Philip E. Marucci spoke on the new menace of a soil grub which he refers to as a crown girdler weevil. The U. S. Dept. of Agriculture specialists at Washington have studied Mr. Marucci's specimens and find it is one of which no specimens exist in the National Museum. It may be found on infested plants by removing the soil from around the stump of the plant to a depth of 4 inches. If the grub is present, one will see irregular surface channels cut into the wood and among the debris filling these channels a grub may be found. Usually there is only 1 grub to a bush, and it is capable of killing a bush up to 6 years of age. Sometimes 2 or 3 grubs are found. Older bushes are checked in their growth but seem to be able to survive.

Austin C. Goheen gave a paper on the occurrence of blueberry stem canker in New Jersey. This fungous disease is very destructive to blueberries in North Carolina where some varieties are rendered unproductive in a few seasons. At present, there is no known control of the disease other than the development of resistant

varieties. Through the cooperative efforts of the New Jersey State Department of Agriculture, the United States Department of Agriculture Blueberry Farmers' Association, and the New Jersey Agriculture Experiment Station, a survey was made in 1951 to determine the extent of stem canker in New Jersey. As a result of this survey, it now appears that there are only a small number of infected plants in New Jersey as a whole and that only in two fields is the infection serious. It was apparently transported from North Carolina as planting stock. New Jersey conditions are apparently not especially favorable for the development and spread of the disease.


William Boyd of the N. J. State Department of Agriculture presented the record of the inspection and certification service given by the State to blueberry nurserymen. Of the 391 acres inspected in 1951, 362 acres were eligible for state certification. Of the 29 acres rejected, 9 were rejected because of excess stunt disease, 12 because the growers were too busy with harvest to remove the diseased bushes as required by law, and

8 were rejected because they were too overgrown with weeds to inspect. This is the 7th year that the State of New Jersey has provided this inspection service. In that period of time, the amount of disease in all fields eligible for certification has been reduced to one-seventh of the figure in the first year of inspection.

Charles Doehle reported on the effectiveness of roguing as a method of controlling the spread of blueberry stunt disease. Beginning 9 years ago with an 8 acre field in which the infection was 1 percent this field has been inspected each June and September and diseased plants have been grubbed out. For the past four years, the number of plants found with stunt disease has averaged one-twentieth of one percent. The work involved in a single inspection amounts to about 4 man hours per acre.

Home freezer odors can be dispelled by washing the freezer with soda water, using 1 teaspoon baking soda to each quart of warm water. If the odor persists, try vinegar, using about 1 cup to a gallon of water.—University of Massachusetts.

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MRS. ELLIS D. ATWOOD

Cranberry Growers' Mutual Hears Report on Harvest, Marketing

The movement to fresh market or to processors, that is, the "clean-up" of the huge 1951 cranberry crop, was well under way prior to Thanksgiving, it was brought out at a meeting of Cranberry Growers' Mutual, Wareham Town Hall, Thursday evening, Nov. 15th. Although this harvest is estimated by the Federal Crop reporting services as 914,000 barrels, or only seven per cent below the all-time record of 948,000 last year, reports from distributing agencies showed that practically the only berries left unsold were Late Howes in Massachusetts, there being little or no fruit left in New Jersey, Wisconsin or the West Coast.

This, it was pointed out, was quite in contrast to chaotic conditions which have prevailed in the fresh fruit markets the past three years, with price fluctuations and serious breaks in the markets. This Fall stabilization had been achieved with advancing prices, as the season went along, while National Cranberry Association had retained its original opening price and reported not only heavy mar-

ket demand, but heavy consumer buying in processed fruit. Late Massachusetts Howes had advanced to \$18.00 a barrel from the opening figure of \$17.60.

Slightly more than 50 were present at the gathering. President Nahum Morse was chairman, and representatives of American Cranberry Exchange, National Cranberry Association, Cape Cod Cranberry Cooperative, Inc., and an "unofficial" representative of Beaton's Distributing Agency, Wareham, were speakers.

ACE President Present

Present also was Theodore H. Budd of New Jersey, president of ACE, who mentioned the possibility that Jersey and other states might be interested in having the scope of the Mutual extended to the other cranberry areas.

Secretary Chester Robbins read reports of activities of the organization since its formation last Winter, and Treasurer W. E. C. Warr, Jr., in his financial report, said the association had 123 paid-up members, with many others who had made an initial payment at the first meeting, or signified intention

of joining through the mail, by telephone, or otherwise. Dues are \$2 a year.

Mr. Morse said he felt the organization had made an excellent start in performing its intended function in keeping growers informed of marketing conditions as they were progressing and in helping to attain a degree of stabiliza-

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Last Spring about 150 growers met at Wareham in the heart of the Massachusetts Cranberry area. They met to see what could be done to improve the plight of the Cranberry Grower.

They were long time cranberry growers who were not only gravely concerned by the low returns of the past few years but were determined to "do something about it." As a result THE CRANBERRY GROWERS MUTUAL was formed.

The sole purpose for the existence of the Mutual is to improve the market for the grower and to provide a common and impartial meeting place for all phases of the industry—the growers, the selling agents, and the researchers.

We are convinced that every grower should have and wants a voice in this program. You need the Mutual and the Mutual needs you.

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Box 603, ONSET

I wish to help our Cranberry industry. Here's my \$2.00 for dues for 1952. Please send me more details.

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Address

tion. He thanked all the distributing agencies, cooperative and independent, for their cooperation with the Mutual. "I think we have accomplished our little bit to the wonderful job in creating and keeping a stabilized market", he said.

Light Berries Condemned

He then pointed out one serious error which had been made this year in the fresh fruit market. This was in sending out an early batch of light-colored fruit, slowing up movement to the trade, as it upset the consuming market, and many wholesale and retail buyers were on the point of declining further orders. "I am sure this slowed up the market in late September and early October.

"I am going to recommend that in the future growers must hold up and not crowd their distributors with fruit which is not marketable. Light-colored berries must be kept off the market, and it is not fair for the grower to unload these on his distributor. Growers must provide storage facilities themselves, if necessary. It is not fair to the distributors to crowd them. We, as growers, must be certain that the buyer gets a sound, good-colored berry."

Harold E. Bryant, general manager of ACE, said he had to admit that his organization was one of those at fault for pushing out light berries early in the season. He said the distributors, and particularly the officers of the co-ops, were actually servants of the that growers do not "crowd" distributors with such fruit.

He said he knew that to hold fruit for better ripening would create real difficulties for the growers, but it seemed to him this must be done more than ever before. The entire marketing situation has changed, he pointed out, with the advent of the consumer package.

Formerly a wholesaler, retailer, or other buyer, in accepting berries in quarter-barrel boxes, could and would buy in advance of demand, and hold. With the cello bag and window box the market can no longer do this. He said the light berries earlier in the Fall had cost the growers a full "round of buying" this year, in his opinion.

He said the trade fully expected prices to "break" this Fall as they had in the past, but they haven't yet. About all that is left to sell now, he said, are the Late Howes of the Massachusetts crop and if the Thanksgiving consumption turned out to have been good he felt the entire fresh crop might be disposed of before Christmas.

He complimented the Mutual upon its operations in this, its first year.

The light-colored fruit placed upon the market might not be entirely the fault of the growers, M. L.



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Uram said. Growers had picked light, as they usually did, this Fall, and had expected the fruit to color up in the boxes, as it ordinarily does. For some reason or other it had failed to act this way this Fall.

Orrin G. Colley, president of Cape Cod Cranberry Cooperative, Inc., with headquarters in Ply-

mouth, declared in 22 years of experience in the fresh fruit market he had never seen anything like the cooperation among the various organizations which had prevailed this year. He, for himself, felt the Mutual had assisted greatly in this better relationship between all distributing agencies. He said his co-op was setting high

standards of quality and was putting a good share of its fruit into processing so that only the desired quality fruit would go out fresh.

Ralph Thacher, a representative of the Beaton agency, said he was not present officially as a representative of that independent agency, but as a member and director of the Mutual. He added his weight to the general impression, however, that early light fruit had hurt the market this Fall. "There is absolutely no substitute for quality", he declared. This lightness of early fruit had hurt sales perhaps even up to the present time, he thought very likely.

Speaking of light berries early in the season, he now said there are many "over-dark" and soft berries in the market in the so-called consumer package. "This is about as bad as fruit too light; nobody wants black and over-ripe fruit, either", he said.

New Containers Pose New Problem to Industry

It has become apparent within the cranberry industry that it is up against a tough question of balance in quality of fruit in the consumer package and in the definite inclination by distributors and others to buy in smaller quantities and more frequently instead of in larger sales at longer intervals.

Mr. Uram, speaking for NCA, said the goal of about 500,000 barrels put out under the Ocean Spray label would be reached, and that NCA was running ahead of its estimates in sales. He mentioned by-products, and said the new dietetic sauce was being received better than the highest hopes, and in time this would open up a whole new field of outlets, he felt certain. The sauce added much to the diet of a diabetic, he said, and in fact many of the general public were beginning to ask for this particular sauce. The cranberry cocktail market is never satisfied, he added, and it is impossible to turn out enough of this, as berries of the right color are hard to obtain.

H. Gordon Mann, NCA general sales manager, said: "With processed fruit, we do know that cranberries are moving at consumer level. And they are moving very fast this Fall. Consumer buying of 'Ocean Spray' is the largest and fastest we have ever enjoyed." He attributed this Fall and Winter buying, in part, to the fact there were heavy Spring and Summer sales of cranberry sauce, particularly in combination with chicken or other fowl. He said this advanced sale has proven to have had a definitely favorable effect upon the holiday buying of cranberry sauce.

Question Period

Latter part of the session was devoted to a question and answer period. H. Ernest Crowell of Den-



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nis said it was his observation that some of the early fruit was too light, whereas he agreed with Mr. Thacher that some of the late fruit in the market was "too dark and dismal". Mr. Robbins said it was really the growers' fault if they did not supply their agents with berries of proper color and quality. He said in his opinion it was very important that a grower stick with the distributing agency he started with all through the season. "It is not fair to them to have us fluctuate around. This is a cause of having them suddenly come up against "wild-cat" marketing operations.

There was discussion as to advisability of holding an open meeting in the Fall, either in late August, September, or mid-October, so that growers might help their distributors out in sales programs. Taking part in this was Louis Sherman of Plymouth. No decision was reached.

Russell A. Trufant, North Carver, raised the question whether "floats" should be figured in estimating the production. Mr. Urann said these floats were not figured in setting the estimate of his own properties. Renewing his talk upon NCA and this year's production, he said that by selling at the \$1.70 a case price it was believed that NCA growers would receive from the '51 crop sales \$12.00 net in their pockets. From this, of course, would be deducted growing, harvesting, and other costs.

E. C. McGrew spoke of the fact there was always a lull in buying between the first and second rounds, but he did urge growers not to crowd their agencies at this time. "Dick" Beattie, State Cranberry

specialist, concluded the meeting with a progress report upon development of the plan for Federal Bureau of Agricultural Economics to give market reports during the active season.

'Tis The Season



★ ★ To Be Jolly ★ ★

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TO OUR MEMBERS and
All Within The Industry

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SALES COMPANY**

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TELEPHONE 200

Middleboro, Mass.

THANKS, A LOT!

This fall we had a big job on our hands—the problem of stabilizing the market and restoring the confidence of the trade in fresh cranberries.

The market has now been stabilized and our entire supply has been held at a price level that will net good returns for growers and dealers alike.

We are grateful for your support. It couldn't have been done by the Exchange alone. It took the cooperative effort of growers, shippers and dealers to get this job done.

We can now face next year with renewed optimism in our next major objective to increase the distribution of Eatmor Cranberries

Harold E. Bryant

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Extension Cranberry Specialist



Mass. Water Supplies Low

Water supplies are still low, and as a result many bogs have not been flooded as of January 4. There are bogs, however, that could be flooded, but for some reason they are still exposed to the elements. Dr. Franklin and "Joe" Kelley suggest that growers make every effort to flood their bogs and keep them flooded. Just a word of caution—where water supplies are limited and seepage is a problem, it would be well to watch weather forecasts and add to the flowage just before periods of low temperatures and high winds. Winter-killing conditions occurring in mid-December came uncomfortably close to causing real damage to vines and buds not protected at that time.

Cranberry growers attending the Rural Outlook Conference in Amherst heard first-hand accounts of shortages of certain materials and equipment. They included in their report a recommendation that growers estimate their normal requirements and place their orders early. It is good business and a word to the wise should be sufficient.

Winter Meetings Planned

The State Cranberry Advisory Committee met at the Cranberry Station December 5, to assist the Extension Service in preparing its educational program for 1952. We had an excellent representation from the cranberry clubs, Cape Cod Cranberry Growers' Association, Directors of marketing agencies, County Agents, University of Massachusetts and Experiment Station personnel. The discussion centered around the problems of securing adequate supplies of seasonal labor, improving the

quality of our pack, and reducing production costs.

The advice and counsel of this committee is greatly appreciated. The following members were present: Louis E. Billings, Plymouth; Frederick W. Bailey, Island Creek; Gilbert T. Beaton, Wareham; Frank Butler, Wareham; Ralph Thacher, Hyannis; E. L. Bartholomew, Wareham; Howard Hiller, Rochester; Ferris Waite, Plymouth; Homer Gibbs, West Wareham; Philip Gibbs, South Carver; Bertram Ryder, Cotuit; Arthur Handy, Cataumet; Nahum Morse, East Freetown; Chester Robbins, Onset; County Agent Leader, H. Sidney Vaughn, Amherst; Prof. Earl Cox, Amherst; County Agents "Bert" Tomlinson and Arnold Lane, Barnstable County; Dominic Marini, Plymouth County; Dr. H. J. Franklin, "Joe" Kelley, and the writer.

Cranberry Exhibit

The Cape Cod Cranberry Growers' Association is sponsoring another cranberry exhibit at the Union Agricultural Meetings to be held in Worcester, January 8, 9, and 10. Arthur Handy of Cataumet is chairman of a special committee in charge of arrangements. The association is also participating in a Food Editors' Luncheon, sponsored by the Massachusetts Department of Agriculture under the capable supervision of Louis Webster. The major agricultural commodities produced in the Commonwealth will be brought to the attention of the press and radio people working with foods. Suitable gifts of our products will be presented to the invited guests. We will hear more of this venture in the next issue of "Cranberries".

Cranberry Meeting

County Agents "Bert" Tomlinson and Arnold Lane held their Cranberry Advisory Committee Meeting in December, and plans were made for a fine series of Winter club meetings and the continuance of Summer clinics. "Bert" Tomlinson announced that his associate, Arnold Lane, would be reasonable for the cranberry project in Barnstable County. The tentative dates for the Cape Club meetings are as follows: Upper Cape—February 12, March 11, and April 9; Lower Cape—February 13, March 12, and April 9. These will be supper meetings. The committee also recommended that the cranberry clinics should be continued, and that provisions be made for holding at least two of these clinics in the early evening during the fruit-worm season. These would be for the benefit of those who cannot attend the daytime sessions.

Assistant County Agent "Dom" Marini called together the Plymouth County Cranberry Advisory Committee in early January. "Joe" Brown has delegated the responsibility for the cranberry project in Plymouth County to "Dom" Marini, who replaced Lew Norwood last August. "Joe" will continue to supervise the work. The tentative dates for the Plymouth County Club meetings are as follows: South Shore Cranberry Club—January 22, February 19, and March 18; Southeastern Cranberry Club—January 23, February 20, March 17. Clinics and twilight meetings will be held at timely intervals during the Spring and Summer months.

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
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3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

We all wish Arnold Lane and "Dom" Marini success in their new venture. We are sure that they will enjoy working with cranberry growers and that the feeling will be mutual. They will have the counsel and advice of two experienced and extremely capable County Agents, namely "Joe" Brown and "Bert" Tomlinson.

Labor Question

The question of seasonal labor is one of the first topics of discussion when cranberry growers meet. Apparently many other agricultural groups are concerned over the labor problem for 1952.

The Commissioner of Agriculture, Henry T. Broderick, called together representatives of the various agricultural commodities, Farm Bureau and State and Federal Agencies involved to discuss the problem. The cranberry industry was represented by E. L. Bartholomew, President of the Cape Cod Cranberry Growers' Association; "Frank" Butler, Chairman of the Cranberry Labor Committee, and the writer, Secretary of the Cranberry Labor Committee. We learned that the Massachusetts Farm Bureau is sponsoring a labor program involving Puerto Ricans for its members, and that the Massachusetts Division of Employment Security will continue with their imported labor program. Both organizations outlined their plans for importing Puerto Ricans for its members, and that the Massachusetts Division of Employment Security will continue with their imported labor program. Both organizations outlined their plans for importing Puerto Ricans where local labor supplies are inadequate. The Cranberry Labor Committee, which has wide representation, will have the task of considering both propositions and selecting the one best fitted for our requirements. Commissioner Broderick expressed his desire that the two organizations develop a cooperative plan in order to avoid duplication of effort.

Crete is about twice the size of Long Island, New York.

Chipper To Dispose of Blueberry Prunings in the Row

by Richard P. Hartman
and Harry Moulter

Fred Scammell, prominent blueberry grower of Toms River, New Jersey, in cooperation with Richard P. Hartman, Agricultural Agent, arranged a demonstration of a new machine which promises to help solve the problem of disposing of blueberry prunings without having to carry them out of the field. This demonstration was held at Mr. Scammell's field on December 29, with an attendance of some 30 blueberry growers.

In addition to reducing the labor ordinarily required for carrying the prunings out of the field and burning them, the successful use of a chipper such as the one demonstrated has the added advantage of returning the blueberry wood to the soil in a form which will decompose easily and improve the organic matter of the soil. The chipper is narrow enough so that it may pass down the blueberry rows. Mr. Scammell's unit is mounted directly on the rear of a Bluebird blueberry tractor.

He backs it down the row so that the prunings are not first packed into the soil by the tractor tires. Two men pick up the brush, which the pruners have taken care to lay down in the row with the buds all pointing one way, and as fast as the men can pick it up it is pulled through the machine and reduced to chips about 2 to 2½ inches long. Boughs of maple and oak as great as 3 and 4 inches in diameter went through the machine very nicely. By means of an adjustment the machine can be set to make the chips smaller. It seemed to be true that clumps of tiny twigs were somewhat harder to push through the machine than the stiff, larger branches. It was also felt it would be wise to attach some type of safety guard so that a man could not accidentally get his arm too far into the hopper.

Mr. Scammell's unit was driven by the power take-off of the

(Continued on Page 12)

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The Western Picker has come a long way, since it was first introduced in 1947. Today it is the only successful mechanical cranberry picker on the market and, as the market for a cranberry picker is so limited, the Western Picker will be the only one obtainable.

Now is the time to think and act, about your 1952 harvesting problems.

Contact R. J. Hillstrom, Coos Bay, Oregon; Norman Yock, Grayland, Washington; Jerry Brockman, Vespers, Wisconsin; Nahum Morse, Taunton, Mass., or F. W. Cook, So. Middleboro, Mass.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JAN. 1952—VOL. 16 NO. 9

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Severe Mid-December Storms

Winter hit the Southeastern Massachusetts cranberry area with the first recordable fall of snow on the evening of December 14. Three or four inches fell before it turned to rain, with the result that one inch of snow was recorded at the State Bog the following morning and .72 inch of rain. The 15th was bitterly cold with icy winds. The morning of the 16th brought a low of 12 in the shelter at the Cranberry Station, and the day, even icier winds. The recording on the 17th was 5 above (shelter), while other reliable thermometers in the open ranged from zero to 4-5 above.

The 18th brought rain, turning to icy sleet, which made extremely hazardous driving conditions. That night, with winds which reached 90 miles an hour at the Cape Cod Canal, was marked by an unusual Winter electrical storm. Lightning was extremely vivid and the thunder so deep it shook buildings. Rainfall in that storm was almost tropical in intensity, totalling 1.5 inches. There was heavy rain and gale winds again the night of December 20.

Some Winterkill Possible

The cold and high winds might have caused some Winterkill on any bogs which were exposed at the time.

Month on the Whole was Mild

December, however, as a whole was milder than normal, and the year ended with a considerable above-normal degree total.

Rainfall for the entire month as recorded at the State Bog, was 4.86 inches, with .72 of snow.

NEW JERSEY

December Warmer—

Rainfall Double

The average temperature for the month of December, 1951, at Pemberton, N. J., was 38 degrees or 2.6 degrees above normal. The total rainfall was 5.65 inches, more than twice the normal amount of 2.46 inches. It was slightly warmer at Chatsworth, where the average temperature was 40.5 degrees. More rain fell at this locality, the total being 6.17 inches.

Review of 1951 Weather

The Summer of 1951 was unusually dry, there being a deficiency of 9.09 inches of rainfall from June through September. The fact that the average mean temperature during these months was about 2 degrees cooler than usual prevented excessive drought damage to cranberries and blueberries. An unusually rainy Autumn during which 7.53 inches more than normal rainfall occurred brought the year's total precipitation to 42.65 inches, only .36 below normal. February, May, October, November, and December had more rain than normal, while the other months all had a deficiency. November was the wettest month with 5.99 inches of rain, while September was the driest with only 1.00 inch.

The average mean temperature was 54.1 degree, very close to the normal of 54.4 degrees. January, February, October and December were warmer than normal, while all of the other months were colder. The temperature went above 90 degrees on 24 days (9 days in August) in 1951 and went below freezing on 115 days (25 days in January). January was the coldest

month, 36.6 degrees average, and July was the warmest, 74.3 degrees average.

Cranberry growers in New Jersey had to contend with 9 frosty nights in the Spring season from May 3 to June 11, and only 7 in the Fall season from September 28 to October 25. Only about 5 to 7 percent of the berries were damaged by frost in the Fall, most of this being the result of temperatures which ranged from 17 degrees to 24 degrees on the nights of October 24 and 25. Spring frosts on May 12, 13, 14 and on June 11 militated very greatly against crop production in N. J.

It was a year devoid of unusual extremes. The highest temperature, 93 degrees, was recorded on 3 days—July 27, August 16 and 17—and the coldest day of the year was 5 degrees on December 17. The most rain falling on a single day was 2.04 inches on December 21.

Assoc. Research Specialist,
Philip E. Marucci,

William Haines
Weather Cooperator

William S. Haines became an official Weather Bureau Cooperator in 1959 with instruments at his home at Ethelbert Haines and Brother Bogs located at Tranquillity, which is 6 miles south of Chatsworth. "Bill" has agreed to give us his figures each month so we will include, as we have done above, his average temperature and rainfall in this brief weather summary. We will not include a comparison with "normal", since there have not been enough records at his location to establish a normal.

Ample Winter Floods

Due to recent abundant rains, there is more than enough water for flooding bogs. During the period of December 11 to 21 the ground remained frozen and there was a total rainfall of 4.68 inches. Heavy run-off resulted because of frozen ground. Swollen streams caused some dams and gates to wash out. It is noticeable in the sandier parts of blueberry fields that a good many bushes do not have a normal set of fruit buds because of dry weather in June, July, August and September, when there was an accumulated deficiency of 9.09 inches of rainfall. However, at present this does not seem to be serious enough to promise any marked effect on next year's crop.

C. A. Doehler

WASHINGTON

Final Crop Estimate

Final 1951 crop figure for Washington has been estimated by D. J. Crowley as 55,300 barrels. This would include all sources, cooperative and the few independents. (This is 200 less than the January Government figure.) Disposal to NCA cannery was 52,000 barrels, about 300 to a cannery at Vancouver and Cranguyma Farms held out about 4,000 barrels for its own processing use.

New Warehouse at Cranguyma

Cranguyma is building a new warehouse and a small processing plant where this unit is to put out juice concentrates and other specialty items. It is expected the building will be completed in a month or so. The processing work will be headed by William Pilz, who received the necessary training at Oregon State College.

Growers Much More Cheerful

Dr. Crowley notes that Washington growers are very much pleased with the crop of '51. Except for some unfavorable weather during the blossoming season, the remainder of the year was dry and hot. Berries were not as large as usual. There could probably have been 10,000 more barrels if it was not for the fact that many of the smaller grower in the Grayland area have been working away from

the bogs during the depression and consequently had to neglect frost, insect and weed control. The bogs of the late Rollo Parrish have been out of production entirely. They are now under control of Miriam Parrish who is expected to either sell or get the bogs back into production.

Colder Winters

With a little snow on the ground, about two inches, during the first of January not much work was being done, but there is little snow of any duration in the coastal cranberry district and it was expected this would soon vanish and things get under way. There has been more cold weather in Washington in the past two years than in the last 20 winters.

Expects More Production

Since the years of depressed prices seem to be over, at least for the immediate future, there is expected to be an upturn in production because of the better feeling of the growers. They do not seem to think that there has been over-production in the years just past, but that the trouble has been difficulties within the industry itself. Crowley now expects some increase in Washington crops during the next three or four years.

Long Beach Cranberry Club

Long Beach Cranberry Growers' Club met on December 8 for the annual smorgashord and election of officers for 1952.

The following were elected: president, W. H. Morton; vice-president, Don Tilden; secretary,

Mrs. D. J. Crowley; treasurer, Mrs. Charles A. Nelson.

In charge of the refreshments was Mrs. Joe Rowe, assisted by Mrs. C. A. Nelson and Mrs. Joe Richardson.

Year-End Estimate Of the Total Crop Is Third Largest

U. S. Crop Reporting Service in the January report set total cranberry production as 932,500 barrels. This was the third largest on record. Two previous higher were the record 984,300 crop of last year and the 840,400 one of 1949. The total ten-year average (1940-1949) is 728,200.

Massachusetts is estimated at 590,000, below last year but above the average. New Jersey's crop was estimated at 76,000, below last year, but very slightly above the average. Wisconsin production of 190,000 was below last year but again still above average.

Production of Washington 56,500, was both above last year and above average. Oregon, 20,000, well above last year and above average.

Labor Department figures for several months of last year (1951) put the average hourly earnings for the entire bituminous mining force of 400,000 men at close to \$2.25 an hour—five cents an hour higher than for the highly paid construction industry, and about 40 percent higher than the average for workers in all manufacturing industries.

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Mass. Cranberry Man Sees Good Example in Florida Orange Mutual

R. C. Everson, Interested in Cranberries for More Than 50 Years, Operates Small Citrus Grove in South Each Winter—Has Been With United Cape Cod Cranberry Company Since 1910.

By
CLARENCE J. HALL

It could be that, as you read this, cranberries are being grown upon a Florida porch. If so, the operations would be centered around R. C. Everson of Manomet (Plymouth) Massachusetts, who has been busy with cranberries, most of the time, for 60 years or so. The growing would be only "cranberry talk", with some of Mr. Everson's fellow Massachusetts growers, but it would be animated, even though the aroma of his orange groves would be pleasant in their nostrils.

Born in Hanson May 6, 1878, the son of Richard Everson, cranberry grower, Mr. Everson has been around cranberry bogs since he was ten or so; since 1908 he has been with United Cape Cod Cranberry Company and Marcus L. Urann, and has for some years supervised more than 350 acres of UCCCCO bog. He's not tired of cranberries yet, and only spends from December to the end of March with his Florida oranges. He says it is better to be a cranberry man than a Florida orange man, as a life profession—at least to his liking.

His father had built a 15 acre bog at Hanson in 1896 and in 1897 invented a cranberry scoop, which Mr. Everson says was the parent of all scoops of the Massachusetts type. He obtained a patent on it—a twelve-toothed affair made of maple—and let the patent lapse in 1907, after which others turned to scoop manufacture.

Was a Picker at 10 Years Old

Mr. Everson gained his first cranberry experience when about 10 or 12, handpicking for E. A. Gorham of Bryantville. Of course in those days "everybody" often turned in a hand in the harvest, men, women and children raking the fruit off with their hands. A few years after this he worked for his father. By 1904-05 he had a bog of his own, one of four acres. He attended grade schools in Hanson and then Whitman High school. He lived in Hanson until 1917 when the Everson property was taken as part of the site of the Plymouth County Hospital.

In Business as Teamer

Before he was 21 he was in business for himself—teaming—and cranberries constituted a large part of the "freight" he carried each year. He hauled the fruit with a 16 ft.-long wagon which held 96-lb. barrels, driving four horses. He teamed far and wide. He hauled

berries from the Makepeace Wankinco bog in Carver to Parker Mills at Wareham. For Mr. Gorham, Perley Reid and Hobart and Fernald of Pembroke, among others.

"Then (in 1908) along came Mr. Urann into the cranberry business and I went with him and have been with him ever since", Mr. Everson declares. He worked for the United Cape Cod Cranberry Company in building the Mayflower Grove bog at Kingston, a property of 200 acres. This was the first unit of the Company. He helped in the building of bog in Pembroke, Carver, and in Manomet. He assisted in the building of the brick screen-house at Hanson, and various additions. He worked on present NCA plants at Hanson and Onset, the Sandwich Freezer and the Barnstable freezer.

From his home on Cape Cod avenue at Manomet he now has entire supervision of the bog at Mayflower Grove, the big bog at Manomet, 135 acres; one at Island Creek, Kingston, 25 acres; and one at Marstons Mills on the Cape, 8 acres. He generally has a crew of about 20 under his direction.

Interested in Scientific Improvement

He is much interested in assisting in scientific experiments and

there is a test plot at the Manomet bog where Dr. F. B. Chandler has set out all the types of the new hybrids. It was at this bog, with Mr. Everson's assistance, that Dr. C. E. Cross began a number of his early kerosene weed control experiments and for many years he has kept weather records for Dr. H. J. Franklin, jotting down low and high temperatures, dewpoints, etc.

Mr. Everson is much in favor of the idea of getting a better berry, which will be a better producer and a better keeper. For the present his favorite of the standard varieties is the Early Black. "The Early Black vines produce well, year in and year out, and you can get them picked early and out of the way early. I like them."

He has done a tremendous lot of frost flowing and every other kind of bog work in his many years. Lately he has given up a little of his frosting to assistants. There is good water at all the bogs he supervises. Manomet has about 100 acres of reservoir and gravity flow; Island Creek has a gas pump, Kingston has gravity, and Marstons Mills a pump.

Irish Bog Builders Great Workers

When the earlier bogs were built, conditions, naturally, were much different than today, he recalls. Native Cape Codders were the first bog builders, and then these were supplemented by Irishmen, before Finnish and Cape Verdean workers came in. He recalls that a great deal of the bog labor from about 1890 until 1910 all through southern Plymouth County were men who had immigrated from Ireland, or their parents had.

"They were tremendous workers", he said. "They worked like 'the devil' for a dollar and a quarter a day. They were mostly single men, and practically all of them came from or around Boston. They would make a good two or three weeks' pay and then go up to Boston. Every single time they would come back broke."

These men and the native workers lived in bog shacks. During the Summer, particularly at picking time, whole families came up from the Cape and stayed,

Is Another who Liked the Puerto Ricans

Speaking of labor, Mr. Everson says he found the Puerto Ricans who worked in Massachusetts this past season excellent workmen. "They were young, willing and intelligent." He should know, as he handled about 50, 30 for National, and 20 for the United Company. He feels the bringing in of labor is vastly important and that labor will become an increasing problem for cranberry growers. When the Jamaicans were in Massachusetts several years ago, Mr. Everson was one who assisted in their supervision at the Plymouth camp. He found these men valuable, too, but there were none better than those from the American island of Puerto Rico.

Mr. Everson has seen the entire evolution of harvesting, from hand picking to snaps and scooping with the scoop invented by his father, to machine harvesting, including

vacuum pickers and the Western. He has tried out the vacuum machines, which he does not think practical, to the Westerns, which he does consider good, although "there is room for improvement." He has seen cranberry work progress from days of horses to its present mechanism. He himself owned one of the first cars in Hanson. This was a Jackson, right-hand drive, with steps up the back and "all covered with brass." He bought this in 1910. His father was one of the Stanley Steamer pioneers.

Complete "Canning" Man

He is a thorough believer in cooperation. He is a stockholder in United Cape Cod and in National Cranberry Association. He is a member of the new Cranberry Growers' Mutual and of the Florida Citrus Mutual. He was working with Mr. Urann when he began canning in about 1910, first as Ocean Spray Preserving Company, privately owned by United, and

then through the cooperative Cranberry Cannery.

He is a complete "canning" man. That is, he thoroughly believes the day will inevitably come when all cranberries will be sold in cans. "This won't be tomorrow, but it won't be too many years, either", he avers. "More and more women are making meals out of cans. You just can't stop this trend. That's all there is to it."

He admits he likes home-cooked cranberry sauce, the way his wife makes it, better than processed, just as he prefers a fresh orange to the frozen juice. But everything is coming in cans these days, and he feels that it is the way it will continue, and increase.

He is all for one over-all cooperative. How this may come about he is not prepared to say, but he considers it vitally necessary. "And all members should be 100 per cent members. It's not good sense otherwise." He has been getting some ideas of cooperation from his



Mr. and Mrs. Everson have recently observed their 50th wedding anniversary.
(CRANBERRIES Photo)

Florida orange growing and particularly in the past three that the Florida Mutual has been in operation.

He has been going to Florida practically every Winter for the past 25 years, and his father conceived the idea before him.

On December 15th last, he and Mrs. Everson started out over the road for Tangerine, which is in the central part of Florida and right in the orange belt. It so happened they left with the first snowfall in Southeastern Massachusetts. A few days before, Mr. and Mrs. Everson had celebrated their Golden Wedding anniversary in their comfortable new home on Cape Cod avenue. Mrs. Everson is the former Lena M. Hill of Hanson. They have one daughter, Evelin. Mrs. Robert Sampson, whose husband is head electrician at the Plymouth Cordage factory. The couple has three children and live next door to the Eversons.

Only Small Orange Grower

Mr. Everson doesn't consider himself a real grower of oranges; he always was, and intends to remain a "cranberry man." But he does own 10 acres of orange trees, which, he says, is just about the equivalent of owning 10 acres of cranberries. "Decidedly a little fellow." He does, however, make enough—some years—from his groves to make a substantial addition to his income tax. He produces between 3000 and 4000 boxes. He has 19 grapefruit trees from which he sells the fruit, and one lemon tree.

Of course orange growers are troubled with frosts, although not as often as cranberry growers. But when he gets a freeze at Tangerine he "doesn't do a darn thing, just goes to bed—not like cranberries." He is a member of the Mt. Dora Growers' Cooperative, a large one, which in turn is a member of the Florida Mutual. The Co-op does all the work for him. It takes care of the grove, picks and sells.

Orange growers were in the same situation as the cranberry growers until the Mutual was formed three years ago. Prices were up and down, too often down, Mr. Everson

says. The Mutual has only 100 per cent membership. About 92 per cent of the growers and sellers belong to the organization, he says, leaving only a small number "out in the cold." The Mutual puts a "floor" under selling prices and tells the growers when they can ship. It has men in the field all over the country watching the orange market. It is set up as an instrument in which cooperation between all parties can function, and it depends on all citrus interests in Florida working together.

Cranberry Men Can Learn From Florida Mutual

Florida citrus growers in 1950 received 139 million dollars for their season's crop. The cranberry deal is much smaller, but Mr. Everson feels the Mutual apparently has established a stable industry. He hopes for a similar stabilization in cranberry growing.

While actually his orange grove proposition is more of a hobby as far as he is concerned, he says growers of citrus fruit are beset with many similar problems. The going price of a grove by acreage has fluctuated, as has cranberry acreage. A grove is now worth from \$1,000 to \$3,000 an acre, and like a bog, its value depends upon its record of production. A small amount of fruit appear upon a tree the first year or two, but a tree is considered in its prime at fifteen years, which is nearly four times as long as it takes a cranberry bog to reach maturity. Many much older than that continue to produce profitably.

The growers have trouble with occasional frosts. They have insects and have to practice controls two or three times a season. Insects, as in cranberries, are on the increase. Also an orange grove needs fertilizer twice a year.

He recalls the days when insects were little regarded by cranberry growers. As a matter of fact, he says that when he first started to grow cranberries he hardly knew there was such a thing as an insect until one year. He had then observed a beautiful crop coming along and did not visit his bog again for nearly a month. When he saw it the next time it was

completely brown, "burned up." All prospects had been destroyed by blackheaded fireworm. He immediately gave it a dose of arsenate of lead. "We didn't have the knowledge of insecticides in those days that we have today and we really, in general, didn't think too much about the bugs. We had no Dr. Franklin to tell us what to do then."

During his Winter vacations in Florida, Mr. Everson is often visited by other growers from Massachusetts, gathering up a little of the southern sunshine. These frequently include Arthur Atwood of Middleboro, Harrison Goddard of Plymouth, and Fred Megathalin of Nantucket. He has entertained Marcus Urann and others. They sit on one of the porches (there are four verandas around the ten-room house, so that at least one will always be on the shady side), and with the orange trees growing right up to the house, talk cranberries, as do cranberry men everywhere talk cranberries.

Growing oranges, Mr. Everson says, may be called his hobby, "unless it is growing cranberries." But oranges or no oranges, he, accompanied by Mrs. Everson, will be turning back north by April 1st, or maybe a little before. He wants to be back in Massachusetts again and ready for frost and other Spring cranberry work.

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IT IS GOOD WE CAN FEEL ENCOURAGED, STARTING 1952

AS 1951 began few of us would have believed that at the start of 1952 we would be having a cranberry scarcity—that the slogan for this coming season should be: “Grow all the cranberries you can”. Apparently there will be a market for them. The industry has done a remarkably fine job in disposing of surpluses and of marketing last year’s big production at prices which have kindled confidence in the business once more.

We, that is, the industry as a whole, by good, sound and aggressive merchandising programs has succeeded in building up a substantial market for cranberries, both fresh and processed. If the crop next Fall is to be smaller, as now seems to be indicated, every effort should be made to grow as much fruit as is possible, that the market may not be disappointed. There are ways of increasing production per acre, and, after all, that is the most profitable thing for the grower to do.

We have experts to tell us how to do this. For instance, read some of the suggestions of Dr. C. E. Cross in this issue as to the “how.” Our researchers in all the areas can tell us a good deal worth knowing if we heed their advice and add that to practical growers’ knowledge. There is little in the cards for 1952, at least so far to indicate that labor costs are going to drop any, and probably will keep on going up. Help will probably be scarcer. We need to utilize as much labor-saving machinery as finances permit.

Getting out of the hole the industry has been in the past three years was not due to any one force within the industry. National Cranberry Association has for some years now put on an intensive merchandising program, designed to stimulate use of cranberries the year around, and we believe this is really “snow-balling.” American Cranberry Exchange is now merchandising well, and with increased plans for the coming year. Independents cooperated in a stabilized market. We believe the Cranberry Growers’ Mutual in Massachusetts justified its organization. The Fresh Fruit Institute deserves credit for gaining good publicity within its sphere. The whole industry functioned more as a team.

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Editor and Publisher
CLARENCE J. HALL
EDITH S. HALL—Associate Editor

CORRESPONDENTS-ADVISORS

Wisconsin

C. D. HAMMOND, Jr.
Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY
Cranberry Specialist
Long Beach, Wash.

ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

DR. HENRY J. FRANKLIN
Director Mass. State Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,
New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

It had to. It was driven by desperation.

As to market outlook, this has been summed up as: “The demand for farm products, as well as most other goods and services, is expected to continue strong in 1952, as employment and income rise still further. . . . Farm prices will, of course, depend not only upon demand, but prospective supplies.” This doesn’t sound discouraging for cranberries.

AS to the world outlook, that is, primarily world peace, we can all read the headlines for ourselves and discover the views of serious thinkers. And this goes for the domestic picture of politics and taxes, too. We hope those who are leading the nation know where they are taking us or, at least, hope to take us to, and that this is no farther off the path, as foresaw by our Founding Fathers, than at present.

PRODUCTION INCREASE IS DESIRABLE IN 1952, DR. CROSS TELLS MUTUAL

Speaking Before Meeting of Cranberry Growers' Mutual
On Cape Cod He Explains How

Steps which cranberry growers might take to increase production in 1952 were outlined by Dr. C. E. Cross of the East Wareham Experiment Station at the first Winter meeting of the Cranberry Growers Mutual at Cotuit on the Cape, December 12. Also speaking interestingly was Chester A. Crocker of Barnstable, who had recently been to Barnstable, England, as the official representative of his town during the Festival of Great Britain.

Presiding was Charles N. Savary of Cotuit, a director of the Mutual. Both Dr. Cross and State Cranberry Specialist "Dick" Beattie commended the Mutual upon its achievements in its first year of activities.

The talk by Dr. Cross follows:

From all the data available, the cranberry market is just as strong as the rising prices indicate. It is probable that at \$18-\$25 a barrel for berries and \$4 a case for sauce, that 1,000,000 barrels could be sold and consumed from the 1952 crop. This is, indeed, good news for the Cape Cod cranberry growers, who since 1947 have been forced to neglect certain phases of bog maintenance by the lack of income from the heavy crops of this period. To profit from the experiences of these depressing years, it would appear wise at this time to analyze the present happy situation to discover, if possible, what course of action will perpetuate the present outlook.

Smaller Prospects for 1952?

What is the crop prospect for 1952? The situation in Wisconsin is not clear. Some reports have indicated that bud formation was greatly retarded by the short and cloudy growing season of 1951, which so reduced the size of berries that its crop was markedly less than 200,000 barrels. Other reports indicate a rather heavy set of buds of small size—the size apparently related to the abnormal cloudiness and wetness of the

growing season. On the whole, it does not appear that Wisconsin's production in 1952 will break any records.

Neither does it appear that Massachusetts' production will be as high in 1952 as in the two preceding crops.

Sunshine (the chief weather element in the production of the Cape crop) was 122 hours below normal for 1951 at the end of November. In the months of May, August, September and November (the months in which sunshine exerts its greatest influence on the crop) the sunshine was within a few hours of average. October rainfall, though only 2.8 inches at the State Bog, was probably more helpful than appears, because it was supplemented by frequent flooding of the bogs for frost protection; and the hours of sunshine were 35 below normal—so drying out of cranberry vines during October harvesting could not probably have done much injury. It now appears probable that the coming Winter will be more mild than normal, a condition that may increase the 1952 crop by preventing injury to the vines from oxygen deficiency. It looks on this basis, as if the 1952 crop in Massachusetts will be average or slightly better than average and probably of good keeping quality.

Supply May Not Equal Demand

With New Jersey and the West Coast not expected to show a great change from recent years, it is difficult to see how the supply of cranberries in 1952 can equal the market demand for them. There will be those who think the time is ripe for a "killing", that is, raise the price to obtain profits denied since 1947. This could not be done without the elimination of large numbers of consumers who have made the cranberry market what it is. Those agents who are now selling the crop, both fresh and processed, are qualified to judge at what price the entire crop

can be sold. Let them do it! And it would seem sensible to suggest that the grower commit himself, now or soon, as to which agent will sell his fruit, and having decided, support that agent with the best quality fruit he can raise, and all he can raise, harvested when ripe, and stored with care. There is very little excuse for the expenditure of millions for advertising and publicity if the result is to be squandered in a mad scramble for excess profits. If the growers support a carefully planned marketing program, there is no reason for this favorable marketing situation to change.

Another factor that would contribute to the continuation of stability and well being in the cranberry business would be the increased production of quality fruit in 1952. With the return of optimism, Massachusetts' growers are once again sanding their bogs. They are planning to do more work on the bogs next Spring and Summer. And the more of this work done before the harvest in 1952, the greater will be the crops of 1953 and 1954, but the smaller will be the crop of 1952. The chief point that should be made is the urgency of maximum production in 1952.

Steps to Take for '52

1. Sanding. By all means, sand the bogs (many of them are in great need of it), but in sanding, remember that the burial of vines will reduce the coming crop. If the sand is thrown hard, it is possible to apply $\frac{1}{2}$ to $\frac{3}{4}$ of an inch without materially reducing the immediate crop prospect. If this sort of spreading is not available, the grower should consider the use of a garden rake or other tool to hook up buried tufts of vines.

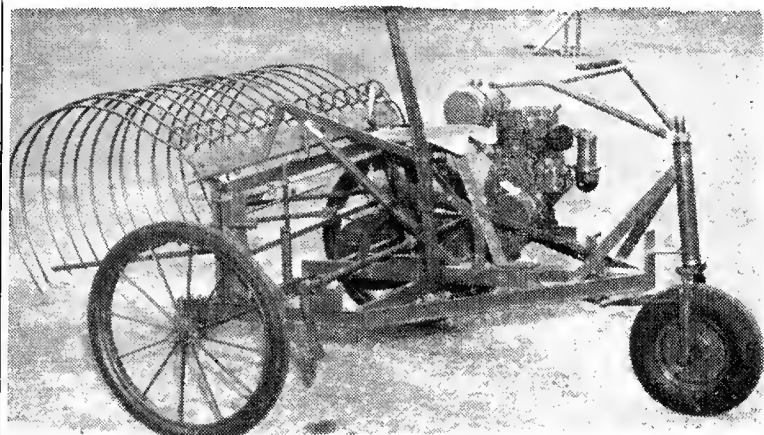
The prospect is not good for the development of thick ice this Winter. There may be short periods in which the ice may reach a thickness of 3 to 5 inches, in which case the prepared grower may be able to cover at least small acreages by wheelbarrow. It provides an excellent opportunity to rake out the stones in gravelly sand, rather than using the slower method of screening. If the sand melts its way through the ice quickly (3 to

5 days) there is little danger of the development of oxygen deficiency injury from the exclusion of sunlight. If, however, cold weather and/or the fall of snow tends to prolong the period of darkness beyond 5 days, the grower should seriously consider pulling the water from under the ice. Usually, ice sanding results in a very uniform layer of sand that sifts down around the vines without burying any uprights. If it can be accomplished without inducing a deficiency of oxygen in the water surrounding the vines, little or no damage is done to the prospective crop.

2. **The Winter Flood**—The first two weeks of December were abnormally mild, a condition that might make the buds susceptible to injury from low temperatures near zero. Apart from this hazard, the Winter flood will be applied largely to prevent the Winter killing of the vines. Usually, sub-freezing temperatures must persist day and night for 3 successive days to kill cranberry vines. This should be a guide for the time of flooding the bogs. It is generally considered good practice not to flood the bogs deep enough to put all vines underwater. If the bog is not level it seems best to leave the highest areas partly exposed in order that the lower areas be flooded no deeper than necessary. The heavier crops are usually harvested from areas covered by a relatively shallow Winter flood.

All bogs whose history shows a tendency to algae or slim growth should be treated with copper sulphate (as recommended in the Weed Chart), as soon as ice is thick enough to support a man's weight. Caution should be used near streams or ponds containing fish. If the copper is used promptly along all ditches, there is little likelihood the algae will spread over the bog proper.

The length of time the Winter flood is held can influence both the size and quality of the coming crop. Generally speaking, it appears best to withdraw the flood just before April 1st, or hold it until about May 25th, avoiding withdrawal between these dates. Evidence has been accumulating



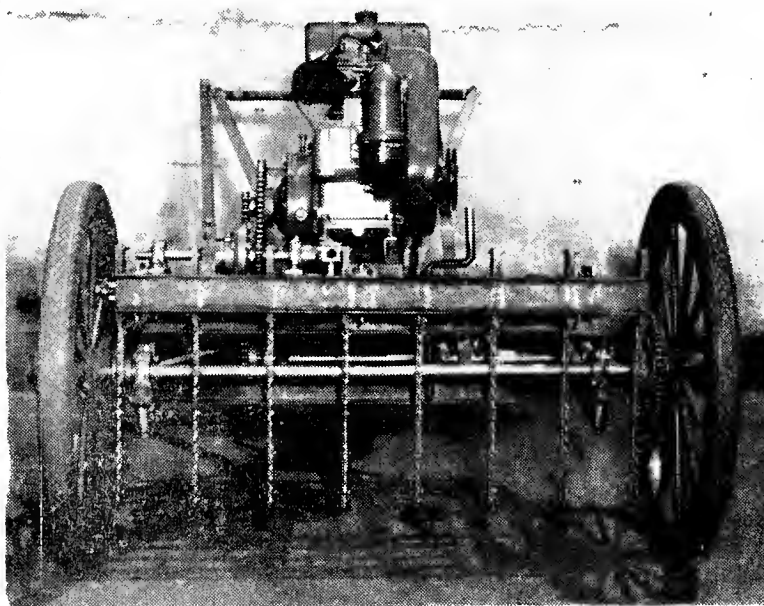
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that favors the pulling of the flood on March 20th rather than April 1st or later: (1) no Winterkilling has been reported after this date; (2) it lengthens the Spring season, giving more time for raking, sanding, and weed-control operations; (3) it appears to "harden off" the vines by subjecting them to low temperatures, and this in turn retards the development of buds so that they are resistant to all but the hardest frosts.

If, to increase the chances of raising good-quality fruit, the grower decides to hold the Winter flood late, it is better to keep the flood relatively deep in April and May. The deeper the water, the slower it is to get warm, and cold water has a greater capacity for holding oxygen in solution than warm water. The crop is likely to have better keeping quality if the Winter flood is maintained continuously from Winter until late May, than it is if the Winter flood is removed to give the vines a two or three weeks' "breather" in early April.

3. **Raking.** With the return of prices to a profit-making level (expected in September, 1952), it becomes increasingly important that growers harvest as high a percentage of the berries they raise as possible. It is reliably estimated that 15% of the berries are lost in scooping a crop of 40 barrels an acre; 20% are lost on a crop of 60 barrels an acre; 25% on crops of 80 barrels an acre; and up to 30% on crops exceeding 100 barrels an acre. Add these percentages to the Massachusetts crops actually sold in 1950 and 1951 to see how nearly the State came to producing 750,000 barrels! It is thought that carefully raked bogs, with the runners pruned off, at least where abundant, can be scooped more easily and with fewer berries lost. If the Buckingham-type rake is used for this work, it should be drawn in two directions (at right angles to one another) through the vines, and the blades kept as sharp as it is possible to keep them.

4. **Ditching.** After catching up on the sanding of bogs, growers will, likely, try to clean their bog ditches. It is many years

since many were cleaned, and if the drainage of a bog is increased by cleaning more than 3 inches, care should be taken to wet the bog during Summer dry spells that last more than 7 days. Dry weather, combined with a lowering of the water table of 2 inches, often causes the berries to be very small, and may even injure or kill the vines. Funds available for ditch-cleaning in 1952 should be spent in providing better drainage for low spots, and for the chemical spraying of the shore ditches and laterals in the higher parts of bogs.

5. **Weed Control.** In the Spring of 1952, growers should try to complete the spraying of kerosene and Stoddard for weed control by May 10th or 12th. If this can be done, little or no harm should be done the prospective crop.

6. **Fertilizers.** There is a prevailing impression among cranberry growers, and among staff members at the Station, that because the bogs have been at least partially neglected the last few years they will respond with vigor to applications of fertilizer next June after the last frost flooding. It is thought that the 1952 crop could be increased by applying fertilizer wherever the vines are thin or the uprights short and small. It is the speaker's opinion that fertilizer should be applied wherever needed, regardless of the weed growth—there can be no satisfactory crop of berries nor any permanent weed control until a vigorous vine-growth has been established.

7. **Insect Control.** Too many crops are still being lost or reduced because of insects. Satisfactory methods are now known for controlling nearly all cranberry insect pests, but heavy losses still occur because insects are not discovered until after they have done much damage, or until it is too late to treat them with best results. The weevil (snout beetle), green span-worm, and blunt-nosed leaf-hopper have been on the increase in the last few years, and should be looked for with an insect net on warm and sunny days a few days prior to the time recommended for treatment on the Insect Chart. Generally speaking, growers are

apt to apply the first fruit worm treatment too late. If the worms eat one or two berries before they are sprayed with insecticide, they are much harder to kill; in fact, require more expensive insecticides for their control! In times of poor cranberry prices it is often best to delay some insect control measure to gain the time needed to make a blanket treatment for two or more pests, thus stretching the funds to obtain a fair control of all of them. In the better times expected ahead, it will be necessary to treat each serious infestation as it develops at the right time and with the best insecticide. Because of the apparent urgency of raising a crop in 1952, the speaker thinks it would be better to treat root grubs with cyanide and defer to 1953 or 1954 the Summer-flooding of bogs for grub control.

8. **Harvesting.** Massachusetts growers should consider well their two chief advantages in the national cranberry market—the bright (even dark) red color of their berries, and the superior keeping quality of their fruit. The early harvesting of partly-colored berries does not encourage a consumer to look for Cape Cod berries if half-ripe berries are the ones she gets. The canneries can make good cranberry sauce of partly-ripe berries only after these have been given prolonged storage. Though Early Blacks keep longer and better if picked before they are fully ripe, Howes do much better if picked when ripe. In 1952 let us plan to supply our fine market with fine fruit. Cape Cod cranberries can be the best cranberries; you growers know how to raise them, will you?

BLUEBERRY CHIPPER (Continued from page 3)

tractor motor when the load on the chipper is increased. The items of transmission of power, governor, etc., are in addition to the cost of the chipper, which is about \$650. Mr. Scammell feels that he will save enough in his ordinary expense bill for the removal and burning of brush to more than pay in the long run for the cost and operation of the chipper.

Some growers quite naturally wondered if a pick-up arrangement could be developed so that it would be unnecessary for men to pick up the prunings and put them into the machine. This, of course, would very likely introduce much more soil and gravel and might make it necessary to build a heavier, more rugged, and different type of chipper as has been done for apple prunings. Only the future will tell if such a thing can be practical. The cutting knives used in the present machine are removable. Moreover, they are so placed that they may be sharpened right in position without having to go through the process of removal.

Cranberry Festival Photo Awards Are Announced

One hundred and thirty dollars in cash awards were mailed to the lucky winners in the Cranberry Festival Amateur Photo Contest with major prizes going to Mrs. Edith Foster of Plymouth, Emily M. Childs of Plymouth and Dr. F. B. Chandler of East Wareham. National Cranberry Association provided the awards and the Brockton photographer, Henry Dickson, Plymouth photographer, and Betty Buchan, publicity editor of the cranberry growers cooperative.

The complete list of prize winners follows: Class 1—Harvest scenes and Bogseapes: 1st prize, Edith Foster, Plymouth; 2nd prize, Walter Childs, Plymouth; 3rd prize, Marion M. Babcock, Milton; honorable mentions, Gustav A. Knudson, Staten Island, N. Y.; Mrs. M. K. Hearn, Wareham; Mary L. Townsend, Brockton.

Class 2—Cranberry Queen: 1st prize, Emily M. Childs, Plymouth; 2nd prize, Aileen G. Bondar, Malen; 3rd prize, George Packard, Brockton; honorable mentions, Marion M. Babcock, Milton; Mrs. Edith Foster, Plymouth.

Class 3—Festival Time: 1st prize, F. B. Chandler, East Wareham; 2nd prize, G. L. Neal, Hallowell; 3rd prize, Mrs. Margaret

K. Hearn, Wareham; honorable mentions, Esther Polansky, Roxbury; Herbert A. Sweet, Stoneham; Walter Childs, Plymouth; Bruce Duncombe, Brockton; Mrs. Thomas F. Carroll, Cranston, R. I.

This is the second year that the photo contest has been sponsored by National Cranberry Association

at Festival Time and the response has been so enthusiastic that it is expected to become a regular festival event. Photos could be entered in any one of three classes, and the prizes in each class were first prize, \$25; second prize, \$10, and third prize, \$5. Honorable mentions were \$1.



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Mrs. Eleanor Beaumont

(CRANBERRIES Photo)

NEW CLERK ASSUMES DUTY AT MASSACHUSETTS CRANBERRY STATION

Replacing Mrs. Edmund (Laukka) Tamagini, who was the first junior clerk at the Massachusetts Experiment Station, East Wareham is Mrs. Eleanor Beaumont of Buzzards Bay, Mass. Mrs. Tamagini, who would have completed five years in February, resigned to accept a position as private secretary in a Wareham bank.

Mrs. Beaumont is a native of Iowa, having been born at Ames Isle, where she attended school. For a time she was in California

and then spent six years in Chicago, where she was employed in the offices of the American Steel Foundation, Nash Motors and for a plastic surgeon. Her husband is employed at a Wareham store. Mrs. Beaumont began her new work December 17.

Things have surely come to a pretty pass. In these modern times a farmer goes to bed and turns off the electric lights in his home and turns them on in the hen house.

"Dan" Rezin is New President For Wisconsin Sales

Dan Rezin of Warrens has succeeded Miss Jean Nash as president of the Wisconsin Cranberry Sales Company. Craig Scott, also of Warrens, was elected vice president succeeding Newell Jaspers of Cranmoor at the annual meeting of the unit at Wisconsin Rapids, Wisconsin, December 13. C. D. Hammond, Jr., was re-elected secretary and treasurer and continues as general manager.

New directors of the Company are H. E. Olson, Mather; R. C. Treat, Tomah; William Harkner Millstrom; Vernon Goldsworthy Sturgeon Bay. Rezin and Scott are also on the Board and Ralph Sampson, Wisconsin Rapids, is carry-over member.

Harold DeLong, Mather and Tony Jonjak Hayward were elected delegates to the American Cranberry Exchange and Lloyd Rezin of Cranmoor re-elected as director of National Cranberry Association.

The meeting was attended by 70 grower members and their wives, and there was the annual banquet and entertainment attended by about 100 persons.

Harold E. Bryant, ACE general manager, in commenting on the fact that returns to the grower were better in 1951 than in the past several years, said if the present trend towards stabilization is maintained, prospects for 1952 are favorable.

Lester Haines, Chicago manager for the ACE mid-west sales also discussed the marketing situation.

Miss Nash, as a tribute to her service as president, was presented with a travelling bag.

CORPORATION FORMED TO COMMERCIALIZE WISCONSIN PEAT

Recent investigation of the soil in Oneida and Vilas counties, especially around Thunder Lake in Northern Wisconsin is expected to develop into a peat business. In order to harvest the peat corporation, the Three Lakes Peat

Products Company, has been formed by Vernon Goldsworthy, Fred Sadowske of Three Lakes and Clyde Paust of Milwaukee with an investment, it is said, of \$50,000.

Upon completion of a building or processing, packing and shipping, the new company will employ about 15 people for six to nine months of the year. Operations are expected to begin this Winter.

The corporation, according to Goldsworthy will utilize the peat deposits, believed to be 15 feet deep in the vast Thunder Lake marsh area, part of which is now a cranberries and also other deposits.

Operations will consist of excavating the peat, drying it and running it through a shredder. It will then be packaged in amounts of from one to 50 pounds, and some shipped in bulk by rail to Milwaukee, Minneapolis, Chicago and St. Louis. Goldsworthy says there is a strong demand for peat products for mulching by gardeners, wholesale florists and greenhouses. The company, with its office at Three Lakes will hire a research chemist to seek new utilization of peat.

NCA, Makepeace, and Bank Are Sued by Mass. Canner

Cape Cod Food Products, Inc., of Hyannis, Mass., filed a civil suit in Federal Court at Boston, December 28, against the National Cranberry Association, the A. D. Makepeace Company of Wareham, Mass., the United Cape Cod Cranberry Company of Hanson, the Hyannis Trust Company of Hyannis and three individuals, alleging violation of the Sherman Antitrust Act.

It was alleged that the defendants collectively collaborated to force the plaintiff out of business, thereby monopolizing the cranberry market.

The individuals named are Marquis L. Urann, the president of NCA, John C. Makepeace of Wareham, treasurer of the cooperative and Walter B. Chase of Hyannis, president of the Hyannis Trust.

The allegation said that up to 1946 the Cape Cod Food Products had been mainly concerned in manufacturing and selling marmalades, sauces and jellies, but in 1946 entered the cranberry business. In that year the plaintiff alleges NCA and the other defendants embarked on an illegal scheme to monopolize the cranberry industry and to dispose of the plaintiff as a competitor.

Cape Cod Food Products charges that NCA flooded the market with its products, offering dealers and wholesalers large rebates and discounts that the plaintiff was unable to offer.

Mr. Urann in a statement to CRANBERRIES denied the allegations "in total."

GOLDSWORTHY HOPES FOR WISCONSIN LOW BUSH BLUEBERRY

Development of a commercial low-bush wild blueberry for Northern Wisconsin may be in the

wind for Vernon Goldsworthy and several other cranberry growers of the Three Lakes district of that state. Goldsworthy has selected 100 wild plants the past year, selections being made with regard to the size and color of the fruit and the character of the plant itself.

"Early next Spring," Goldsworthy says, "the plants will be dug up, pruned and transplanted under commercial conditions. The work will be done early as the blueberry is one of the first plants to begin to grow in the Spring.

He is under the belief that where frost can be controlled, insects eradicated and scientific pruning carried out the growing of the low bush in Wisconsin can be made a profitable, commercial business. He considers the high bush of commerce not hardy enough for Wisconsin conditions, and he feels it does not have the flavor of the low bush.

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FIFTY YEARS OF RESEARCH

Fifty years of research in the improvement of fruit, vegetables, nuts and ornamentals have brought almost unbelievable changes to these crops.

Dr. J. R. Magness of the Bureau of Plant Industry, Soils, and Agricultural Engineering, U. S. D. A., speaking at the Bureau's Golden Jubilee celebration late last month contrasted production of these crops at the turn of the century with that of the present. Then, fruits and vegetables were grown on general farms near the big centers of population. Farmers had only the crudest methods of controlling diseases and insects. There were severe losses from brown rot of peaches, black rot of grapes, San Jose scale, and bitter rot of apples. For fruit in the Winter, people depended largely on home canned goods or dried fruits from California. There was little commercial canning. Only 10 million boxes of citrus fruits were produced annually. Now production exceeds 150 million boxes. Very few Winter vegetables were shipped from the South. Fresh vegetables for Winter were forced under glass. There was very little refrigeration for storing perishables

OUTLOOK FOR U. S. AGRICULTURE IN '52 OUTLINED BY USDA

As the result of price increases, farm production expenses in the United States for 1951 were estimated by the United States Department of Agriculture as about 10 percent higher than in 1950. In 1952 a further rise of five percent over 1951 is predicted, according to "Farm Economic Facts,"

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In general, supplies of most products used in farm operations are expected to be adequate to meet production needs in the coming year. Probably exceptions are fertilizer, farm machinery, galvanized metal and aluminum products and certain pesticides. In view of possible shortages of these materials, early ordering is recommended.

A smaller supply of farm labor and a moderate increase in farm wages are expected in 1952. Because of the losses of farm workers to both industry and the armed forces, the supply of year-round workers will continue to be tight and seasonal needs may have to be met by recruitment from outside.

Estimates are that defense industries in the country may absorb about 2½ million additional workers by the end of '52. Since employment is now near a minimum level, most of the remaining additions to defense industry employment will probably come through shifts from other industries, including agriculture.

Production of farm machinery was generally adequate in '51, but

the rate of production in the last half of the year was considerably less than in the first half and production in the first quarter of 1952 will be at an even lower rate.

Use of electricity in this country—mainly generated from coal—will double in the next 10 years, according to a Washington official.

Happy New Year

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THE CRANBERRY COOPERATIVE

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Middleboro, Mass.

Have You a Goal for 1952?

The New Year, with all its challenge and opportunity, also brings with it the responsibility of selecting the right goal and charting the shortest route to attainment of that goal.

During the past three years, NCA's goal has been to expand the cranberry market to take care of the large surplus of cranberries that a series of bumper crops had piled up in freezers. 1951 saw the achievement of that goal with a consumer demand that increased 78% in three calendar years.

In 1952, NCA will continue to direct its efforts to expand the year 'round market for cranberries so that bumper crops need never again hold the anxiety for growers experienced in the past.

Help to make your future brighter and more secure by making NCA's goal your goal. When you join the cooperative 100%, you benefit by its accomplishments 100%.

*Best Wishes for
A Happy and Prosperous New Year*



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The Whitesville Company, N. J.,
 incorporated by Stanley Switlik,
 has purchased the cranberry prop-
 erties of J. D. Holman. There were
 approximately 800 acres involved
 in the transaction, including over
 400 acres of cranberry bogs. This
 property is considered the third
 largest in New Jersey.

Edward V. Lipman has been en-
 gaged as general manager by the
 Whitesville Company. The tem-
 porary address of the corporation
 will be 8 Edgebrook Road, New
 Brunswick, N. J., until permanent
 headquarters are established.

Mr. Switlik is widely known as
 the leading parachute manufac-
 turer. He has been interested in
 cranberries for a number of years,
 having built and operated bogs
 near his home at Cream Ridge, N.
 J. Mr. Lipman was formerly New
 Jersey Director of Grower Rela-
 tions for the National Cranberry
 Association, Bordentown.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Cranberry growers will be pleased to learn that two members of our Experiment Station Staff have recently received promotions. Dr. Chester Cross is now Associate Professor of Research, and George Rounsville holds the position of Technical Assistant. We wish to congratulate these men on their well-deserved promotions.

Oxygen Content Low

The problem of oxygen deficiency in the Winter flood has caused very little concern since 1948. Our Winters have been unusually mild resulting in very little ice and snow. This season has been no exception, as of February 1, at least. Temperatures have been well above normal since December; however, we have experienced another factor which offsets to some degree the matter of temperature. The hours of sunshine for January are definitely below normal, according to Dr. Cross. Here at the State Bog, George Rounsville recorded precipitation as snow, sleet, or rain on twenty of the thirty-one days in January.

Why do we mention the deficit in hours of sunshine with temperatures averaging above normal? Simply this, oxygen deficiency conditions were experienced at the State Bog, January 15 and 16. George Rounsville has been taking oxygen samples all Winter, and on the above dates the oxygen content in the flood waters under only 2 inches of ice was 3 cc's per liter, which is below the danger point according to Dr. Bergman. A few growers checked their bogs during this period and experienced the same conditions, with the result that the Winter flood was withdrawn from something over 200 acres. The oxygen deficiency was probably not of sufficient length to cause damage to the buds. How-

ever, this experience could be duplicated in February, should we encounter cloudy weather and more "snow ice".

Dr. Bergman points out in Bulletin 402, page 13 that cranberry vines are injured more severely from oxygen deficiency that follows a large crop, rather than a small one. This is because the carbohydrate reserves in the vines are either used up, or greatly reduced in the production of a large crop, according to Dr. Bergman.

Growers Should Check Bogs

Based on our experience in mid-January, we believe growers would do well to check their bogs for oxygen deficiency during periods of prolonged cloudy weather, even though there is only an inch or two of ice.

Green Scum

If temperatures continue above normal and we experience more sunshine, green scum could be a real problem. We have already seen a little of it in some ditches. Probably one of the most dependable guides as to whether a bog needs treatment is to review the history of scum on a bog in question. Some Bogs for particular reason are troubled by scum nearly every year, while others, like the State Bog, seldom have to be treated. The copper sulphate treatment is very effective. Probably the cheapest method of application is to take advantage of any ice we may have during February and early March and broadcast fine crystals of copper sulphate on the ice. The recommended amount is 10 lbs. per acre. It is often necessary to repeat treatments in the early Spring, using 4 lbs. of coarse crystals for each acre-foot of water. The usual technique is to place the coarse crystals in a

burlap bag and tow behind a boat, or distribute evenly in the bog flowage some other way. Many growers are using the float boat to tow the crystals over their bogs, and also break up dead scum following a reflow of a treated property. Changing the water in early April and exposing the bog to air for approximately a week helps control scum. We should keep in mind that copper sulphate is sometimes harmful to fish life. A reasonable length of time should elapse before draining off the Winter flood into a fish pond or stream after treating for scum.

New Charts Nearly Ready

The annual task of revising the Insect, Disease, and Weed Control Charts is nearly completed, and the new charts will be mailed out by County Agents in March. The experience and observations of the growers who assist with this work are a tremendous help to the Experiment Station Staff. Everyone joins in the discussion, and the final control recommendations are based on the collective experience and observations of the group.

CCCA Sponsors Another Display

The Cape Cod Cranberry Growers' Association sponsored another fine educational display at the Union Agricultural Meetings held in Worcester early in January. Arthur Handy of Cataumet was appointed chairman of a committee on arrangements. He and his committee are to be congratulated for their fine exhibit. A sample of cranberry juice was given to those visiting the booth, and there was also an opportunity to buy cranberry products. In addition to the cranberry display, the Association

(Continued on Page 3)

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
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4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

Wisconsin 1952 Crop Tentatively Predicted For All-Time High

A record crop was tentatively forecast for the state of Wisconsin before members of Wisconsin State Cranberry Growers' Association, January 16th attending the annual meeting at Elks Club, Wisconsin Rapids. About 50 members heard Leo A. Sorenson, secretary and treasurer and general manager of Midwest Cranberry Co-operative say that an industry committee estimated production might reach 275,000 barrels in '52.

This would be 45,000 barrels more than the previous Wisconsin high of 238,600 in 1948. Estimates are based on heavy bud on the vines as they went into Winter flood, added to new acreage expected to get into full production.

Henry E. Bain, Wisconsin Rapids Cranberry Specialist, described elaborate fruitworm experiments on several of the marshes last Summer. Fruitworm is a particularly difficult insect for the Wisconsin growers to fight, he said, because of its uneven spread over marshes. This uneven infestation means "it is almost impossible to get accurate checks on measures you have taken," Bain added.

He described the life-cycle of the insect, and suggested spreading insecticide poisons at the stem end of the berry where the worm enters

(Continued from Page 2)

also assisted in sponsoring a luncheon for Food Editors and Representatives of the Press and Radio. The major agricultural commodities in the State were represented at this luncheon. The purpose was to acquaint these people with the various agricultural enterprises of the Commonwealth. The guests were presented suitable gifts, which of course included cranberries. The Cape Cod Cranberry Growers' Association is indebted to the various sales agents who donated the cranberries used at both a luncheon and exhibit. E. L. Bartholomew, President of the Association, the growers, and their wives, who assisted with the project, should be commended for a job well done.

the fruit. Frequent rains last Summer often washed off poisons that had just been applied and lessened the killing effect on the insects. But where insecticide coverage was heaviest, the infestation was lowered.

An early cold snap last Fall, Mr. Bain said, when many marshes had no snow cover may have reduced the number of fruit worm larvae that will over-Winter.

"The state is proud to have a \$4,000,000-a-year cranberry industry," E. J. Chambers, State Entomologist at Madison told the growers. "What you do in the way of insect and weed control, however, will determine whether your marshes succeed or not this Fall. The cranberry industry needs to have research done on the life-cycles and habitats of insects that affect its crops. Many insecticides are in short supply this Summer and should be ordered promptly. Steel for containers is also difficult to obtain."

Atomic Age Benefits

He continued that the atomic age is bringing new and revolutionary controls. Geiger counters can now trace the underground movements of radio-active worms. Canadian scientists are developing virus diseases which it is hoped can spread by airplane and thereby kill forest insects.

A suggestion was made by Dr. R. H. Roberts, University of Wisconsin, horticulturist, that petroleum fractions, called solvents be used to combat weed growth. Non-weedy bogs are tremendously more productive than those with weeds, he said. Weed control methods must be varied to kill both late and early starters.

Wm. F. Huffman, Jr., President

William F. Huffman, Jr., Wisconsin Rapids, was chosen president of the association; Ralph Sampson, Wisconsin Rapids, vice-president; C. D. Hammond, Jr., secretary-treasurer.

Following the meeting the members viewed the film, "The Cranberry Story."

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Have you started thinking about your 1952 Harvest?

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Think of it, when you are through picking, you don't have to go back on your bog again until the next season. You pick your crop from 1/2 to 1/3 cheaper and you save on your raking and pruning from 15 per acre up. A statement was put out by a large cranberry concern "If you pick your berries by machine, you will have to process them."

This is not the truth, if your Western Picker is properly adjusted and driven at a proper speed, a larger percentage of your berries will go as fresh fruit, than the berries picked by hand scoopers.

You don't have to believe us, in making these statements. Go to your State Bogs if you are in Washington on the Pacific Coast or Massachusetts on the Atlantic Coast. They are there to give you an unbiased answer to your questions. They have made tests and comparisons that is their job, you will get the truth, and that is what we want you to have.

To Massachusetts Growers:

Nahum Morse will be at the shop in So. Middleboro every Saturday during February for showing and discussing the Western Picker and remember March 1st is the deadline for getting a Western Picker at the reduced price. (ADVT)

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Little Ice Sanding Possible

Growers in many instances were hoping for a cold January, that is for sufficient ice, for sanding and by truck preferably. They didn't get it. A few, particularly in the interior got wheelbarrows on the ice for a day or two now and then. Heaps of sand by the bogsides in most instances, still stood ready unspread.

January Mild Month

So mild, taken as a whole, was the month that there was practically no frost in the ground, at least along the coastal bogs. The ground might be frozen for a day or two but not for long. This is most unusual for Massachusetts.

Coldest recordings for the month at the State Bog were for January 30 and 31, when five above was registered on both days. Temperature for the month at Boston on January 31 was a plus 159 degrees above the normal, or an average of about five degrees a day.

More Rain Than Snow

First part of the month was particularly gloomy and overcast with storm following storm, but the storms brought mostly rain rather than snow. Total snowfall for the month (State Bog) was 9.87 inches and rainfall was 5.09.

Plan Spring Work

A degree of cautious optimism continues with the growers and they plan a good deal of bog work this coming Spring. On some bogs, which can be reflooded, water will be let off in March and April for early Spring sanding. Growers are getting into the market for bog again and it is understood, generally speaking, practically no

really good bog is for sale.

WISCONSIN

Ice Sanding

A very considerable amount of ice sanding is being done this Winter. Part of this activity is due to the fact the practice has been neglected to a rather sad extent the past three years.

Expect New Plantings

New plantings are expected in the Spring are indicated, how much as yet not known.

Looks Like Good '52 Crop

As concerns next year's production, budding for 1952 looks exceptionally good. Sunlight was on the short side, however, as there was an extremely wet Fall.

Exchange Receives Two Contest Awards

An award of merit for distinguished service in industrial journalism has been bestowed on Lloyd Williams of the American Cranberry Exchange, editor of its company house organ, "Cranberry World".

The presentation was made by the Massachusetts Industrial Editors' Association at the Hotel Shelton Roof Garden in Boston, January 10, as the concluding ceremony of a contest to determine the outstanding industrial house organs. Nineteen company magazines, representing some of the largest firms in New England won awards, with Cranberry World placing 6th with a numerical rating of 97. Vice-President Homer L. Gibbs represented the American Cranberry Exchange Board of Di-

rectors at the presentation.

Meanwhile, at the annual meeting of the National Council of Farmer Cooperatives in Chicago, January 14-17, the Exchange was awarded 2nd place in a contest to determine the best product advertisement placed by a farmer cooperative in 1951. The advertisement, which was prepared by the Batten, Barton, Durstine and Osborn agency, was four-color ad for fresh Eatmor cranberries featuring the 10-minute sauce recipe appearing in the November issue of Woman's Day, Family Circle, Everywoman's and American Family.

Bandon Growers Optimistic Over 1952 Prospects

Rosy optimism as to the future of the cranberry industry was expressed at the annual meeting of the Bandon (Oregon) Cranberry Growers' Co-op January 11. The meeting was held at Masonic Hall, following a pot luck supper.

Officers elected were: Floyd Shortridge, president; Frank Zion, vice-president; Elmer C. Gaunt, secretary-treasurer; George V. Cox and Robert Cheatham, member of the board of directors.

Plans were discussed for improving the cannery at Coquille to facilitate the handling of the crop of the area which is increasing. It was reported that approximately 13,000 barrels were processed during 1951 which just about doubled that in 1950. Estimate for the crop in 1952 is for 20,000 barrels.

Jersey Growers Hold Annual Winter Meeting

By Charles A. Doehlert

The annual Winter meeting of the American Cranberry Growers' Association was held at Fenwick Hall, Pemberton, N. J., on January 26. There was an attendance of 82 persons. The new officers elected were President, Archer Coddington, Toms River; First Vice-President, Theodore H. Budd, Jr., Pemberton; Second Vice-President, Edward V. Lipman, New Brunswick; Secretary-Treasurer, Charles A. Doehlert, Pemberton.

President Haines made a strong point of the fact that the "cranberry depression" had the good result of bringing the cranberry growers together. He further said, "I believe that the next year may tempt many growers to stray from a sound marketing program. However, we should remember our lessons of the past and heed them well."

D. O. Boster of the N. J. Crop Reporting Service stated that New Jersey's 1951 cranberry crop was 76,000 barrels and the average price to the grower was \$12.60 a barrel.

Dr. William H. Martin, Director of the Agricultural Experiment Station, sent a paper outlining the new plan of work at the Cranberry and Blueberry Research Laboratory. C. A. Doehlert and P. E. Marucci will remain at the Pemberton Lab., while M. T. Hutchinson will spend the Winter at New Brunswick and the Summer at the Laboratory here. Hutchinson and Marucci have been transferred to the Department of Entomology under the direction of Dr. Bailey Pepper, while Doehlert will continue in the Department of Horticulture under Dr. N. F. Childers. Up to 1952 all three men were in the Department of Horticulture. Also, two Extension Specialists, Ernest Christ and Ordway Starnes, have been assigned to assist with the Extension Work through the County Agents.

Joseph J. Masiello, Treasurer of the N. J. Citizens' Tax Study

Foundation, gave a stirring and highly informative talk on the weaknesses and inequalities of our taxing system. He pointed out in many ways how farmers, home owners, and certain other groups have to carry a disproportionate share of the tax load. "The crux of tax revision," Masiello concluded, "is that real property—land, buildings, etc.—with an assessed value of six billions accounts for two-thirds of all State and local taxes, while other types of wealth—stocks, bonds, cash, etc. with an estimated value of twenty billions are largely escaping taxation because of full or partial tax exemption."

Fungicide Report

Austin C. Goheen of the U. S. D. A. reported on his fungicide tests for 1951 as follows: "No fungicide in any schedule, with or without sticker, had any effect upon the amount of blossom blast except sulfur, which definitely caused an increase in this factor. Fermate, Zerlate, Dithane Z-78, Dithane D-14 plus ferric sulfate, and manganese ethylene bisdithiocarbamate gave very good control of field rots; Orthocide 406 and bordeaux mixture gave good control; and wettable sulfur, Natriphene, and 2 formulations of Crag gave only slight control. Fermate, Zerlate and bordeaux mixture caused somewhat earlier ripening than occurred in unsprayed berries, while Dithane Z-78 and the 2 Crag fungicides delayed ripening slightly. Sulfur and the 2 Crag fungicides caused a definite decrease in production, while Zerlate caused

a slight increase in the crop. There was no significant effect upon berry size by any of the fungicides tested. The addition of sticker to the fungicides did not affect the control of rot, or maturity, or size of the berries, but it did cause a slight decrease in the production. The schedule starting at mid-bloom controlled field rot slightly better than the schedule starting at dangle stage."

Cranberry Scale

M. T. Hutchinson of the N. J. Experiment Station reported on his work with the cranberry scale. He stated, "As shown in this year's experiments, the use of DDT allowed a considerable increase of scales in the experimental plots at Medford, where it was used. This was probably due to killing adult parasites as they came into

(Continued on Page 15)

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FRESH CRANBERRY SALES FACING AN ECONOMIC TREND IMPOSSIBLE TO BUCK

That is the Opinion of Kenneth Garside, Massachusetts Grower—He Says Future of Industry lies in Processing and Co-operation—Holds Several Offices, including Secretary-Treasurer of the Council.

By
CLARENCE J. HALL

That sales of fresh cranberries are working against an economic trend—almost impossible to “buck”—is the considered opinion of Kenneth Garside, cranberry grower of Duxbury, Massachusetts.

Mr. Garside is secretary-treasurer of the Cranberry Growers' Council, Inc., and a director of the National Cranberry Association, a representative of that processing co-op on the Board of Directors of the American Cranberry Exchange. In August he was elected second vice-president of the Cape Cod Cranberry Growers' Association. He was formerly a director of the New England Cranberry Sales Company.

“There is a trend towards processed foods of all kinds, practically all fruits and vegetables, which all food businesses concerned must recognize,” he avers. Generally speaking, most cranberry growers have usually thought that processing was only the “tail of the dog” in the cranberry business. Mr. Garside believes that the situation today is just the other way around. “In 1951 60 percent of our production, that is, the berries sold through the Council, were allotted to processing. There will always be cranberries sold on the fresh market, but by far the greater quantity will go to processing to meet this consumer demand which has been rising for some years now.”

Canning More Profitable for Grower

Although convinced in his own mind that processed cranberries will eventually replace the bulk of fresh fruit sales, Mr. Garside says he holds no particular brief for processing, just because it is processing. He believes, “I really do not care whether cranberries go to the fresh market or into cans. I'm in cranberry growing to make a living and I feel that in most years I can make more money through processing my crop than in having it sold on the fresh market.” As Mr. Garside raises berries of good quality on his bogs at North Duxbury, he should not be prejudiced in this respect.

He is strongly in favor of co-ops, yet he says, “I do not think that there is anything holy about the co-op as such, but a co-operative is about the only way in which a small unit such as a farmer or cranberry grower can market successfully. Alone he cannot bargain on favorable terms with the large chains and groups of super markets which sell the bulk of the food today. I know that a co-op can do a better job for a grower than he can, trying to go it on his own. If through inefficiency or excessive overhead, for instance, the co-ops don't do a better job, they are

bound to die.”

Doesn't See Single Co-op Soon

Mr. Garside does not see a single “over-all” co-op in the cranberry industry, at least not in the near future. He believes that the present Council provides a pretty good set-up for the time being, anyhow. A principal reason in saying that he does not anticipate a consolidation between NCA, ACE, and others soon is the problem of investment involved in such a union. The present stockholders of NCA naturally would not be willing to relinquish their investments in the canning plants and other assets of NCA without compensation, and the amounts involved are very substantial.

In the line of production, Mr. Garside is definitely interested in utilizing all modern methods and equipment, all that is worthwhile. This belief may be, in part, due to his college and subsequent work experience as an engineer.

Is Chemical Engineer

He was born in Holyoke, Mass., February 2, 1905, the son of Arnold L. and Mary G. Garside who were of New Bedford. His father was in the textile mill business, and, when he was about ten, the family moved to Taunton, Mass., where his father was associated with the Whittenton Mfg. Co.

After graduating from Taunton High School, Mr. Garside attended Harvard University, graduating from the Engineering School in 1927, and continuing study at Massachusetts Institute of Technology where he received a master's degree in chemical engineering. Next he went into the employ of the Central Hudson Gas and Electric Corp., with headquarters in Poughkeepsie, N. Y. There he held several different positions of an engineering nature over a period of seven years, finally being superintendent of gas operations in the company's Kingston (New York) division. However, he says that he didn't see any bright future then for a young man in utilities with F. D. R's Tennessee Valley Projects and such, coming into the picture and anyway decided he wanted to be more on his own. He left the utility in May 1937, to manage the cranberry property in North Duxbury now owned by Mrs. Kenneth Garside, the former Alice Hawes, daughter of Mr. and Mrs. Frederick B. Hawes of New Bedford.

Now Operating 40-50 A.

The property consists of 405 acres of which 110 had been in cranberry bearing. Under previous managements it has been known as the South River Bog and as the Consolidated Cape Cod Cranberry Company (“Five C. Company”). The bogs date from 1880 and 1890 and according to local legend were built in large part by the late Horace Magathalin, famous bog builder and cranberry grower and in the earliest days were financed by Snows and Cahoons from the Cape when the operation was a stock company.

Mr. Garside decided to concentrate on keeping up and improving the best sections of this old cranberry bog, permitting the poorer sections to run out or be used as reservoirs. There are between 40 and 50 acres in bearing and about 25 acres more needing various degrees of rebuilding. About 100 acres of reservoir are filled by the South River. All flowage is by gravity, although water from 17 acres is pumped back for reuse. Bogs are set about 20 per-

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**BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY**

(Continued from Page 6)

cent to Early Blacks and 80 percent to Howes.

Production has been increased from about 1200 barrels in 1937 to about 3000 barrels at present. The Duxbury Cranberry Company, as it is known, is along the northern fringe of the southeastern Massachusetts cranberry district, there being only a few other bogs more northerly along the coast. The soil there is semi-hard bottom to some extent which he feels, at least in part, accounts for the quality and size of the fruit. There are few insects or diseases present, the bluntnosed leaf hopper which spreads false blossom is being constantly kept down. Root grub, which was a problem, has been successfully met by cyaniding or flowing the entire property twice during the past 14 years. There has been no fireworm and only an average amount of fruitworm. Span worms and false army worms sometimes cause trouble. In bringing the bogs back to good production, Mr. Garside has relied largely on cyanide and flowage for control of grubs, sanding, fertilizer and chemical weed control.

Frost Losses Rare

This is not a cold spot and it is found that temperatures run about as forecast by Dr. Franklin at the State Bog. Any frost losses have been rare and of no great importance except in the serious frost in the Spring of 1944. Sprinklers are used to a minor extent on the high end of one bog which is not level and have given satisfactory protection down to 22 degrees, the lowest temperature reached during their use. They are used successfully with portable hose for irrigation also.

Uses, Likes Western Pickers

Two Western Pickers were engaged in the harvest this Fall and one in 1949 on an experimental basis. Another has been purchased this Fall, so well is Mr. Garside sold on this mechanical harvester. To the complaint raised by some as to excessive bruising, he believes that bruising is unnecessary, if the machine is properly operated. Much depends on the operator, he says. "In most places the Western

can do a better job of picking than I can by scooping. I think it improves production by removing much unproductive wood." In 1950 using hired machines and operators, harvesting costs were less than scooping, amounting to about 90 cents per barrel landed in the screenhouse. This Fall he figures he operated the machines for about 20 cents per barrel to pick, 20 to wheel ashore and 20 to screen the vines and chaff, a total of 60 cents per barrel without depreciation. He feels that these figures can be bettered.

Some years the berries are screened at the bogs and sometimes sent to NCA for this purpose—which ever fits the needs of NCA. Screening is done in a three-story screenhouse which dates from 1865—the building does-as it was once an old barn in another location. The old "Five C Company" used it as a cooperage shop and upon the loss of their screenhouse by fire in 1913, "unpegged" (the wooden pegs holding the structure were taken out) the structure, moved the pieces to the bog location and re-assembled the building using the same pegs. Two Bailey separators with six belts and a crew of six women and three men are used in the packing house in season.

Labor is a big problem with cranberry growers—and becoming a bigger one all the time—one good reason why Mr. Garside is so much in favor of mechanization and chemical weed control.

Done Much of Own Recent Work

For many years he has employed two or three men year round, six steadily during the growing season, but in the more recent unfavorable years he has done all the work, even to sanding, using one and occasionally two assistants. Duxbury being a Summer resort, labor is particularly scarce and wage rates are usually higher than in Carver or Wareham. This year he employed three of the Puerto Rican laborers and found them "excellent", the only superiors being possibly the German POW's used during the last war.

Honest Difference of Opinion

Returning to the matter of concentrating upon processed cranberries, instead of fresh fruit by the industry, Mr. Garside believes that the unhappy differences between the two major cranberry cooperatives a few years ago arose primarily because of sincere differences of opinion concerning the trend of demand for cranberries and cranberry products. That was his own position. He follows the NCA belief that the future of the industry lies primarily in processing and in cooperation. "It has been said," he asserts, "that when processing takes up to 50 percent or more of a crop, that that particular industry is in danger. I do not feel that this is true as long as the growers control the marketing of their product through their own processing cooperative. There must always be strong cooperatives within the cranberry industry." He added that he did not believe that NCA was right in every decision but strongly feels that the processing cooperative is the salvation of the cranberry growers.

While he may differ with M. L. Urann now and then, Mr. Garside is emphatic in the statement that "I think that Mr. Urann has done more for me and for every cranberry grower than any other individual." He feels that Harold E. Bryant, general manager of ACE, is doing a good job in stabilizing the fresh fruit market and in keeping ACE directors informed of marketing conditions. He attested to the abilities of the late A. U. Chaney, and to Chester Chaney and Arthur D. Benson and the loyalty of many growers to them.

Thinks There Will Always be Independents

He does not believe that all will ever join in a single cooperative, human nature being what it is. Nor does he believe this would be desirable, even. He feels, as do others, that reliable independents are an asset to the extent that they provide stimulation, keep a cooperative on its feet and from becoming complacent.

As a former director of the New England Cranberry Sales Company

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CRANBERRY growers have pulled themselves out of the marketing mess they were in by their own "boot straps." Or so it appears. From all the areas we receive reports growers are feeling "rosy" with a successful year under their belts after the past lean ones.

This is fine. Self-confidence or, in this case, renewed self-confidence, is an asset in itself. Likely the industry was too defeated for its own good, and its discouragement spread to buyers of cranberries.

The industry won a battle last year, but it hasn't won the war yet. There are difficult years ahead. But the best part about this is that growers themselves apparently realize it. They are encouraged, but we do not see signs of foolish hilarity—not as yet.

Growers know that we are in a tight war-time economy, even though President Truman doesn't admit we are at war. They know that costs are expected to rise this year. Prices are bound to, if wages go up again. Labor will be scarcer and probably higher-priced. Cranberries may gross more, economists say, but costs of production will "up", too, so the industry does not expect a high net.

If the crop does turn out to be small, only average, which seems open to some question, the situation will obviously be even more tense, since a cranberry market demand, it is confidently believed, has been re-established. Here is where the growers will need to keep their heads.

It does look as if they intended to. As everybody knows, they are far more interested in marketing than they have been in years. In Massachusetts the Cranberry Growers' Mutual, which has grown in respect in this first year of its efforts, has been an unofficial watchdog over marketing agencies. It has no inherent power except its power to observe the marketing picture, as it progresses, and to make suggestions.

Markedly evident now, it seems to us, is an attitude by the growers, as individuals, to get along with the other fellow. They seek some sort of cooperation among themselves. There are bound to be conflicts. Such as the very important matter of crop allocation—not just between the two major co-ops, but an industry-wide allocation, so that the total crop of the country may be disposed of to the best

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C. D. HAMMOND, Jr.
Wisconsin Rapids, Wisconsin

Washington-Oregon

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Massachusetts

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Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,
New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

advantage.

There can be, and are, absolutely honest different evaluations of the situation. An article in this month's issue quotes the opinion of one prominent Massachusetts grower, and his belief as to the large extent processing will take over the crop will be disputed by many. There seems little doubt that the demand for prepared or semi-prepared foods is here to stay and will increase. On the other hand, the present improved marketing of fresh fruit in pound packages, attractive on display, should greatly help the fresh fruit demand.

This difference of opinion is healthy, as long as it is not conducted with bitterness and is accompanied, as seems apparent, by the sincere desire of all growers to work together, cooperative or independent.

Allocation of Crop Between Fresh and Processed Is Discussed

MR. GARSIDE

(Continued from Page 8)

and as a director of NCA, NCA representative on the ACE board of directors and current director, secretary-treasurer of Cranberry Credit Corporation he has seen much of the "inside" workings of the cooperative field. As a director and secretary-treasurer of the Council he is in an even better position to see all sides of the cranberry position. The other eleven members of the Council are:

Homer L. Gibbs, West Wareham, Mass.; John C. Makepeace, Wareham, Mass.; Daniel C. Rezin, Warrens, Wis.; Clarence A. Searles, Wisconsin Rapids, Wis.; Theodore H. Budd, Pemberton, New Jersey; J. Rogers Brick, Medford, New Jersey; Elthea E. Atwood, South Carver, Mass.; Marcus L. Urann, Hanson, Mass.; Fred L. Lange, Black River Falls, Wis.; Isaac Harrison, Crosswicks, New Jersey; J. Edwin Warness, Grayland, Washington.

Mr. Garside is a member of and the first secretary-treasurer of the South Shore Cranberry Club. He is a member of the Grange. In community affairs he maintains an active interest, being chairman of his local town planning board and having been a member of the school committee for six years, five years as chairman.

Mr. and Mrs. Garside live in their own home in Duxbury village with their youngest daughter, Caroline, aged twelve and a student in Duxbury Junior High School; Elizabeth, age seventeen, is a senior at the George School, a Friends' school near Philadelphia; Anne, age twenty, attended Antioch College, is now married and also a student at the University of Chicago.

For non-cranberry interests, Mr. Garside takes satisfaction in an interest in the affairs of his town. He has, also, he says, a "much neglected interest in music, chiefly orchestral and photography."

Singapore, in 1891 a swamp inhabited by a few Malay natives, now is a city of 1,000,000 people.

Plymouth County Growers Hear Prospects are Good for 1952, but Costs Will Rise and High Efficiency Will Be Necessary.

"Report of Marketing Conditions in '51 and Prospects for '52," was the title of panel discussions held at the first winter meetings of Plymouth County Cranberry clubs at Kingston Grange Hall, the evening of January 22 and at Rochester Grange Hall, January 23, an afternoon meeting. As reports of '51 and prospects for '52 were heard, growers obviously were far more cheerful than a year ago, before the successful marketing of the crop of last Fall.

The attendance also heard a report on "Business and Agricultural Outlook for 1952," prepared by George Westcott, Extension Economist, University of Massachusetts. The report pointed out that farmers (which would include cranberry growers) had held their own in the economy of the country in '51 and would hold their own in '52. However, it was stated the farmer must be even more efficient in use of his labor, his equipment and in marketing. A higher gross return may be expected but expenses will also be higher, so little increase in net is expected.

Economist Sees Favorable Outlook in '52

About 26 percent of family income rather consistently goes for food, "whether there is boom or depression." We are in a "wartime" economy now and prices always rise in times of war, but so do wages. Specifically as to the cranberry outlook, it was said, returns were higher last year than in several previous, and it was expected this favorable trend would continue in '52, especially so, if the short crop now anticipated by some does materialize. Professor Westcott gave this talk at Kingston. At Rochester it was repeated by Associate County Agent Dominic A. Marini. Mr. Marini replaces "Lew" Norwood who resigned last year and has been assigned by Director J. T. Brown of Plymouth County Extension Service to specialize in cranberries. It was his first appearance before growers of

the county.

President at Kingston was President L. F. Billings, with about 45 attending, the meeting being preceded by a supper. President Russell Makepeace was in the chair at Rochester with about 65 being present and this meeting was followed by a supper.

Panel Discussion Optimism

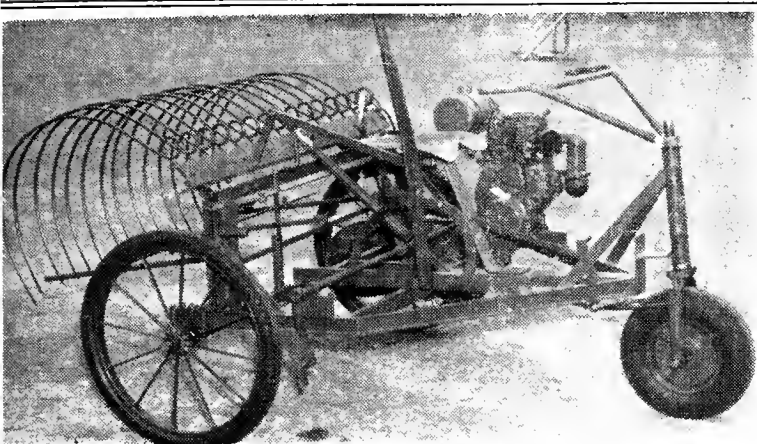
The panel consisted of Harold E. Bryant, general manager of ACE, Orrin G. Colley, manager, Cape Cod Cranberry Cooperative, Plymouth and Nahum Morse, president of Cranberry Growers' Mutual.

All expressed optimism, although with some remarks of caution. Chief interest as shown in the question and answer period was in future allocation and in trends in packaging, "cellophane bags, vs window boxes."

After discussing marketing of the '51 production and saying that thanks are due the growers for being willing to hold back fruit when requested, he said he thought the industry could look forward to a series of "good years." But, he said the proper balance between fresh and processed sales must be maintained and this can be a delicate matter. He felt it was about right last year and the industry should be thankful the processors were ready to take more than half the crop. He said thanks were due to all marketing agencies for their good conduct last year, he especially praised the Fresh Fruit Institute for its work and the Mutual in keeping "tabs" on the marketing situation.

Growers Must Have Confidence In Selves

He urged growers not to lose confidence in themselves—that this is quickly reflected in the market and that last year the market in October fully expected that cranberry prices would break, "but they didn't." He said he felt much of the past trouble had been internal within the industry, and that if everyone within it adopted ar-



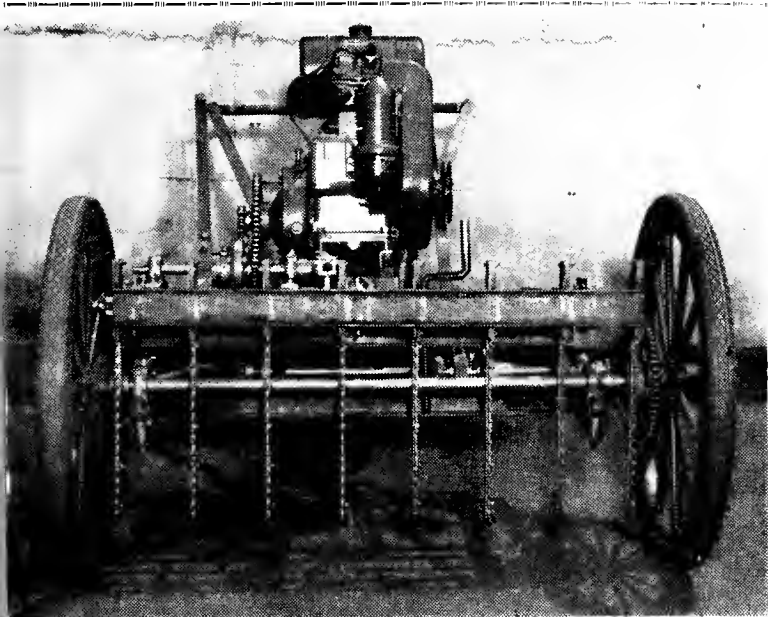
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attitude of "live and let live," and fresh fruit doesn't try to kill off processed and vice versa, we can go down the road ahead together with confidence."

Asked if he thought it advisable for the fresh crop to be disposed of before Thanksgiving, Mr. Bryant said that generally speaking he thought not. It would be better if berries were available through Christmas and until shortly after New Year. Later sales he thought not advisable, as there would be too much shrinkage.

Packaging

As concerns packaging he said ACE sold its crop 65 percent in cellophane bags, 20 percent window box and 5 in wood. The cost of the window boxes was estimated as 50 cents more a barrel, but he said some markets demanded their cranberries in the bags and some in the cartons, and ACE tried to meet whichever was desired.

"Spirit of Cooperation Very Marked"—Colley

In marketing last year's crop a spirit of cooperation within the industry was very marked, Mr. Colley said, and in this he felt the Mutual had played a tremendously important part, on a very small budget. Crop allocation is most important and it was first thought by the Council that the allocation of its members would be on a 50-50 basis, but it turned out more went to the processors.

"Good selling of the crop," he said, "mean, a good quality product, with a package which has eye appeal and therefore buy appeal." He said he expected production costs this year to be the highest ever, and that first a grower must think of achieving a satisfactory net for himself, and take all necessary steps to assure this. He told growers, however, not to expect "too much."

He strongly urged growers to choose their selling agent early and to stick with their choice. In the event of a short crop, there would be cash buyers come into the market and attempt to tempt growers with a few extra dollars a barrel, but that such buyers could, with only a small barrelage, disrupt markets which agencies within the

industry had built with care to have confidence in cranberries as a stable product.

In packaging he said the Cape Cod Co-op had sold about 80 percent in cellophane, 1½ percent in wooden boxes and the rest in window boxes. "We pushed cello because of its lower cost."

The matter of an advantage in window boxes in that these could be placed in freezers by the consumer and kept indefinitely was brought up, but it was also pointed out that cello bags have been used for this purpose with equal success.

As the Mutual had been praised by both speakers, Mr. Morse said he felt very "flattered." He told growers they should make up their minds as to allocation themselves, and that last year was the first time growers as a whole had taken such an intense interest in marketing, and this was as it should be, since the berries concerned were their own. He said growers should make up their minds early, also and be sure they were satisfied in their own minds.

Both Big Co-ops Should be Maintained

Prices were about right for market conditions last year, he said, and he would deplore a too high

opening price. The two present principal co-ops should be maintained at "all costs" as they were important in maintaining the balance between the two kinds of selling, fresh and processed. He praised the efforts of every shipper in Massachusetts to maintain good marketing conditions throughout the selling season. He said it took courage on the part of these agents to pull the industry out of the delicate situation it had been in.

Discussion

The panel discussion in a fast debate brought out a number of pertinent points. Much was said concerning allocation. G. T. Beaton of Beaton's Distributing Agency said he thought allocation should be on a 50-50 basis. Others argued for one more flexible. Mr. Colley said he understood NCA members were expected to net \$18 from the '51 crop, and to correspond the ACE price would have to have been \$24 or \$25 a barrel, which would have meant a retail price of 30 cents or more a pound. Mr. Bryant said he was not ready to concede processing could pay a higher price each year over a ten-year period. He said he was confident the industry can sell more

fresh fruit than it has.

What Body Can Allocate?

Talk was turned toward a suggestion that the Council might be extended to take in more members than the coops, but it was brought out it was probably illegal for the Council to take in any except co-ops. There was then the suggestion allocation might be done through the Mutual, as the Florida Citrus Mutual legally takes in all growers who wish to become members.

In his talk, Mr. Colley brought out the fact that Massachusetts berries of all varieties last Fall seemed not to have taken on color normally after picking. Dr. Franklin said this did seem true, and it might be because of the higher than normal temperatures of the Summer which continued late into the Fall. A certain amount of cold is necessary for color, he said.

There was continued interest in one over-all co-op.

A review of the report of the Cranberry Committee at the Outlook Conference at Amherst, was read by Philip Gibbs, who prepared it, at Kingston and at Rochester by Mr. Marini, substituting for Mr. Gibbs.

President Makepeace announced the theme for the next two meet



The Panel—left to right: Nahum Morse, Harold E. Bryant, Orrin G. Colley

ings of each club is to be "How to Cut Production Costs." He also said he had just returned from a trip to Wisconsin and there the growers were all out and sure they would have a larger crop next year, at least 250,000 bbls.

New Plymouth County Agent Meets Growers

Newly assigned to cranberry work in Plymouth County, Massachusetts is Dominic A. Marini, recently named associate county agent, attached to Extension Service headquarters at Brockton. Mr. Marini succeeds "Lew" Norwood, who is now engaged in Extension Service marketing research.

Marini was born in Acton, Mass., October 5, 1925. He attended schools there, graduating from Acton High. He then served 18 months in the Navy as seaman during the last war stationed in the Atlantic area, making two trips to Europe.

He entered University of Massachusetts at Amherst, majoring in agriculture, which is study in market gardening. After graduation he was employed by the Atlantic Commission Company in New Jersey working out of Jersey City. He was engaged in pre-packaging among other duties.

August first of last year he was appointed to the Extension Service staff.

He lives with his wife at East Ridgewater. For hobbies, Mr. Marini is fond of classical music and is building up an album of shell records.

Fresh Cranberry Institute Adds Two Members

Two new companies are added to the membership of the Fresh Cranberry Institute as this non-profit, promotional organization entered its second season.

The addition of Habelman Brothers of Tunnel City, Wis., and the Cape Cod Cranberry Company of Plymouth, Mass., brought repre-



Dominic

A.

Marini

(Cranberries

Photo)

sentation in the Institute of sales agencies handling fresh cranberries nearly to 90 percent of the industry total.

Russell Makepeace of Wareham, Mass., president of the Institute, announced the acceptance of the new memberships at the organization's first annual meeting, which was held in the office of the A. D. Makepeace Company, Wareham.

Representatives of member agencies attending the meeting heard reports on last season's activities, and elected nine members to the Institute's board of directors for the 1952 season.

The new board includes Mr. Makepeace and Harold E. Bryant, representing the American Cranberry Exchange (New Bedford, Mass); M. C. Beaton of the Beaton Distributing Agency (Wareham); George Crowell of the Cape Cod Cranberry Company; Orrin G. Col-

ley of the Cape Cod Cranberry Cooperative (Plymouth, Mass.); William Decas of Decas Brothers (Wareham); Anthony DeMarco (Hammonton, N. J.); Kenneth Habelman of Habelman Brothers; and Howard Morse of Morse Brothers (Attleboro, Mass.).

Officers re-elected include Mr. Makepeace, president; Mr. Beaton, vice-president, and Theodore H. Budd of Pemberton, N. J., secretary-treasurer.

The new executive committee includes Messrs. Makepeace, Beaton, Colley and Habelman.

PERSONAL

Dr. Chester E. Cross of Massachusetts Cranberry Station attended the annual meeting of the Northeastern Weed Control Conference at the Hotel New Yorker, New York, January 2-4. This takes in an area from Michigan west to Virginia south. Dr. Cross read a paper on "Cranberry Weed Control."



Webb Arpin

(Cranberries Photo)

FORTY ACRES OF NEW PROPERTY IN NEW JERSEY TO BE PLANTED THIS SPRING

This Project, which Also Provides for Blueberry Growing Begun by Arpin, Calls for 80 Acres of Cranberries in All—Arpin Once Famous Name in Wisconsin Industry.

An important new development in the New Jersey industry is the formation of the Arpin Cranberry Company of Chatsworth, and the planting this Spring of 40 acres, with the expectation that 40 more are to be put in. There will also

be 30 acres of blueberries, 11 already having been completed.

The Arpin Cranberry Company was organized January 1, 1949 with four partners. The partners are Daniel J. Arpin of Chatsworth, his two sons, Webb L., also of Chats-

worth, and Laurence C. of Berkeley, California and Bruce Walkup of San Francisco.

The Arpins are originally of Wisconsin, where the father of Mr. Arpin senior, Edmund P. Arpin, was one of the pioneer cranberry growers of that state and president of Wisconsin Cranberry Sales Company for about 16 years.

The new development is at Shoal Branch, near the Haines cranberry properties. The site was selected by Mr. Arpin, senior, who is in the nursery and the pulpwood business. With some knowledge of cranberries, he visualized the site as perfect New Jersey cranberry land and after advise that it was, the company was organized.

The area was dammed and then flooded for two years, clearing, ditching and the installation of 11 flood gates and diversion of water into the project has been completed.

Set to Early Blacks

Last month Webb Arpin was in Massachusetts buying vines for the planting, the vines purchased being Early Blacks. This variety only will be utilized for the present, at least. The vines will be disc'd in.

The president of the company is the elder Mr. Arpin, while Webb is secretary, treasurer and general manager, being on the job to do the actual work. Both Webb and Laurence and their father and mother also were born in Wisconsin Rapids. Laurence now is engaged in the heavy construction business with a side line in cosmetics in California. Both boys attended the University of California, where Laurence majored in business administration, while Webb studied architecture for three years before serving in the Navy. After discharge he returned to the University of California, but later was urged to go to New Jersey by his father. Mr. Walkup is an attorney in San Francisco. Webb is married to the former Esther Bandlin of Wisconsin Rapids.

Before the partnership was formed the National Cranberry Association was requested to investigate the 150 acres of property involved and give an opinion of it's possibilities. A committee of three,

Isaac Harrison, Joseph Darlington and Edward Lipman investigated thoroughly and pronounced it excellent for raising cranberries and estimated the water supply as sufficient for flooding purposes. The bottom is part savannah and part peat. The company owns stock in NCA.

Charles A. Doehlert of the Jersey cranberry laboratory has visited the property as have many others. For much practical advise and help Webb feels grateful, he says to "Bill" Haines of the Haines cranberry properties.

It will be Webb who will be the management, and he says, "I started out to be an architect, but I find myself a cranberry grower. However, I guess it is alright."

Jersey Meeting

(Continued from Page 5)

the DDT plots, as 40 percent of scales in adjacent plots were found to be parasitized. At the end of the season large number of scales in the DDT plots were also found to be parasitized, but the parasites were at a younger stage there, indicating that the parasites had only recently become active. Since the last DDT spray was applied (Aug. 1) it had enough time to weather off and be ineffective in killing the adult parasites.

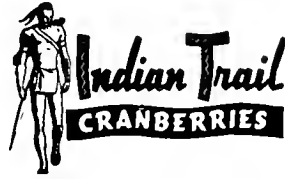
"The apparent increase of scale in the Fermate plots, as reported to you in August, did not continue through October, so that it is doubtful if Fermate has a real effect upon the scale population.

"We have increasing evidence that dry lime sulfur will not control cranberry scale in New Jersey, whether it is grower applied or experimentally applied.

"To summarize our attempts at chemical control: no sprays have so far controlled adult scales; however, the young crawlers have apparently been killed by 2 sprays of either matacide or parathion applied at the beginning of July and the beginning of August.

"Pending further experiments, control of scale by late holding is being recommended for 1952. So far we have observed control by this method on only 1 bog.

Dr. F. B. Chandler of the Massachusetts Experiment Station



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WISCONSIN

staff was at the meeting and added to the discussion about the cranberry scale problem.

The meeting was concluded with a lively panel discussion on the subject: "Will we be able to save our water supply?" The moderator of the panel was John E. Cutts of Vincetown. Other members were Joseph H. Palmer, Isaiah Haines, Murray F. Buell (Rutgers University), Henry C. Barksdale (U. S. Geological Survey), O. W. Hartwell (U. S. Geol. Survey), and George R. Moorhead (N. J. Dept. of Conservation and Economic Development). Many basic facts concerning the hazards and threats to the South Jersey water supply were brought to light.

Mr. Barksdale was asked to describe the plan submitted by Joseph H. Palmer, member of the State Board of Water Policy and Supply, which provides for the preservation of the N. J. Pine Area as a future source of pure water safe from contamination. "The basic features," Mr. Barksdale said, "are (1) to use the huge underground reservoir by means of planned spacing of wells, (2) control to prevent destructive drilling and pumping, (3) restriction of encroachment by industry with its

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resulting contamination of water resources, (4) piping the water out of the area to the points of usage, and (5) royalties for the use of ground water drawn from private lands based on water used and suitable land-use practices. This plan provides for a method of control which would preserve our last large water supply safe from contamination and at the same time preserve the land for its best uses, forest, farm, and recreation."

**CRANBERRY QUEEN
APPEARS OFFICIALLY
AT CHARITY BOUTS**

Miss Barbara Louise Patterson, of Wareham and Boston, National Cranberry Queen made an official appearance at New Bedford, Massachusetts, January 25, where she was introduced at a "Golden Gloves" championship contest. The bouts were for charity.

Miss Patterson was introduced by Lloyd Williams, merchandising manager and editor of "Cranberry World," American Cranberry Exchange.

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MAN'S FIGHT ON INSECTS

The endless war between man and insects has been dramatized by many writers, and some have gone so far as to predict that insects will be here a long time after man is gone.

Insects have the advantage of numbers, Entomologists estimate that there are more than a million different kinds of insects on the earth, and that the total number would be a figure so large that it wouldn't have any meaning.

Insects multiply with incredible speed, and they have the further advantage of being able to adapt themselves to almost any condition. This accounts for the fact that insects have been present on this planet much longer than man and have seen many forms of life appear and disappear.

(USDA Report)

Without the use of insecticides many products now enjoyed by the American public would no longer be found in our markets. The fruits and vegetables of high quality now reaching the consumer are not accidental. They are available by virtue of carefully planned and

executed control of insect pests and plant disease through the insecticides and fungicides. (Excerpts from National Agricultural Chemicals Association News.)

NEW JERSEY REPORT

For the fourth straight month rainfall was above normal in January with 5.16 inches, and temperature was 3.5 degrees above normal.



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Cranberry Growers Council, Inc. Welcomes Members Through Its Local Units.

A membership in the New England Cranberry Sales Company entitles a grower to membership in the council, the organization that each year allocates the total crops of its members between the American Cranberry Exchange and the National Cranberry Association.

An additional membership in the cooperatives means more stability to the cranberry market.

THE NEW ENGLAND CRANBERRY SALES COMPANY

THE CRANBERRY COOPERATIVE

9 Station Street

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Middleboro, Mass.

TIME FOR DECISION

For the past two years we have been unable to obtain a final decision on the status of the Cranberry Growers' Council and relationship between the Exchange and National until late summer or early fall, just prior to harvesting. This places an impossible operating condition on both cooperatives. With the crop now marketed and conditions favorable for next season, there is every reason for an early decision on the relationship of the two organizations. The Council contract automatically expires March 1st. We have the time, and we hope the ability, to arrive at the necessary decisions prior to that expiration.

Harold E. Bryant

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Frost-warning applications have been mailed out to the growers who have used the telephone system the last few years. If a grower has not received an application, but is interested in this service, please notify Mrs. Ruth Beaton, Treasurer of the Cape Cod Cranberry Growers' Association, Wareham or the writer. There is considerable detail involved in arranging the telephone frost-warning service. In order to insure prompt and efficient service, the applications must be returned immediately.

Control Charts

The 1952 Insect, Disease and Weed Control Charts have been printed, and growers should receive their copies from the County Agents' offices by the middle of March. Extra copies are available at the County Extension Offices or here at the Cranberry Experiment Station.

We suggest that growers review the important Summary of Pest Control Recommendations listed at the top of the chart. Blanket control measures and flooding treatments are summarized in this section. Be sure to review the final paragraph of this summary which explains the use of the insect net. When two or more treatments are listed, they are arranged in order of preference. Timeliness and thoroughness of the application, plus a knowledge of the insects, diseases, or weeds, to be controlled, are the keys to the success of these charts.

The major revisions made in the Insect and Disease Control Chart are outlined as follows:

The first revision in the body of the chart was made under the heading Weevil. A 10 percent DDT DUST applied at the rate of 50

lbs. per acre was added under late-spring treatments. The new chart states that insecticidal treatments for Weevil are more effective when made during the heat of the day.

The next change was made under the section on Fruit Rots. Instead of the trade-name Fermate, which has appeared on the charts for several years, the material will now be referred to under its chemical name Ferbam.

The section on the Blunt-nosed Leafhoppers was revised slightly. Because of a minor printing error in last year's chart, the timing of insecticidal treatments may have been misleading. The new charts point out that insecticidal treatments should be made the "last week in June on bogs drained of the winter water early in April." If the 24-hour flooding treatment is used, flooding should take place "as soon as the first few blossoms open".

Major Revision

The major revision was made under the Fruit Worm section. The new insecticide Ryania was removed from the charts because of unsatisfactory results last year. However, experiments with this material will be continued but stronger concentrations will be used. Rotenone applied as a spray was given first preference in the new chart, followed by Rotenone Dust, Cryolite Dust, and Cryolite Spray. If Cryolite is to be used as a spray for the first treatment, the amount should be limited to 6 lbs. in 100 gals. of water, applied at the rate of 400 gals. per acre. Some "blasting" of the blossoms may occur if a stronger concentration is used in the first application. For the second treatment, the amount

of Cryolite may be increased to 7 lbs. in 100 gals. of water, applied at the rate of 500 gals. per acre.

The final revision of the Insect and Disease Control Chart dealt with the Cranberry Scale. The Dry Lime Sulphur treatment was removed from the chart because it seemed to be unreliable. The only treatment which has proved effective is that of holding the winter flood until the middle of July. This treatment is similar to the flooding treatments recommended for the control of Root Grub. However, in the case of the Cranberry Scale, the winter flood is not removed in early spring but is held through until the middle of July.

Weed Control

The Cranberry Weed Control Chart received its share of attention at the revision meeting. Growers are urged to study the General Notes on Weed Control at the top of the chart. Note No. 6, Spray pressure was added to the chart. It states that "if the nozzle pressure exceeds 100 lbs., the nozzle should be held high enough to avoid driving the spray into the vines".

The Weed Index should simplify the problem of locating individual weeds on the chart. Treatments are listed in order of preference. The major revisions are as follows:

The Caution mentioned under the section on Iron Sulfate was revised to read: "The addition of salt makes iron sulfate more toxic, and about one-half as much of the mixture is needed". The new chart states that Pitchforks can be treated effectively up to June 10. The final sentence outlining the control of Green Scum was revised and now reads: "Complete drainage

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

of the bog and ditches in early spring, exposing bog to air for one week, helps to control this trouble."

A new grass was added to the list of weeds controlled by kerosene. It is known as **Poverty Grass**. Dr. Chester Cross tells us that it is a clump-former bronze in color, and is found especially on the high or hard-bottom areas of bogs, late in the Summer or early Fall. The kerosene application was increased for controlling **Coarse Bramble**, **Carex Species** and related sedges. The new charts suggest an application of 600-800 gals. per acre for these particular weeds. When treating **Cut**, **Manna**, and **Cotton Grass** with kerosene following a late-holding of the winter flood, it is suggested that there is less damage to the new growth if applications are made when temperatures are below 65 degrees.

The major change in the **Weed Control Chart** was made under the section on **2, 4-D**. Only one type of **2, 4-D** is recommended for controlling **Three Square Grass** according to Dr. Cross. His experiments with the different formulations have shown that the **Triethanolamine salt**, 4 lbs. acid per gal. is the safest form to use on bogs. He recommends a dilution of one part **2, 4-D** to two parts of water when treating **Three Square Grass**. Rubber gloves are suggested for those handling this material.

Finally, when treating **Ditch Weeds** with **Ammate**, it is suggested that ditches be drained, and the weeds sprayed or sprinkled until liquid runs off.

If the Experiment Station Staff can assist growers with their insect, disease, and weed control problems, let us know.

Ellen Stillman Appointed NCA Vice President

Miss Ellen Stillman has been appointed Vice President of National Cranberry Association at a meeting of the cooperative's Executive Committee. Previously Director of Advertising, Miss Stillman will

continue to direct the company's national advertising and publicity programs.

The young executive first became associated with the company while still attending high school and she continued her work there while studying advertising and publicity at Boston University. Her duties have covered all phases of the department which she now heads, working in close correlation with sales and promotion.

She is a cranberry grower herself, with bogs in Hanson and Scituate. During recent years when the series of bumper crops produced a surplus of berries, she originated the "Chicken and Cranberry Campaign" to increase year round sales of Ocean Spray products. Now in its fifth year, the campaign has already boosted sales over 83% during the spring and summer months, once considered off season for cranberries, and chicken and cranberry sauce are now served together as naturally as the traditional turkey and cranberry sauce.

OFFICIALS OF ACE, NCA VISIT WEST COAST

Guests at the Long Beach Peninsula Cranberry Club (Washington) regular meeting last month were Harold E. Bryant, Gen. Mgr. ACE, and Lester Haines of the ACE Chicago office. Both gave instructive talks on cranberry marketing.

On February 13, M. L. Urann, president of NCA, Miss Ellen Stillman, new vice president, and J. E. Glover of the sales staff met with Washington growers at a smorgasbord lunch. Mr. Urann gave a very detailed account of the 1951 marketing operations, as well as speaking of the outlook for 1952. Miss Stillman explained the NCA advertising program and Mr. Glover spoke briefly.

The peanut is a member of the same plant family as the lovely sweet pea. However, the peanut bears its yellow flowers under the soil in order to ripen the seed. The peanut, therefore, is not a part of the plant's root system—it is simply a ripened seed.

Western Pickers

Incorporated

1172 Hemlock Avenue

Coos Bay, Oregon

Have you thought much about the service you get when you buy a Western Picker?

How about the first year when you don't know anything about your Picker? A call to Western Pickers, Inc., will bring an immediate answer to your question or a man will be out to your place in two hours.

How about your repairs and breakdowns? We replace all defective parts and make the changes ourselves without any cost whatsoever to you.

After the first year our shops and experience are available to you at a very reasonable price.

Have you ever thought what a financing load this puts on a young manufacturing company like Western Pickers?

To get experienced men we have to employ them for most of the year at higher than common wages. We must do this in several parts of the United States. If we produced a lot of pickers every year this would not be outstanding, but in a small industry like Cranberries it is remarkable. What do you imagine this single item of wages to specialty men amount to in a years time?

Sometimes when you haven't much to do, sit down and try to figure out what you would do if you were in a business like the Western Pickers is. After you had thought about the research costs, commission costs, instruction costs, repair costs, labor costs, outmoded parts costs, and costs of getting vital materials in these perilous times, would you think that you would do better or worse than Western Pickers has, in trying to fill a niche in the Cranberry Industry.

Needless to say, we are very curious about these matters.

(ADV.)

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Worst Blizzard in Generation

Cape Cod had its worst snow-storm in a generation on the night of February 27th and one of its snowiest months in February in many years. The blizzard of the 27th was the worst Dr. Franklin said he had seen in his 43 years at the Experiment Station.

Cape Cod proper was hit worse than other sections of New England, as it occasionally is, snow on the level being measured from 14 to 18 inches, and drifts were up to 15 feet, blocking highways and marooning hundreds. Cars were stalled everywhere. Snowfall in that storm was recorded as 11½ inches at the State Bog.

Total of snow for the month was 20¾ inches, this falling in a series of storms one after the other, 3½ on the 18th, 2 on the 19th, 3¾ on the 21st. There was only slight rainfall.

The month started off with the temperature 9 degrees above zero on the first and then the next ten days were abnormally warm, while the rest of the month was seasonable in temperature. The excess for the first ten days was more than 10 degrees a day as recorded at Boston. March opened with another brief but bitter storm which left three inches in a very short time.

Oxygen Deficiency

Such excessive snow (for the Cape) had two effects upon the bogs. It stopped any work which was in progress and in all probability caused an oxygen deficiency effect for the vines. Observations were being made to determine the extent. Damage had been feared to be building up in January be-

cause of the unusual warmth of the month and the winter as a whole.

Many Growers Pull Water

A number of growers, as the snow began to accumulate, pulled the water and let the ice drop, leaving the snow for protection, which was considered a wise move. So warm had been the winter, in fact, that some growers who could have flooded had not done so at all, although they had watched weather conditions closely. The result of this practice and the pulling of water because of the snow was that a good deal of acreage was drained of flood waters by March first.

WISCONSIN

Favorable Winter

Winter conditions for Wisconsin are considered as generally having been favorable. There should be little damage from oxygen deficiency, although there is still some worry about the amount of winter-kill damage that was experienced during the extremely cold spell in November.

Snow Stops Sanding

Some winter ice sanding was done this year but the program was stopped by a very heavy fall of snow toward the end of February. Following that, growers could do little except wait for the spring break-up.

NEW JERSEY

February Warmer

February weather at Pemberton was slightly warmer and considerably drier than normal. The average temperature was 35.9 degrees, or about 2.3 degrees higher than normal. Only 1.99 inches of rain-

fall occurred on three rainy days, which is .66 inches lower than normal.

February was one degree colder than January of this year. There were only four days in which the temperature did not go to freezing, or below, as compared to 10 such days in January. The highest temperature recorded was 55° on the 4th and the lowest was 16° on the 14th.

February was the first month in five months in which the rainfall did not exceed normal. It was the third consecutive month in which the temperature was above normal.

At Chatsworth the weather was very similar to that at Pemberton, the temperature averaging 36.9° and the rainfall totaling 1.83 inches.

Increase in Blueberry Scale

An increase of various kinds of scales on blueberries has been observed by many growers. The distribution of the insects in most fields is rather spotty. The Experiment Station is studying this problem. A spray of superior oil at the rate of 3 gallons per 100, using at least 400 gallons per acre, is recommended. Growers are advised to watch their bushes closely and to treat infested plants even if only a small percentage are affected. The spray should be applied any time after March 1, but before buds completely open.

Control Charts

Proofs have been received from the printer for the cranberry and blueberry pest control charts. It is hoped that the finished charts will be in the mail about March 15.

New Extension Program

Ernest Christ and Ordway Starnes, both of the Extension Service, have begun their cranberry

and blueberry program. Both men are joining Doehlert in his monthly visits to growers with the Agricultural Agents of Atlantic, Burlington and Ocean Counties. This will help Christ and Starnes in getting acquainted with the various properties. Growers who have problems which require personal visits should notify the Agricultural Agents or C. A. Doehlert.

Personal

The Pemberton Laboratory welcomed a visit from CRANBERRIES Editor and Mrs. Hall on their way back from Florida. The Halls also visited some cranberry growers while in the state.

WASHINGTON

Daffodils in Bloom

The winter has been generally mild, and with the beginning of February a few daffodils were starting to bloom.

Starting on bogs last month was quite wide-spread. Some of the older bogs in the Grayland district are being sanded. There is some reclamation and replanting in the Long Beach area. Carl Brateng has had a shovel working on his bog. The shovel also worked on the Wilson Blair property. McFarlins will be the variety replanted on both bogs.

Personals

Mr. and Mrs. Charles L. Lewis, Sr., and Mr. and Mrs. Charles Lewis, Jr., of Wisconsin were February visitors to the Long Beach cranberry area, where they have made many trips and have many friends.

Dr. J. Harold Clarke of Cran- guyma Farms has been visiting on the East Coast, planning to visit Washington, New Jersey and New York.

COINCIDENCE

On a postcard from St. Petersburg, Florida, Herman G. Gebhardt, well-known cranberry grower of Black River Falls, Wisconsin, writes after reading the R. C. Everson article in a recent issue that he "was born the same day, some month and same year as Everson. I have picked cranberries each year since 10 years of age (as had Everson) and my winters in the South are 23, much the same as Everson."

Cranberry Industry Is Booming As War of the Rebellion Rolls Up

Wareham Comes into the Cranberry Orbit with First Assessed Bog—1860 Saw Cape's Greatest Population and Beginning of End of Its Maritime Interests

(This is the 14th installment of the History of the Cranberry Industry.)

By

CLARENCE J. HALL

As the dark clouds of the Civil War were rolling inexorably over the horizon of the nation, the cranberry industry continued to progress.

Most steadily on the Cape, in Massachusetts, but in a few other areas the upswing went on. "It was not until near the year 1860 that the cranberry industry was commenced in earnest in New Jersey", wrote J. J. White in his book. Out in Wisconsin there was a hint of what was to come in that state. A Mr. Peffer is credited with beginning cultivation in 1853. He found the vines grew readily from cuttings, "even in clay soil," but he found difficulty with frost heaving the ground and covering the vines with muck where he had scalped the marshes. He seemed to have continued, however, until at least 1870. One E. N. Daniels bought land for cranberry purposes from the Carey Brothers, who a few years later were to harvest their fabulous crops of wild fruit which started the industry in the Badger State.

Everywhere in the cranberry regions recruits were falling into the ranks of the industry, increasing acreage. New communities were swelling the resources of the cranberry army. The War of the Rebellion was not to dampen cranberry enthusiasm, but to continue the boom, with high prices for cranberry land and crops, as did World War II.

"Lands (on Cape Cod) that had been considered worthless and not worth taxing rose rapidly in value and 'bog holes' that could not have been given away before, brought \$50 to \$100 an acre," wrote O. N. Holmes of about this period.

Prices Up

It was true, as he continued, quite a number engaged in the business at once, but many of them ran wild, and without any knowledge of the business had their lands poorly prepared and finally made a failure in their attempts. But, he concluded, "many continued and had their lands re-prepared."

That year of 1860 cranberries were scarce, and on November 13, the BARNSTABLE PATRIOT said "nice" cranberries were commanding a price of \$15.00 a barrel: "any person who owns a hundred barrels can exchange them for a good farm."

The fruit retailed at Boston from 12 to 17 cents a quart, being bought from producers at \$4.00 a bushel. The BOSTON COURIER observed this was too costly and that not one family in a hundred would buy cranberries at that

price, "whereas, if the price was the former one of \$1.50 a bushel, or the six cents a quart, what they are worth, the story would be a different one."

The COURIER also reported that a Mr. Allen in Burlington County, New Jersey, who had a ten-acre bog had sold his crop for \$4.00 a bushel. The acreage of that county, showing how Jersey was picking up against the Cape in cranberry production was given as 150, "and which, at that price, has sold a crop for \$90,000, ten times what the land is worth!"

Maine Cultivation Prior to War

THE NEW ENGLAND FARMER in March of 1860 brings in attempts at cranberry culture in Maine, quoting the Maine State Board of Agriculture as referring to a Mr. Dill "who has a small bog in which there is warfare between a specie of laurel and the cranberry." The Board states he had plants from wild Maine meadows and from West Bridgewater, Massachusetts, the "Bell," the "Cherry", also "Bugles" from Minnesota.

(Continued on Page 18)

WINTER SWEET CORN IN FLORIDA IS VENTURE OF MASS. CRANBERRY MAN

By CLARENCE J. HALL

A Massachusetts cranberry grower of considerable prominence and a leader in Plymouth County agricultural affairs—and his wife—at this writing are literally up to their ears in Florida sweet corn. The couple is Mr. and Mrs. Howard B. Hiller of East-Over Farms Rochester.

"Hub" Hiller is senior supervisor of approximately 150 acres of Hiller bogs, owned by the Hiller family along the Sippican river, these quite consistently producing about 6,000 barrels of berries a year. Co-operating with him in the management is his younger cousin, Lewis Hiller. Besides the bogs Hiller operates a dairy farm and ice business.

East-Over Farms where he lives in one of the dwellings, is practically a community in itself, with an interesting historical background which will be considered later.

Florida Sweet Corn

But, for the moment to get back to his venture in Florida corn growing. And this is strictly a venture, Hiller admits. Even considerable of a gamble for possibly high stakes. Sweet corn growing on a commercial scale is something new for Florida, and Hiller is among the earlier ones engaged in this field "in on the ground floor." He didn't start until last year. He wasn't making any money in cranberries, (in the cranberry depression) so he hopped to Florida for three months in the winter.

He had been to Florida a number of times in years past and he had talked with agriculturalists and others there. He heard of the sudden "sweet corn culture." Ten years ago sweet corn was a rarity in that "State of the Sun." The last two seasons Florida has more than 28,000 acres in corn and has shipped about 200 million ears each season. The vegetable industry in Florida is a \$150,000,000 a year business with more than 350,000 acres devoted to the raising of vegetable crops. So the corn business is, as yet, relatively minor.

The new corn industry was built on a three-point program: hybrid corn, worm control with DDT, and pre-cooling of the corn before being shipped out of state.

It was the introduction of the hybrids into Florida that really started the trick. A hybrid known as Golden Cross Bantam was said to have been the first and others followed, such as Golden Security which is the kind Hiller is growing.

Operates at Homestead

He operates at Homestead, in Dade County, below Miami and just at the entrance to the Florida Keys. Homestead is having a boom in farming and in vacationists and has changed greatly in the past several years.

The land used for corn and other vegetables is mostly reclaimed—from the Everglades. Some of it is below water part of the year. Soil he describes as a marle. "It doesn't require any lime, but it needs about everything else."

The Hillers lease the land they operate. Last season Mr. Hiller was in with Herbert Holmes of West Bridgewater, Mass., and Bronson Tucker of Marion. They worked 150 acres. They didn't make any money but they didn't lose too much either, he says. He is charging this loss up to experience, as he thinks he learned quite a lot. With Tucker and London, a tomato grower from Pennsylvania, Hiller has had planted 80 acres to corn and 30 to tomatoes. The venture is something of an investment. Land at Homestead can be bought, but the price is \$650 an acre, and Hiller is fundamentally a cranberry grower.

Growing corn in Florida wasn't found to be any easier than growing cranberries, or operating a dairy farm in Massachusetts. Weeds were tough with lush growth and refused to be turned under, even when heavy plows, powered by caterpillars were used. He is now using a selective weed killer, a pre-emergent spray which

contains 2-4d. There is also a post emergent weed killer.

Corn Has Many Enemies

There are birds, mice, rats and rabbits as soon as the corn is up. Then there is the wireworm. The wireworm is followed by web worms, stalk-borers, fall army-worms, corn-silk flies and ear-worms—all enjoying sweet corn, even as you and I. DDT was relatively effective when properly applied as a spray or dust. This is required on a 72-hour schedule from the time silks emerge until the crop is harvested. Earworm is the most difficult to control and the problem is not lessened by the fact that in Florida there are as many as 7 broods a year as compared to only two or three in Massachusetts.

Uses Duster Designed by St. Jacques

Last year Hiller and his partners battled the insect enemies with a high-clearance duster designed and developed by Emil C. St. Jacques, who is well-known in the cranberry industry as the proprietor of Hayden Separator Company of Wareham. Lights were installed and dusting done at night when the air was quiet and heavy Florida dew made a good stieker. To add to the troubles of Florida corn growing there is a leaf disease called Heliothosporium turcicum, or, as some growers are said to call it "Helluva-mess-of-Sporum." This Fungus can wipe out entire fields.

"You can see, my wife and I are not going to Florida for a vacation, as so many do. We're going from one job to another." And they do work, both having become expert corn "packers."

Labor is plentiful in that remote section of Florida, but costly, and in an effort to lesson the expense, St. Jacques was again called upon to design and construct a corn picker and packer. This machine will travel through the fields at a speed of one-eighth of a mile an hour. The corn moves from field to packers on conveyor belts, where it is graded and packed in crates. Filled, the crates are trucked to a pre-cooling house, where they are U. S. government inspected, and passed



The East-Over Farms Home of Mr. and Mrs. Hiller

(CRANBERRIES Photo)

through a cold water bath of 40 degrees or less. For shipment the corn goes in cars or trucks with the load top-iced, in addition to the cooling by usual bunker ice. Corn should be all harvested by March. Last year the season was greatly retarded, which was one reason why the crop wasn't profitable.

According to Mr. Hiller, apparently, one of the greatest assets of this new business is to ship out early, before corn from other parts of the country is in the market. Of course, say, if there is a heavy frost in Texas, this damage to the Texas corn would make the Florida men sorry, but it wouldn't hurt the Florida corn market any.

Florida Frost Night

One of the reasons for the selection of Homestead by Mr. Hiller is that this very southern town is about as frost-proof as any place in the U. S. However, there are frosts there once in a while. As a cranberry grower, fighting a frost is nothing new to Hiller.

For years he has taken personal charge of flowing the Hiller bogs.

He experienced a Florida frost scare on the evening of February 4th last year. This experience was interestingly described in an article about the Hiller corn growing by Lew Norwood, former Plymouth County Agent, writing in an issue of the Farm Bureau publication. He wrote that the day started off with radio and newspaper warnings of possible frost. During the day conditions continued to be just right for trouble. Preparations at Homestead were made all day long. Old tires were placed around vegetable fields to give a blanket of smoke when lighted, this to give a few extra degrees of heat. Some growers had pails and buckets of sawdust soaked with oil. Some had army-surplus fog machines and orchard heaters. At 11 p. m., the forecast for Homestead was for 27-34 degrees with frost.

It was a long night at Homestead, just as such nights are endless on a cranberry bog. But at

5 a. m., the next morning there was a rustling of palms in a breeze, the sky was overcast. The temperatures was up to 40. There had been a day and night of anxiety, but no frost. Does this remind you of many a cranberry frost night?

Mr. Hiller is a member of American Fruit Growers' Inc., selling his own corn under the "Blue Goose" label. His tomatoes he sells at auction, after they have been graded and passed by State and Federal inspection.

Hiller Independent Cranberry Grower

As concerns his cranberry marketing affiliations he is an independent. For many years his crops have been handled by the Beaton Distributing Agency, Wareham, as were Hiller Brothers crops before he took over. He is a second generation cranberry man. The bogs were started in about 1910 by his father, Robert B. Hiller and his uncle, Isaac, both of Marion. They operated as Hiller Brothers. They, too, were in the livery sta-

ble business, Marion village, (which was originally a part of ancient Rochester.) "Hub's" father also bought horses, making long trips to the West, as far as St. Louis. There he bought, sometimes in carload lots and then the animals were sold from the livery stable at Marion and sales stable at Fairhaven. The brothers also were in the coal and lumber business.

The Hiller Brothers became interested in the cranberry idea as well. The idea came about chiefly through the late "Lec" Handy, prominent Wareham grower, who was always talking up the cranberry business to anyone who would listen. The brothers bought East-Over Farms to control Leonard's pond as a water supply for the bogs they intended to build. In buying this farm they acquired an extremely interesting and historical location. The farm itself consists of about 150 acres (with the entire Hiller lands several hundred more) lying along and adjacent to Mary's Pond road. This road—first an Indian trail, then a bridal path and later wagon and stage coach highway, was a principal way from Plymouth to New Bedford.

Historic East-Over

Incorporation of Rochester dates from 1679. Early references are found to a mill in the town as early as 1683. This is presumed to have been at the present Hiller property. But it is certain there was one there, a few years later, and this was known as "Sippican Mills."

There was first a grist mill and from the same Sippican stream which turned its wheels, Mrs. Hiller obtained electricity by means of a modern water wheel generator and storage batteries. Actually he still does obtain electricity from this same water "race way," but now it is more of an auxiliary to power from a utility company.

The Sippican Mills site was later obtained by a Charles H. Leonard, who was a whale oil merchant of New Bedford. It was he who built a great country estate there, and probably gave the area its name of "East-Over," since it is east of New Bedford.

Some of the earliest houses of Rochester were established in this vicinity, "something of a village being formed," history says around these Sippican Mills. There was apparently an iron foundry and a grist mill as well as an early flour mill. By 1821 there was said to have been a forge, a drop hammer shop and a foundry to fashion by trip hammer from native iron ore what were known as "blooms," or masses of iron in oblong shape which later became nails in Wareham.

Mr. Leonard built an elaborate mansion there supposedly from, or replacing one built as early as 1756. His date of remodelling is given in a drawing as 1850. There were greenhouses in which tropical plants were grown, hot-house grapes, curving driveways, the whole being classically landscaped.

\$66,000 in Stone Walls

In this area of Leonard's pond there was (and still is) an ancient tavern. There was a schoolhouse, a blacksmith's shop, a store. All the driveways are, bordered by cut stone fences. These stone walls were said to have cost \$60,000 dollars and that with labor at \$1.00 per day. The stone was cut on the place.

Before the Hiller Brothers took over, after Mr. Leonard, the property was owned by John J. Rhodes of New Bedford, another wealthy man as had been Mr. Leonard. This Mr. Rhodes, was a horse enthusiast. He built a half-mile race track on the property.

The Hiller Brothers when they acquired this property built a 15 acre bog. This is still the largest piece. There are now about 12 in all. The smallest an acre.

The vines, the Hillers have set out are about 45 percent Howes, 50 of Early Blacks and the other five made up of Voses' Pride, a fruit little planted but formerly well thought of. A few "Perry Reds," something resembling an Early Black and probably a local natural berry and a few "Hall Berries." The "Perry Reds," Mr. Hiller says at times are beautiful fruit and at other times do not keep very well.

Hiller's father purchased his

brothers share of East-Over Farms proper and went into the dairy business.

Howard B. Hiller, born in Marion, June 13, 1893, went to Tabor Academy, a private prep school there and then to the University of Maine to major in agriculture with a special training in dairying. He had worked at the farm and decided he wanted to dairy and grow cranberries. When he was graduated from Maine in 1917 he began to work for his father and uncle. When they passed away he took care of the Hiller interests, farming and cranberries, for both sides of the Hiller family.

The bogs are built in a series, or a chain. But they have some differences and advantages over many a chain of bogs. One is that they are all relatively small. There is a most unusual flooding arrangement, or at least, it is not common in Massachusetts. Water pours down a stone-lined raceway from the mill pond, and from there, a canal takes it around the edges of the various pieces. There is also another canal or ditch from the pond which takes it around the bogs into a swamp used as a reservoir, and still another, from a little pond called "Humphrey's Mill Pond, where are the stumbled ruins of another mill. There is one gas pump for use when water is abnormally low for flooding. Another, so that water may be pumped back into the swamp reservoir.

Beautiful Water System

With the brook, canal and raceway, all bogs can be flooded, or the water released individually without going through any other. There is an 8-foot drop from Leonard's Pond to the lowest end of the bogs. The Hillers have a lease to take water from Humphrey's, since it is too small to be a state-owned body of water; while there exists the same privilege for the much-larger Leonard's, because that is a body of water artificially created. With bogs so small, much acreage can be sanded directly by a bog railroad along the shore.

Approximately 100 more acres of bog may be put in, and, in fact,

(Continued on Page 20)



Beautiful, placid Leonard's Pond, under a skimming of ice. (CRANBERRIES Photo)



The stone-walled Race Way from Leonard's Pond, warehouse showing in background. (CRANBERRIES Photo)

EARNED

ALLOCATIONS

By Russell A. Trufant

The writer is deeply disturbed by the growing smugness and complacency appearing among the cranberry growers. True, we have many reasons for satisfaction with the present status of the industry. We are assured that the carry over is likely to become a shortage; that the Fresh Cranberry Institute is working wonders; that the new Mutual (Massachusetts) can be an influence for orderly marketing; that the strong solidarity among the shippers will continue to stabilize the market as it did this season.

Does all this justify our sitting back now and letting George do it? Remember that the canners have at times shown a tendency to, shall we say, hoard cranberries? And that they are still under effective one-man control; and an individual is more likely to pull a boner than a group, just as he is more likely to make a lucky stab. Less stability than a group. And that the Institute has but one season to which it can point with pride. Our Mutual was intended to follow the pattern of the Florida Mutual; their returns on oranges have dropped from around \$3.75 to nearer fifty cents a box despite the Mutual. The Florida Exchange had to drop a \$33 million deal with Snow Crop. The account reaching me sounds like the usual member disloyalty. And our vaunted 1951 market could have been broken badly by the ill-advised shipment of but a car or two.

"Eternal Vigilance"

No, the price of Freedom and well-being in every way, is eternal vigilance. Vigilance that no situation be allowed to develop which might disrupt our present happy relations and set the industry off on another dog-eat-dog debauch. Let us then look to the foundations of our present harmony, and consider how they might be safeguarded and improved. The cornerstone of our harmony would seem to be the orderly allocation

between the fresh and the processed markets. We have somehow muddled through this matter in the Council, with arguments here and concessions there, to reach a tardy but liveable balance each year. This last season, especially, it seems that everyone got just what he wanted by the final allocation. There seem to have been just enough berries to go around, with no market starved or overloaded.

If our present harmony breaks out into war again, the cause is likely to be somewhere in the allocation system. The seeds of trouble are in there right now, and we should be getting rid of them. For example, in 1951 the National 100 percent members' crops went about 20 percent fresh to 80 percent processed, while other members of Council split about 50-50. The reason given, to avoid long shipment of berries for canning, is a bit of double-talk which would seem to mean that the small North Chicago plant cannot handle 60 percent of the Wisconsin berries, so to avoid shipping Wisconsin East for canning and back for sale, Massachusetts berries were canned instead and shipped to or beyond Chicago. That does not account for the seeming discrimination between 100 percent members of National and other Massachusetts members of Council. If there is any great disparity between National's returns and those of other Eastern growers, there is a beautiful seed for trouble.

If, as some growers claim there is still a marked difference between screening costs for fresh and canned berries, Wisconsin has been deprived of some cheap screening, as well as all Eastern Council members except National, which has been unduly favored. It would seem wise to try to avoid a recurrence of this situation.

We are now in the shadow of the possibility of a short crop. If we have one, both the fresh markets and the canners will howl that

their market is being starved for the benefit of the other side, if any arbitrary allocation is set solely on the basis of jawbone belligerence. Either or both sides would be likely to kick over the traces and wreck our appercart. We should now be taking steps to establish an orderly, rational and perhaps permanent method of setting the annual allocation.

Flat Statements

We are frequently met by flat statements that there is more money for the grower in canning, or in fresh fruit, according to who is doing the talking. These statements are meaningless unless they specify the allocation conditions they are talking about. Suppose, in 1952, that (if you can imagine it) the allocation was set 90 percent canned and 10 percent fresh. To move that volume, the price in cans would have to go back to \$1.50 or so, with returns to growers somewhat similar to the \$2.08 of the 1949 canning pool. On the other hand, the scarcity of berries in the fresh market would boost them up to a fantastic price as a luxury or prestige item. There would be more money in fresh for the grower.

Reverse this, and imagine an allocation of 10 percent canned and 90 percent fresh. The shoe would be on the other foot, with fresh fruit being dumped and the scarce cans bringing the fantastic prices. So it all depends on the allocation. Let us hope we never try either of these extremes.

But perhaps they mean that the growers would be better off if all fruit was canned, or all went fresh. That is as unlikely as having every single grower in one single cooperative. There would be enough outsiders to prevent the occurrence of either.

Right here it might be well to comment that it is cheaper, easier and simpler to dump fresh fruit than to dump processed or processing fruit, if any needs to be dumped. We actually have dumped fresh fruit as recently as 1950. The nearest we have come to dumping canned stuff has been to donate it in a place where it may or may not have lost the sale of undonated

(Continued on Page 12)

WE START ONCE AGAIN

MARCH is the month when the winter wraps start coming off the bogs and marshes; growers start heading back north from Florida, Arizona and other warmer climates than the cranberry districts. The bogs have rested, so have the growers.

This is our real start of the new year—and we anticipate, as do many growers, that it is to be another generally satisfactory year, as was last season. Not another year in the red or on the borderline of paying operations.

There is some talk of over-confidence in the industry—that a single good year has so elated some growers they have forgotten the sorry lessons they learned the past three or four. We do not believe that. That isn't the way we hear it.

We see growers and hear from growers from all the areas, and we do not see the signs of bullishness. We really are surprised at the number of growers who volunteer the remark that if the crop is shorter this year, "I don't want to see prices go too high. We'll be in the same mess all over again if 'they' get them up too far."

The "they" can be pretty much the growers themselves, influencing their distributors that they are not demanding too much. And from what we can gather, growers have actually learned the lesson that bust so often follows boom. However, it is human nature that even lessons learned the hard way can be forgotten. "Stabilization" is perhaps an over-worked word, but that is what the growers we talk with seem to want. And to keep that point in mind all through this coming season is desirable.

MORE PRECISION

Most readers have probably observed the notice we have been printing in recent issues asking for "Ideas" to make this magazine more interesting and valuable. We have in enough responses now to get some definite thoughts upon what growers do want. Greatest request was along the line of more precision in operating cranberry bogs. A desire for technical advice and suggestions, from the experts. A desire to learn how to do things more efficiently than before, if possible.

CRANBERRIES, therefore, will attempt

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Wisconsin Rapids, Wisconsin

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BERTRAM TOMLINSON
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Barnstable, Mass.

New Jersey

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New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

to obtain more technical material in the future. This is where greatest interest seems to lie, and that is a good thing.

CONGRATULATIONS, MISS STILLMAN

IT is not too often that a woman comes to a position of leadership in an organization national in its operations. The cranberry industry has, and has had in the past, its share of capable workers of the often-called gentler sex.

We are referring, of course, to the appointment of Miss Ellen Stillman as vice-president of NCA. This would seem to be a definitely well-earned advancement for Miss Stillman, and we offer our congratulations both to her and to NCA and its members.

EARNED ALLOCATIONS

(Continued from Page 10)

berries. If you dump frozen berries you are dumping freezer costs along with them; if you dump processed berries you dump sugar and cooking costs, as well as the screening and packaging costs which may or may not be dumped with fresh fruit. In other words, once a berry starts through the freezing or processing plant, it is too late to dump it.

Danger in 50-50 Allocation

There is danger also in accepting the rigid 50-50 allocation which some growers favor. That makes no provision for following the whim of the housewife or any other changing marketing conditions. The returns from either fresh or canned berries might climb well above returns from the other side, and cause enough swing of independents to the high side, perhaps at the wrong time, to upset us again. Such a swing would inevitably extend to members of the low side co-op, and work irreparable damage by intensifying the hard feelings which would develop.

Need "Fool-Proof" Allocation

So we need a fool-proof method of allocation which would be good no matter how conditions might change. Such a system should be planned to work with nature and the supply-demand law as closely as possible. Just as the grower tries to work with nature by choosing a gravity-flow reservoir as better than a pumped supply, so we should let human nature help us rather than try to strait-jacket it. And our aim should be to insure approximate equality between returns from canning and returns from net to the grower. That way lies stability. Most of our jealousies cancel out if it makes no difference to the pocketbook.

In devising a way to balance these markets, it might be well to speculate on how one over-all cooperative would do it, if there was one. The writer is foolish enough to believe the officers would watch the returns from either side and gradually increase the allocation of the side showing the best returns. The increasing supply to

the high side would tend to diminish its rate of return, just as the decreased supply to the low side would increase its profits, tending to reach and maintain an equilibrium. Over-correction at any time would show up in the returns for that season, and dictate a change the other way the next year. Any trend in consumer preference would show up and be followed in the same way. It is conceivable that such a system might eventually result in choking one market off entirely; about as possible as a blizzard in July, due to the inevitable independents.

We could adopt just such a system of "earned allocations" in the Council right now. The prices obtained on both fresh and processed markets for the 1951 crop will be well established by allocation time in August 1952. The last crop went about 60-40. If one side paid the growers 10 percent more per barrel, chaff basis, that side should be rewarded by an increase in its allocation for '52 the increase being half of its 10 percent advantage on '51 returns. If canners were high payer, the '52 allocation would be 65-35; if fresh paid more, 55-45. For 1953 we would adjust the 1952 allocation the same way, and so on.

Float Situation Merits Attention

The adoption of such a system, while desirable, would not be a cure-all by means. Every other possible point of friction should be anticipated and oiled up in advance. The off-again, on-again float situation merits attention. The role of National's partial-contract members in the allocation system should be studied through. Perhaps their contracts could be drawn to follow the "earned allocation" system. In figuring National returns for allocation purposes, any carryover should be valued at a very low, perhaps zero, value per barrel. We should make every effort to take full advantage of the possibilities inherent in the Institute and the Mutual.

The adoption of such a system of "earned allocations" would not be without its problems. For example, how to figure on and compensate for the activities of the

non-members of the Council. Off-hand it would seem that as long as National continues to be the only significant canner, the entire crops of its partial-contract members should be figured just as if they were 100 percent members. This might be expressed as assuming that all non-Council growers were NCA growers. There would be other points in figuring returns to the grower on an equitable, comparable basis. That might involve storage costs, hauling costs, screening costs, packaging costs and shipping costs, as well as shrinkage. Furthermore, note that the NCA barrel of 100 pounds differs from the NECSCO volume barrel as well as from the ACE four-case barrel of 96 over-weight packages.

Hope for Stability

Our hope for continued stability rests in some allocation arrangement which will insure approximately equal returns from the growers' berries, however marketed. It does not lie in any system which would try to condemn any grower to market his crop in a less profitable manner than his neighbor. There seems to be two ways to do this. We either all belong to one cooperative, which is as possible as our all belonging to the same church, or we balance the marketing methods by some means such as this system of "earned allocations."

Quality an Ideal

Another ideal to work towards would be the balancing of quality between fresh and canned goods. Did you ever see an unsalable can of Ocean Spray on a retail counter? Think that one over. Is there any way we can assure the consumer of as uniform a quality of fresh berries? There is an objective for each and every one of us who puts a berry on the fresh market, or has anything to do with handling them on the way, or sells them.

The white of an egg will remove chewing gum from cloth, hair, or hands without ill effects. Just rub it on the gum and let stand for a few minutes. —University of Massachusetts.

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**BETTER THINGS FOR BETTER LIVING
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Final Winter Meetings Held by Cape Cod Clubs

New mechanical equipment was the main subject of the February Club meetings on the Cape. Professor Earl Cox of the Agricultural Engineering Department University of Massachusetts, explained the hydraulic sanding equipment with the aid of colored slides. Basically, this consists of a pump, plastic tubing, and an injector. The pumps used in the experiments have been O. C. D. pumps or equivalent, operated around 100 pounds pressure. Plastic tubing three inches in diameter is attached to the pump and the injector. At the injector, the cross-section diameter is reduced to 5/8 of an inch, and the water is forced in space for a distance of two to three inches where it enters another pipe with a bell flare 1-3/8 inches in diameter. If the space through which the water passes is kept filled with sand, water and

sand will flow from the injector. Three-inch plastic tubing from the injector carries the water and sand mixture onto the bog where it is spread by two operators from two-inch plastic tubing which is easily attached at 100-foot intervals.

Hydraulic Spreader Experimental

To date, the work with the hydraulic sander should be considered experimental; however, Mr. Cox said one O. C. D. pump and a crew of five men at the bog should be able to sand two acres per day, provided the hauling crew kept a continual supply of sand. He also stated the injectors might be placed at the sand pit, if it were not too far away.

Bin Cranberry Storage

Mr. Cox then presented five sheets of mimeographed data of storage studies made at the State Bog on cranberries. The cranberries stored in bins were as good as those taken in boxes directly to the screenhouse. The bin storage was studied as it later might be an economical and convenient way to handle berries from a mechani-

cal picker. The studies of removal of field heat indicated the most firm berries were from berries stored continually at 35 degrees or 45 degrees. However, all methods of removing field heat appeared to be better than taking the berries from the field directly to the screenhouse. The data on the percentage of berries which might be taken from only the top bounce board was over 78 percent for both Early Blacks and Howes.

Professor Cox spoke briefly on the ditch cleaner, which is under construction and will be tested early in the spring.

Beattie Gives Some Tips

J. Richard Beattie, Extension Cranberry Specialist, spoke on Production Problems for 1952, stressing the importance of staying with your sales agent. He emphasized the need of placing orders early for equipment and supplies. Growers were warned to watch for scum, which had already been observed on some bogs. The care taken in sanding will help to maintain the production in 1952.



DON'T THINK

we are giving ourselves any Blue Ribbons—but we do try to give “Blue Ribbon” service

to

our members, to the industry, to the consuming public. To give the best possible service is the duty of any co-operative worthy of the name.

Wisconsin Cranberry Sales Company

(A Cooperative)

WISCONSIN RAPIDS

WISCONSIN

Mr. Beattie also said that care in pruning and raking greatly reduce the number of berries which were left on the bottom of the bog. He also stressed the importance of proper timing of insecticide applications, which might be improved by having your equipment ready and by cooperating with your neighbor.

Dr. Chandler answered questions on fertilizer and Dr. Franklin was called upon for comments.

At the Upper Cape Cranberry Club meeting there was a growers' panel. Mr. Leeman described his method of rebuilding by plowing and harrowing for two summers. The following spring, two inches of sand was applied and the vines hill set.

The Lower Cape had a colored sound movie in place of the panel. Both programs were arranged by Arnold C. Lane, Associate County Agricultural Agent.

CUTTING PRODUCTION COSTS

The growers' panel "Cutting Production Costs", was the main ary. George Rounsville of the

Cranberry Experiment Station told of his successful experience with three other growers in neighbor feature of the Plymouth County (Mass.) Club meetings for February cooperation. Between them they have a number of pieces of equipment, which they use together for spraying, dusting, and harvesting. As all of them are part-time operators, the work has to be done nights or Sundays. Nevertheless they have been able to get very good timing on all of their treatments. Little or no hired help has been used for the spray-program. A small fee for maintenance and repair is paid to the grower owning the equipment. The total acreage owned by these growers is only twenty acres, and hired help needed for sanding, weeding, etc., is shared by the growers. Mr. Rounsville felt other growers could enjoy this type of cooperation, but believed the operators should live and have their property quite close together.

Pruning and Raking Costs

Frank Crandon of Acushnet talked about mechanical pruning

and raking as a method of cutting cost. The mechanical pruner which Mr. Crandin and Mr. Leonard have constructed has eight vertical cutter bars which cut a swath 36 inches wide. The pruning machine will prune an acre in two hours. The power rake will remove the prunings from an acre in an hour. The combined cost of pruning and raking, therefore will be \$15 to \$18 per acre.

Dr. Chandler on Fertilizer Costs

Dr. Chandler of the Cranberry Station said there are two ways of reducing fertilizer costs, one, by reducing the price paid for fertilizer, and the other, by reducing the cost of application of the material. He pointed out that a unit of nitrogen from sulfate of amonia costs less than a unit of nitrogen from nitrate of soda, and said that sulfate of ammonia was equally effective for control of moss, according to Dr. Cross. Dr. Chandler then told of methods of reducing the cost of application by applying fertilizer in the flood water, sprinklers, or sprayers. Slides were used to illustrate the

ANNOUNCEMENT

The pump which I developed and showed under test (with the help of Professor Cox) at the Growers' meeting at Wareham two years ago, has been installed near Plymouth and may be seen in operation by appointment. This pump features low first cost, low installation cost (no spilling, no concrete, wet-hole setting), low maintenance repair and replacement cost (wearing parts mass-produced), and 100% salvage value. This pump raises an acre of water four inches an hour, or four acres one inch an hour, etc. IT PUMPS EITHER WAY. Direction is reversed by crossing the belt the other way.

Automatic gates—NO FLASHBOARDS. Heads now proved up to six and a half feet static, with less than ten horsepower.

Of course the industry needs such a pump. But before I enter the battle for materials and parts just now, it is important to know whether the growers in the industry want such a pump right now, and are willing to back their needs with their money. Building single units would be expensive; with orders for three units I would start building six. It might take three months to build that first lot.

Cost of the pump would be about \$500. Installation with a truck crane runs less than a day. Please do not ask for other sizes; let me develop one size at a time. My interest in larger sizes will depend on the acceptance of this first size.

RUSSELL A. TRUFANT

North Carver, Mass.

Carver 64-11

application of anhydrous ammonia and phosphoric acid in the flood water.

"Custom" Spraying and Dusting

Raymond Morse of West Wareham spoke on "Custom Spraying and Dusting". He stressed the importance of making early arrangements in order to obtain the best timing of application. Mr. Morse said that his goal was to do the best job as economically as possible. He mentioned the desirability of the grower having his own equipment in operating condition as an insurance measure to be used when it was impossible to get proper timing from custom spraying or dusting. Jack Conley of Wiggin Airways added to Mr. Morse's comments by giving information on the use of the helicopter in custom work.

Professor Cox presented the same information at the Plymouth County Clubs that he presented at the Cape Clubs. Since this was

reported under the Cape meeting in this issue, it is not included here.

Butler—Labor This Year

Frank Butler of Wareham gave the grower a great deal of information on the labor situation. This year, help from outside continental United States may be obtained through the Mass. Employment Association or The Farm Bureau Federation, or the growers may contact directly the laborers they had last year. Mr. Butler said there were a few improvements being made in the Mass. Employment Association contracts. He read a letter from the President of the Farm Bureau Federation and a sample contract. Mr. Butler expressed the appreciation of the labor committee to the Mass. Employment Association for the fine work they did last year.

At the Rochester meeting, the President, Russell Makepeace, reported on a recent moth meeting,

stating that some acreage in both Barnstable and Plymouth Counties need to be re-sprayed. The infestations have been traced to areas not sprayed, and he urged growers in adjoining counties to work to have their counties sprayed.

MASSACHUSETTS GROWERS HOLD LABOR MEETING

Massachusetts cranberry growers who anticipated they might need "imported" labor this season attended a meeting March 4 at the A. D. Makepeace office, Wareham, and heard representatives of Massachusetts Farm Bureau Federation and Massachusetts Division of Employment Security discuss types of contracts each was offering. Nearly 25 attended, mostly larger growers. Frank Butler, chairman of the labor committee, appointed by Cape Cod Cranberry Growers' Association, presided, and "Dick" Beattie is secretary.

It was pointed out the only outside labor to be made available would be farm workers from Puerto Rico, the same as last year's highly successful program. Consensus of opinion seemed to be that none would be needed this spring or summer, with local labor apparently plentiful because of unemployment in New England mills. However, it was felt that with increasing defense work there probably would be a need for the Puerto Ricans by Fall.

James Mansfield represented the Mass. Division and Walter Viewig the Farm Bureau.

NCA PLANS FOR COQUILLE

Plans for increasing the facilities of the cannery at Coquille, Oregon, are under way by NCA. In that area a crop of around 15,000 barrels for '52 is anticipated, of which 12,000 will go to the canning plant. There are also plans to pack the Dietetic cranberry at Coquille. It is announced this new product is taking on very well on the Coast. It was reported the food editor of the San Francisco Examiner mentioned the new sauce and received hundreds of phone calls as to where it could be obtained. Coquille already has much of the equipment that would be necessary for the packing.

— PRUNING and RAKING — CRANBERRY BOGS

We have found in a good many bogs all that is necessary is raking to remove the dead vines, while in others it is necessary to prune and rake.

The C & L pruner and raker are fitted to do both efficiently and economically, raking from \$4.00 to \$6.00 per acre, pruning and raking from \$18.00 to \$18.00 per acre.

If you desire to have your bog either raked, or pruned and raked, this Spring, we advise you to contact the C & L Equipment Company as soon as possible. All indications are that we will have more work than we can possibly do this Spring.

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191 Leonard Street
Acushnet, Mass.
Tel. New Bedford 34332



JOE BROWN
Host on WBZ-TV'S
"DOWN TO EARTH" Show

Joe Brown, county agricultural agent for the Plymouth County (Massachusetts) extension service, is the first New England county agricultural agent to direct a regular television program marking the initial steps of using television as a means of disseminating extension service information.

The "Down to Earth" program is carried over WBZ-TV, Boston, Channel 4, each Thursday at 9:30 a. m. Previously, the program has been viewed at 12:30 p. m., on the same day; but to assure a regular time on the day's program, the Massachusetts extension service television committee is promoting the program as a means of interpreting agriculture, homemaking, and youth programs to the viewing audience.

County Agent Brown, a regular contributor to the New England Farm Hour radio programs under the direction of Malcolm McCormack, was requested by Station WBZ to direct the new "Down to Earth" show and to serve as master of ceremonies for the telecast. The programs under his direction have been operating since December 1, 1951; and it is expected that they will continue indefinitely.

Director James W. Dayton of the Massachusetts extension service has given full support to this experimental television project and views the experiences and results with enthusiasm as a means of

reaching thousands of people who otherwise could not be informed.

In addition to extension service personnel from county and state offices, farmers, homemakers 4-H club makers, and representatives of other agencies are used in the telecasts. Though no definite pattern of telecast has been formulated, it is generally agreed by the committee that the program will be directed to the general viewing audience rather than to specific groups of commodity interests.

Programs have included such subjects as "Know Your Extension Service", "Make the Best Better in 4-H Club Work", "Apples Today and Tomorrow", "Your Milk Supply", "Farm and Home Safety", "Christmas Greens", "Flowers in the Home", and "Home Conveniences".

In commenting on the experience to date, County Agent Brown summarized the results when he said, "To me, television is a fast-moving series of interviews and demonstrations with an abundance of visual aids, preferably live subjects whenever possible; and it is amazing how much material it takes for a half-hour program".

The producer is Wendell A. Davis of the WBZ television production staff. Malcolm McCormack of the New England Farm Hour

radio fame assists County Agent Brown in arranging the program. Earle S. Carpenter, visual aids specialist from the University of Massachusetts, contributes much to the program through making available visual aids and assisting with other details.

The committee in charge of the "Down to Earth" television show are . . . J. T. Brown, Plymouth County agent, chairman; Miss Santina Riley, Norfolk County home demonstration agent; Mrs. Cosette Kane, Middlesex County assistant club agent; Robert B. Ewing, Plymouth County club agent; A. F. MacDougall, director, Middlesex County extension service; Earle S. Carpenter, specialist in visual aids, University of Massachusetts; and Charles E. Eshbach, director of the New England Extension Services Marketing Information office, Boston.

Wind and water erosion takes not a "run of the mill" load of soil material, but the most fertile particles in the soil, according to the Soil Conservation Service. Soil scientists say that a cover crop which is pastured will not only hold the soil in place, but will also return to the soil about half as much more organic matter as one not pastured.

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Write for free descriptive literature on steel and aluminum pipe, sprinklers, and pumping units in all sizes.

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CRANBERRY INDUSTRY

(Continued from Page 5)

Mr. Dill was apparently Major Seward Dill and he is thought to have first planted at the town of Phillips in 1851, but on land not cleared. However, in 1857 he did prepare a bog and planted on muck three to 8 inches thick, and had tried to kill hardback by flooding, without success. He had obtained cuttings from West Bridgewater, and cuttings from William Fowle of Strong, Maine, and a "basket" of cuttings from Wells, Maine. He had found the Strong berries small, those from Massachusetts "larger with runners" and the cuttings from Wells "in between."

He eventually marketed a variety which came to be known as "Dills," probably from a native Maine selection, which for many years sold at premium prices in local markets.

These facts bring Maine into the cranberry picture prior to the Civil War. The story of the

for
Satisfaction
at harvest time



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"Wing Bog," at Madrid Station, Phillips, Maine, which produced what was believed to be chiefly "Dills," was told in the August 1947 issue of CRANBERRIES.

The Alfred, Main Story

There were still other early bogs in Maine. Notably, was one at Alfred, supposedly also begun before the war. This bog has long since run out, but there is bog building and in operation there now. The man who developed this old bog appears to have been a man of remarkable vision, harvesting on the flood, long before water-raking was conceived in Wisconsin, and handling the crop, in screening and packing by factory-like methods. (This seems to be a fascinating cranberry story, which was told in December 1951 CRANBERRIES along with the present developments at Alfred.)

Brewster Boom

Just as Harwich increased in cranberry holdings prior to the war, so did its next lower neighbor, Brewster, which had been set off from Harwich in 1803, because, it has been written, Brewsterites objected to having "all the money for roads spent up in the present Harwich section." No tax records are available before 1860, but in that year many are assessed for cranberry property actually nearly half, of those taxed at all, were taxed for cranberry property, 42 out of 102, assessed. Heading the list in size of bog is Dr. Samuel H. Gould who had 4½ acres. Other large owners were the Winslows, who had bogs at "High Brewster" and which also extended into Harwich at Pleasant Lake. There was William Winslow 4 acres, Nathaniel, 2¼, Kenelm with 2½. Others included Nathan Crosby, 3 acres, and Elisha Foster, 3.

The Smalleys

The first grower of Brewster is generally believed to have been Anthony Smalley, father of James A. Smalley, already mentioned as being a pioneer in Plymouth County. It has been noted in the 1859 list that J. A. Smalley led the production with 90 barrels and that year also raised 18 barrels in Dennis.. His Brewster bog was at

West Brewster, just off Route 6, not far from the Dennis line. This was originally a peat swamp, and in earlier days the peat was cut for fuel. There was a large hole in the center, where the peat had been cut out.

James Anthony for a time had been employed in the Shiverick shipyards at East Dennis. His "Smalley Howes" variety came from Bassett's Swamp at East

Dennis, the same swamp which produced the Howe, developed by Eli Howes and his son, James Paine Howes.

Brewster growers of the earliest days, it has been recalled by old cranberry men of the town, generally spread sand, but their sanding schedule was not as systematic as it is on the best operated bogs today. Many of the earliest gave beach sand as first prefer-

While your bogs lie snug under a good Winter flood, take time to go over your insurance.

A good program of sound coverage is better and cheaper than hit-or-miss scattered policies.

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ence, in accordance with Mr. Eastman's recommendation, especially when their bogs were close to the shore. Although frost flowing was done very early, it was not general. One reason was, not many had access to ponds or streams, and another Brewster is close to salt water. Bogs were not bothered much by fall frosts.

(To be continued)

MUTUAL TO MEET MARCH 27

The Cranberry Growers' Mutual is to hold its first annual meeting, Thursday evening, March 27, at Wareham, (Mass.) Memorial Town Hall. This will open at 7:30 and the annual election of officers will take place.

It is hoped to have a panel discussion by representatives of American Cranberry Exchange, National Cranberry Association and other groups, as to marketing plans for 1952. Prof. Fred E. Cole, University of Massachusetts has also been invited as the principal speaker.

HILLER BOGS

(Continued from Page 8)

a start was made upon an additional 15, but this has not been continued. Incidentally, the Hiller's have put in about 600 blueberry plants and plan a total of about 5 acres. This plot is between two of the bogs, where they feel, the steam from the flooded vines will be of assistance on frost nights.

Near the old grist mill, there is a two-story screenhouse, with basement, the structure being about 100 by 40 feet. There are two Bailey Separators. A carload of cranberries has been packed in a day when sales were largely in quarters. The Hiller screening is still done there, but for cellophane, the fruit goes to the huge Beaton screenhouse at South Wareham.

For harvesting there is a crew of about 30, which mostly remains unchanged from year to year. As Mr. Hiller employs several men at East-Over he can use his farm workers on bog work at times and at other times some of his cranberry workers in farming. There is a bog foreman, Tom Sunonium,

himself a grower who has worked with the Hillers many years and helped to build many of the bogs. However,, the Hillers, Howard and Lewis always do their own frost work.

As for the dairy farm, it is a pleasure to go into a big roomy barn, modernly-equipped with milking machines. There are about milked at a time. He keeps a bull milked at a time. He keeps a bull or two and a Tom cat.

On the farm are five houses, four barns and office and storage rooms and of course a modern milk-house, where the product is prepared for retail routes in Marion and Wareham. In his bog

work and dairy he uses the most improved practices. He has served his maximum time as Trustee, Plymouth County Aid to Agriculture (Extension Service) as Director, Plymouth County Farm Bureau and during the war was a member of the AAA Plymouth County Committee. He is now a member of Plymouth County Dairy Committee, Agricultural Council, two cranberry committees and Director at Large of the Massachusetts Farm Bureau, from the Southern Area, which includes Barnstable, Bristol, Norfolk and Plymouth Counties. He is nearly always at the Rural Outlook Conference in November as cranberry

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"delegate," and has frequently been in conference at the State Department of Agriculture. He is regarded as one of the most popular farm leaders in his state.

His Son to be Cranberry Grower

He is a member of the Cape Cod Cranberry Growers' Association and of the Southeastern Cranberry Club. He holds no town office in Rochester, except the ancient and now relatively minor one of "fence viewer", (but for many years was a member of the finance committee).

With Mrs. Hiller he lives in one of the houses at East-Over. A daughter, Mrs. Richard Carr lives in another. His son, Robert, last year graduated from the University of Maine and intends to continue the work of his father and grandfather as a cranberry grower.

The Hillers have a summer cottage at Aucoot Cove, Mattapoiset, not far away. There he has a Herreshoff and a motor boat. His hobby is boating and fishing.

How his Florida sweet corn venture will turn out, he probably

won't know until it is all over. But he will be back, getting ready to try to produce another crop of cranberries by the end of March.



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CULTIVATED BLUES GROWING IN THE STATE OF WASHINGTON

Cultivated blueberries have been increasing in importance in recent years in the State of Washington. Acreage harvested in 1948 was 220; in 1949 it was 240; in 1950 it was 260 and in 1951 it was 325 acres. Production rose accordingly over that period. About one half of the blueberry acreage is located in Pierce and King counties, although neither county had more

than 100 acres in 1951.

Many other types of berries are raised in the State. These include strawberries, red raspberries, blackberries, cranberries, currants, blackcaps, boysenberries, loganberries. However, from a dollar standpoint, it is estimated in 1951 that the value of the wild huckleberry picked by people in the state was greater than any of the forementioned crops. (Horticulture in the State of Washington, U. S. D. A.)

Geese to Be Used As Weeders On Cranberries

Vernon Goldsworthy Buys a Flock of the Birds, to Try Experiment at Thunder Lake Marsh, Wisconsin.

(EDITOR'S NOTE: Vernon Goldsworthy of Wisconsin, who is forever experimenting with something or other, has come up with this new one for the cranberry industry—geese as weed killers. He writes his flock is already to start work. The following account is from the newspaper at Three Lakes, Wisconsin.)

A unique departure in weed-killing will be added to the activities on the Thunder Lake Cranberry Marsh at Three Lakes come spring.

A bit of old world charm will be silhouetted against the evening skyline as Indian boys head homeward herding flocks of geese before them.

"Geese will be experimented with this spring in an attempt to cut the cost of weed control", announced Vernon Goldsworthy.

"While the use of geese in weed control is not new in the cotton and tobacco industries, to my knowledge this is the first time in the history of the cranberry industry that geese have been used", continued "Goldy" as he is known throughout the cranberry growing circles of the state and nation.

Geese being strictly vegetarians by choice prefer the tender green shoots of the grass and weeds in early spring. When properly handled, they will graze over considerable area with a low overhead cost to the grower.

Use of geese, of course, is limited to the early spring and late fall seasons as damage would result to fruit and vines during the summer fruit season.

Strawberry growers throughout the United States are rapidly employing these feathered weed pullers at considerable saving in management costs. Cotton growers, as well as tobacco growers, are high in their praise of geese. Strangely though, geese fail to continue their weeding once the plants grow beyond the height where the bird can no longer see over the field, hence their service is limited in the cot-

(Continued on Page 4)

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The frost season is here again, and arrangements have been completed to send out frost warnings over the telephone and radio. The Cape Cod Cranberry Growers' Association is sponsoring the popular telephone relay system. If there are growers who are interested in this service and who have not returned their frost applications, please do so at once.

Three radio stations will be sending out frost warnings as a public service feature. We believe that this service is an excellent supplement to the regular telephone relay system. The following radio schedule has been prepared:

Growers realize, of course, that these frost warnings are intended to serve only as a guide. Dr. Franklin's frost formulas indicate the minimum temperatures likely to occur over average areas of the bogs in the cooler-than-average locations—not the lowest temperatures that might be expected. We suggest that growers review the subject of frost as prepared by Dr. Franklin in his Bulletin 402, "Weather in Cranberry Culture", particularly pages 34 through 67. Dr. Franklin's Preliminary Keeping Quality Forecast has been mailed to growers through the County Agents' offices. It is as follows:

"In view of the weather factors up to March 26, it appears that the keeping quality of the Massachusetts cranberry crop for 1952 is likely to be good. This forecast may be modified by weather factors during the next three months. We know certain bogs

produce poor quality fruit regardless of favorable forecasts. Special fungicidal treatments or holding the Winter water late are in order for such bogs."

We have a timely suggestion from Drs. Franklin and Cross, who tell us that this is the time to treat grubs, poison ivy, chokeberry and wild bean using PDB Crystals and sand, as outlined in the new Insect, Disease and Weed Control Charts. Sodium Cyanide is also effective in controlling grubs, and there is less damage to the prospective crop, compared to the PDB and sand treatment.

E. L. Bartholomew, President of the Cape Cod Cranberry Growers' Association announces that the regular Spring meeting of the Association will be held April 24, 1952, at the Wareham Town Hall. The morning session will start at 9, when the doors will be opened for inspection of equipment and educational exhibits under the direction of Kenneth Garside. This has always proved to be a popular feature of this meeting. A light lunch will be served at noon, followed by an excellent speaking program with Dr. Franklin in charge. President "Bart" Bartholomew invites all cranberry growers and their families to attend this meeting.

There is another special occasion that will be of interest to cranberry growers. On Wednesday, May 7, at 1:30 p. m., the A. D. Makepeace Company will receive the "Tree Farm Award" for outstanding achievements in forest management. There is only one

other recipient of this award in Plymouth County. It is a distinct honor and one that brings credit to the cranberry industry. The ceremony will take place at the A. D. Makepeace Company Mill in Tihonet Village, Wareham, Mass. Senator Edward Stone will be the master of ceremonies and will make the presentation. There will be exhibits of products manufactured from local timber, a short speaking program, and will conclude with a forestry tour. All cranberry growers are cordially invited to attend the ceremony.

A new cranberry season is here, and with the increased activity around our bogs comes the possibility of serious accidents involving personnel and equipment. Wouldn't it be in order to practice safety measures, even though it requires time and planning? Accidents are costly!

Massachusetts Bogs Change Hands

Massachusetts bogs are moving hands again, attesting to the better feeling in the industry.

Dr. Leonard V. Short of Lexington has bought the bogs of the Walton E. Hall Estate, Duxbury, managed by Lincoln Hall.

Francis Merritt foreman of the Ellis D. Atwood Bogs in South Carver has bought the 7½ acre bog of Martin Thomas, from his widow, Mrs. Mary Thomas, on Holmes St., in West Carver. This is a "side line" for Mr. Merritt, who will continue bog management of the Atwood properties.

Vernon Goldsworthy

Cranberry Specialist and Grower

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A grower with 15 acres of cranberries producing 75 barrels to the acre will have 1,125 barrels. The cost of scooping would be \$1,687.50 at \$1.50 per barrel. You pay for a Western Picker at \$1,050 and have \$637.50 over to pay for operating the Picker and other expenses. If you have 50 barrels to the acre you can still pay for your Picker and have \$75 over. We cannot see why the Western Picker is called an expensive machine, you pay for it with the money you have to pay out in any case.

(ADV)

Geese as Weeders

(Continued from Page 2)

ton and tobacco fields, Goldsworthy points out.

About six or seven geese per acre are employed and herded around much the same as livestock. This ability to herd geese is one of the factors which make them favorable to use on cranberry marshes, says Goldsworthy.

"Other users fence the areas and then tempt the birds to move across the field by placing grain or some other delicacy at the opposite end. However, at Thunder Lake, we will attempt to herd them around much the same as the Hollanders do in an attempt to save the cost of fencing. In this way we can protect them from foxes, turtles or any other of the water animals which prey on water fowl," analyzed Goldy.

Comparative cost per acre of weed control enters into the final analysis as chemicals cost upward into the hundred to two hundred bracket to control wire grass and other weeds that prove bothersome in the growing of cranberries. The use of geese eliminates chemical weed killers and chemical fertilizers, he adds.

"A small breed of geese is used mainly for this type of work. We have a flock of 50 so-called Chinese geese, which weigh around ten pounds on the average. These are preferred to the larger Toulous variety since they don't damage the plants as rapidly", Goldsworthy explained.

Perhaps the time will come in the history of American conventions when we will find the wad-

dling goose synonymous with Thanksgiving and cranberries, instead of the now accepted turkey gobbler, Goldsworthy concluded.

TO DRY BERRIES ARTIFICIALLY

Vernon Goldsworthy at his Thunder Lake marsh in Wisconsin this year plans to experiment with drying some of his berries artificially this year. He has made arrangements with a firm which dries grain artificially. The drying will be done at the marsh.

CRANBERRIES IN WASHINGTON STATE

Most recent issue of "Horticulture in the State of Washington," (U. S. D. A.) says of utilization of fruits in that state: "Most important of the berries processed, from the standpoint of tonnage are the strawberries. The bulk of the crop is now quick frozen. Although not second in tonnage, cranberries rank high in importance. Direct canning or freezing to be canned later, takes most of the cranberries. Of the 1950 crop 175 tons were sold fresh, 1,225 processed. ('51 figures not available yet.)"

BETTY BUCHAN SPEAKS ON A PANEL OF EXPERTS

Miss Betty Buchan of the National Cranberry Association was a speaker at the 2-day conference of the Industrial Editors' Association April 16-17 at the Hotel Bond, Hartford, Conn. She spoke on the afternoon of the 17th on a panel of experts on the subject, "Can you compete with T-V?" Her topic was, can a "trade journal" compete in interest with T-V?"

PRELIMINARY (MASS.) KEEPING QUALITY FORECAST

On March 28 Dr. H. J. Franklin's preliminary keeping quality forecast for the 1952 Massachusetts crop was given out. It follows:

"In view of the weather factors up to March 26, it appears that the keeping quality of the Massachusetts cranberry crop for 1952 is likely to be good. This forecast may be modified by weather factors during the next three months. We know certain bogs produce poor quality fruit regardless of favorable forecasts. Special fungicidal treatments or holding the Winter water late are in order for such bogs."

Most important factor of those indicating a good crop was that the total sunshine of last year was below normal which is favorable to quality of fruit, although not of size of crop. What the final report will be will depend much upon the temperatures of March, April, May and June. March has gone and with higher than normal readings was on the unfavorable side.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF APRIL 1952—VOL. 16. NO. 12

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

March, Warmer, Wetter

March was a month that came in like a lamb and went out even a little more lamb-like. It was warmer than normal, precipitation was slightly above normal. Rain-fall at the State Bog was recorded as 4.51 inches; a year ago recording was 4.50. Coldest day was on the second, with a reading of 13, while the warmest day was the 23rd with 55.

Each month since last October has produced more precipitation than normal.

More Bog Work

An unusually large amount of acreage was pulled out from under the Winter flood early this year, a week or ten days earlier than normal.

This was due in part to the mild weather and in part to the continued optimism of the growers and a desire to get bog work done.

Sanding has been going on almost everywhere, there being no comparison with the amount of work being done last year.

WISCONSIN

Was a Good Winter

Weather was beautiful the last two weeks of March and snow and ice were fast disappearing, and a general break-up of ice on bogs was anticipated by about April 15. Temperatures were in the 50's the last few days of March and there were two rather severe thunderstorms with a lot of rainfall.

All in all the past Winter was considered very good for the vines and oxygen damage sustained should be minor. Growers, how-

DR. HENRY J. FRANKLIN TO RETIRE

With reluctance CRANBERRIES magazine publishes the news that Dr. Henry J. Franklin, director of Massachusetts Cranberry Experiment Station at East Wareham will retire during this coming year, probably in the Fall. He reaches the retirement age on February 10th, 1953.

Dr. Franklin has been at the Station since September 1, 1909. He has devoted his entire life to cranberry work, and is today recognized as the foremost authority upon cranberry culture. Born in Guilford, Vermont, his college training was as entomologist and it was in that field that he did most of his first important work for the industry.

Since that time he has written many important bulletins upon many subjects pertaining to cranberries, including a number of insect publications and a notable work on weather in cranberry culture. When he first came to East Wareham, as the first "cranberry specialist" he was a solitary worker. Today at the station as associates are Dr. Frederick B. Chandler, soils; Dr. Chester E. Cross, weeds; Dr. H. F. Bergman, U. S. D. A., a senior pathologist (part time at the station); State Cranberry Specialist J. Richard Beattie; cranberry specialists, "Joe" Kelley and George Rounsville.

CAPE GROWERS' SPRING MEETING APRIL 24

Annual Spring meeting of Cape Cod Cranberry Growers' Association is to be held Thursday, April 24 at Memorial Town Hall, Wareham. This is the gathering which many growers look forward to, as for the past several years, there has been an exhibition of cranberry equipment and supplies of many kinds.

This exhibition will be held in the morning, starting at 9, in the town hall basement and on the town hall grounds. Kenneth A. Garside of Duxbury is chairman of the committee in charge.

Lunch will be served by the Mom's and Dad's Club of the Methodist Church of East Wareham.

Following the lunch there will be a brief business session. Then the meeting will be turned over to Dr. H. J. Franklin and his staff at the Experiment Station for discussion of various phases of cranberry culture.

ever, are still waiting to see what damage was suffered during the late October freeze. There is bound to be some damage, as injury was already reported before the marshes were put under for the Winter. In most cases the damage seems to have occurred on marshes which had been combed or pruned.

Long-Range Fertilizer Program

Wisconsin Cranberry Sales Company has set up a program with the Extension Service of the University of Wisconsin pertaining to fertilizer research on the cranberry marshes of the state. This program will be in charge of Profes-

(Continued on Page 18)

The Pine Region Hydrological Research Project for New Jersey

Jack McCormick
Botany Department
Rutgers, the State University of
New Jersey

Water has been rapidly becoming a critical factor in the thickly settled areas of southern New Jersey and adjacent Pennsylvania. Eyes are now turning to the Pine Region, the last untapped source of supply. Water, and lots of it, is the life blood of the cranberry industry—and so there is an increasing concern among the cranberry growers.

The Pine Region of southern New Jersey is a vast area of over a million acres blanketed with poorly formed pines and scrub oaks. Within this desolate vegetation nestle the fertile, productive bogs of the cranberry growers, the sandy plantations of the blueberry growers, the ever-lighted buildings of the poultrymen, the noisy saws of the pulpwood cutters and crate-makers, and the quiet homes of the residents.

Clues Being Culled

In general, the quality of this forest is poor, the result of disappointment, disinterest and carelessness. Wildfires kill or injure millions of trees annually making them worthless. Out of this devastation the forester has been able to cull clues that may eventually lead to the development of a productive, profitable forest of nearly pure pine. By periodic, prescribed burning of relatively small areas the intensity of the fires will be considerably reduced, reducing injury to the pine trees; dry tinder will be removed, lessening the danger of accidental fires; and by cuttings in connection with burns, the less valuable oak trees will be greatly reduced in numbers.

The artificial development of a chosen type of vegetation on so great an area involves many more factors than just the trees. A study must be made of the ecological implications of prescribed burning, that is, of the relation of living things to one another and to the new surroundings that man is desirous of creating. How will the bushes and herbs that grow beneath the trees be changed?

How will the water beneath the surface of the ground be altered? Will the animals inhabiting the area be benefited by better feeding conditions? Will the insect enemies and diseases of the cultivated cranberry and blueberry find an ideal breeding place in the altered vegetation? Will the bumblebee, pollinator of the cranberry, be benefited or destroyed? At the present time no one can answer these questions or the multitude of others that have arisen and will arise. Farsighted civic, commercial, governmental and educational organizations including the cranberry and blueberry growers have joined together to make possible research projects aimed at increasing our knowledge of the bearing of prescribed burning upon all phases of plant and animal life of the Pine Region.

One phase of this research is designed to study the effects of and alteration of forest type on the reservoir of water that lies beneath the surface of the sandy soil of the Pine Region. (This study is being initiated as a co-operative project between Rutgers, the State University of New Jersey and the U. S. Geological Survey.) Work is now under way. The first part of the work is to delimit the territory of the drainage areas or watersheds of three small streams located in the Lebanon State Forest. Soil differences and similarities will be mapped on the areas to facilitate the comparison of forest plant communities which will be measured quantitatively and qualitatively. These measurements will be made in such a manner that they can be repeated at any time after two of the watersheds have been prescribed burned. In this way an exact basis of comparison will be established to measure the changes in plant life on the area. These plants intercept raindrops and hold snow on their bodies; they give off tremendous amounts of water to the atmosphere. They affect their surroundings in many other ways. By balancing the data obtained before burning and from the burned or unburned watershed, with those

obtained from studies several years before burning of the other two watersheds, scientists will be able to determine in which condition of forest growth benefits are greatest. A number of wells will be driven throughout the three drainage areas to measure fluctuations of the watertable, while gauging stations will be established on the streams to determine any changes in stream flow during the study.

Within the past few months information of general interest has been presented to the public by means of television broadcasts and panel discussions. The interest of other men of science has been aroused by a series of technical papers about the vegetation of the Pine Region and through a symposium before the American Association for the Advancement of Science at its Christmas-time meeting at Philadelphia. Already entomologists have indicated a desire to study the long-range effects of burning on the population of insects, especially the bumblebees. Men interested in the management of wildlife have expressed the wish to begin field investigation of the relationship of an alteration of the vegetation to the deer and other animals in the Pine Region. Many other phases of research have been suggested and it is hoped that they, too, will receive the attention of the experts in various fields.

FOOTNOTE:

Mr. Jack McCormick holds the "Barrett Pine Region Fellowship" in the Botany Department, Rutgers, the State University of New Jersey. This fellowship was established by the Barrett Division of the Allied Chemical and Dye Corporation in support of the Pine Region Hydrological Research Project. Other groups including the American Cranberry Growers Association have contributed generously to the support of the program. The funds have been given to the University. The U. S. Geological Survey is matching all funds raised locally. The total contributed in the first year of the project has been \$2,225.00. In addition to the Barrett Division of the Allied Chemical and Dye Corporation and the American Cranberry Growers Association the following have contributed: Atlantic County Board of Agriculture, Burlington County Board of Agriculture, Flintkote Co., Grower's Cranberry Company, Hammonton Co-operative Fruit Auction Association, New Jersey Blueberry Farmer's Association, Southern New Jersey Development Council, and Miss Elizabeth C. White. The work is under the general supervision of Professor Murray F. Buell of Rutgers University and Mr. Henry Barksdale, U. S. Geological Survey, Ground Water Division, Trenton, N. J.

CRANBERRIES A GOOD BUSINESS TO BE IN SAYS GROWER OF LONG EXPERIENCE

"Herb" E. Dustin, Director of New England Sales Company, After 30 Years Would So Advise—Declares People Will Always Eat Fresh Cranberries of Good Quality.

By CLARENCE J. HALL

"The cranberry industry is a good business to be in. I'm still convinced of that. Given quality fruit, at a reasonable price, people are always going to eat cranberries."

This is the opinion of Herbert E. Dustin of Rochester, Massachusetts, a director of New England Cranberry Sales Company for the past six years, and a grower with about 25 years experience behind him.

"I could honestly advise anybody to go into it," he continues, "if they keep their eyes open, really know what they are doing and are willing to work. Cranberry growing has been pretty good to me. But you've got to know what it is all about, especially if you start without much capital and do a lot of the work yourself. It's not the easiest of occupations to choose."

Started With Little

And, in a way, that would sum up his experience as a cranberry man. Starting more or less on the proverbial shoestring and then working hard—often very hard—he finds his career has been one he has enjoyed and can recommend to others. A young-looking 52, he now operates about 100 acres of bog for himself and others, and from this acreage has produced as much as 5,000 barrels a year. During this time he has trundled wheel-barrows of sand, built and repaired flumes, built bog for himself and others and sat up night after night during many a frost season.

However, Mr. Dustin didn't actually start with nothing in the cranberry business. His father owned a bog. Mr. Dustin, Sr., started by building two acres with two partners and enlarged it, before his death, to about 18 acres. It is on this bog which "Herb" has

now made into one of 25, that he got his cranberry start, and it is one of those which, as part owner, he still operates. His father, Elmer Alton Dustin, came to Massachusetts from Antrim, New Hampshire, where he was a blacksmith. His two partners in the bog which they built off County St., in Rochester in about 1900, were Rudolph Weller and Ernest Hathaway.

Dustin's father had continued his occupation as a blacksmith in Massachusetts and was employed at the then large, and prosperous Tremont Nail Company at West Wareham and also at the Parker Mills (nail) Company at Wareham. He, himself, therefore did not give much attention to the bog. First Hathaway and then Mr. Weller managed the operations. As their finances improved more acreage was put in. It was set to only Early Blacks and Late Howes.

"Herb" was born in Rochester,

October 4, 1899, this being in a section called Pierceville, but in many ways the area is more closely associated with Wareham. The Dustin house is just over the town line from Wareham. One side of County Street at this point is in one town and the other side in the other. Dustin attended school at Pierceville. After this he learned the machinist's trade at Tremont and then, for some years was a crane operator at the Keith Car (freight) Manufacturing Company at Sagamore on the Cape.

Began Cranberry Growing About 1920

In about 1920 this large plant was closed down and dismantled, the Cape losing one of its most famous industries and Dustin turned to cranberry growing.

Quite naturally he had always known of cranberries, as Pierceville is pretty much of a cranberry neighborhood, and from his experiences on his father's bog, where he had picked cranberries by hand as had most other boys of those years—at least, at times.

He entered the employ of the Slocum-Gibbs Cranberry Company, and also began adding to his father's bog area, for himself, and building bog for others. He increased the Dustin bog property until it became its present 25 acres and also building 10 acres which are his own. His own is adjacent to what is known as "Pig Hill Road." This is by an ancient Indian Cenretery, there being Indian headstones there.

He worked on a bog built for the late Bion C. Merry, former Wareham Superintendent of Schools, a

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property of about 20 acres, and, which is near "Old Tuck," a cranberry property of long standing. This bog today is the property of the son of Mr. Merry, Perley and his wife, Catherine, who live in Manhasset, Long Island. Mr. Merry is with the Van Heusen Shirt Company, and Dustin has charge of this property.

When Dustin's father died a few years ago the original Dustin bog was kept in the family and owned by one brother, three sisters and himself and is known as the "Estate" bog. This he operates for the estate. He also is in general charge, under Ruel S. Gibbs of Wareham, former president of N. E. Cranberry Sales Company; the Slocum-Gibbs properties making up about 45 acres.

Handles About 100 Acres

These make up the 100 acres which he handles and all are in Rochester in the general neighborhood of his home. He lives in a house he had built next to that of his father.

His crops are harvested by scoop, by labor which comes to him year after year, or which he sometimes recruits from Providence. These recruits are mostly stevedores, and he uses 35 or 40 workers, about three quarters of them are men. He says he has found no real trouble in getting sufficient harvesters, and his crew is made up pretty much of the same members year after year. He was not one of those who last Fall found it necessary to use the Puerto Rican farmers.

Berries from his own, and the estate bogs are screened in a screenhouse he had built at the Indian Hill bog on the Sippican River and it is from branches of this river that he draws his water into reservoirs. The warehouse he built in 1948 is a wooden structure 40 feet by 50. The building has three layers of insulation between the inside and outside walls. He designed the screenhouse so that ducts would give excellent circulation, letting cool air in at the sides and foul air out at the top. He is insistent upon quality fruit and knows the importance of giving every possible aid to this factor while berries are in storage.

Three Bailey separators make up his screening equipment and he can put out 100 barrels a day. That part of his crop which is to be cellophaned he sends to N. E. Sales Company packing house at nearby Tremont or to Plymouth.

In producing his crops he uses helicopters and ground dusters. He believes thoroughly that bees assist greatly in pollination and keeps ten swarms. "I can say from knowledge that bees help a lot. Where bees are thickest, you get the most berries." He also favors birds around his bogs to assist in his insect control and there are bird houses all around.

Is Recognized as "Practical Cranberry Man"

His abilities as a practical cranberry man are well recognized. He has assisted Dr. Franklin in dusting at the State Bog and has built flumes for Dr. Franklin when he operated the Lowell Cranberry Company bog at Carlisle. His record is attested to further by the fact he has maintained an average crop per acre of 55 barrels for the past five years.

One thing Mr. Dustin would consider himself to be, is a "quality fruit" man. There is no substitute for quality fruit, he is convinced. Also he is primarily a "fresh fruit" man. All things being equal, he would probably rather see the cranberries he raises going to the fresh fruit market—as berries of good quality, "beautiful berries" so to speak than in cans. However, he is forced to the conclusion that a large part of the cranberry crop of the country will be going to the consumer processed. He, like many another, recognizes the consumer demand for a ready-to-serve product—"out of a can." In his opinion, nevertheless, "I cannot see the fresh fruit market vanishing. I don't believe it ever will. Some people will always want their cranberries fresh and not processed, to make their own sauce, and all those ever-increasing variety of new uses for fresh fruit."

Mr. Dustin has two daughters, both married, Jeanne (Mrs. Harvey MacNeill) whose husband is employed at the Tremont Packing

House of New England Sales, and Eloise (Mrs. David Fraher) of Parkwood Beach, Wareham. Mrs. Fraher is an honor graduate of Boston University. He has three grandchildren, Herbert and Gary MacNeill and Michael Fraher. His wife, the former Ethel Burgess of Fall River, passed away in 1949.

Affiliations

He is a member of the Rochester finance committee. He is a thirty-second degree Mason, member of Aleppo Temple, Boston, and a Past Patron of Agawam Chapter, Eastern Star, Wareham and a member of the East Rochester Congregational Church.

Likes Fishing as Hobby

Many a cranberry grower is an ardent sportsman, and "Herb" Dustin is among that number. He has a Summer cottage at Cromesett Point, Wareham, where he spends as much of the year as possible. He likes any kind of fishing, salt water or fresh, and also hunting. He goes after all kinds of game and has made trips to New Hampshire and Nova Scotia for deer. He owns a boat which he keeps at his camp, and much of the time during the Summer will find him out of doors, engaging in some form of sport.

As a long-time member of NECSCO, and currently director, he has been closely watching marketing conditions, especially fresh, through the years. He says he is much pleased with the turn of affairs the past year, and is looking forward to many more good years for the industry, while he enjoys life with his family and many friends.

ANNUAL MEETING OF NECSO APRIL 17 CARVER TOWN HALL

Annual meeting of the New England Cranberry Sales Company is to be held Thursday, April 17, as usual at Carver Town Hall. Meeting will open at 10 a. m., and at noon there will be luncheon.

Reports of officers of the corporation and of American Cranberry Exchange will be heard. Election of officers, directors, delegates to ACE and NCA will be held.

SOME PERTINENT SUGGESTIONS AT MUTUAL MEETING

First Annual Session of Massachusetts Group Brings About Interesting Discussion — Re-elect Entire Slate of Officers.

That independent distributors of cranberries use some form of allocation of the crop (in Massachusetts perhaps through Cranberry Growers' Mutual); the long-term anticipation of consumer trends; that a definite date be set for first shipment of cranberries, to avoid green berries in the market, were three suggestions brought out at the first annual meeting of Cranberry Growers' Mutual, Wareham Town Hall, March 27. These ideas were those of Harold E. Bryant, ACE, M. L. Urann, NCA and G. T. Beaton, Beaton's Distributing Agency, respectively.

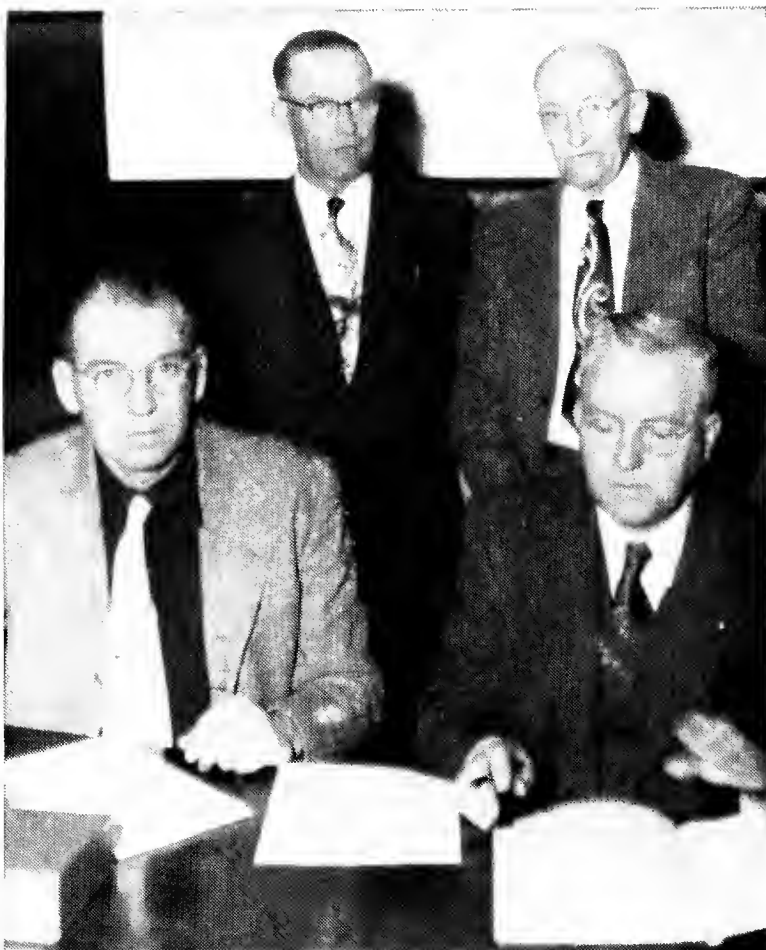
More than 100 attended this meeting, the program of which included a panel discussion, with Mr. Bryant, Mr. Urann, Mr. Beaton, Orrin G. Colley, Cape Cod Cranberry Cooperative, Inc., and John Decas of Decas Bros. taking part; a talk upon achievements of Fresh Fruit Institute by its president, Russell Makepeace and Robert Knox (New York office); an address by Prof. Frederick E. Cole, University of Massachusetts and election of officers.

Re-elect All Officers

In the election the entire slate was chosen to serve another term. Officers are: president, Nahum B. Morse, East Freetown; vice-president, Ernest Shaw, Carver; secretary, Chester Robbins, Onset; treasurer, W. E. C. Warr, Jr., Wareham, the four and the following make up the board of directors; Alfred L. Pappi, Wareham, Arthur Handy, Cataumet; Charles Savary, Cotuit; John S. Shields, Osterville; Robert Hammond, East Wareham; Louis Sherman, Plymrough, L. B. Billings, Kingston.

Allocation Duty of Growers

Opening speaker, Mr. Bryant said he thought that of all the marketing problems of the growers, allocation was the most important;



Officers of the Mutual; standing, left, President Nahum B. Morse; right, Vice-President, Ernest Shaw; seated, left Treasurer, W. E. C. Warr, Jr., and Secretary, Chester Robbins. (CRANBERRIES Photo)

that this be a proper one between fresh and processed to suit the conditions of the year. This matter of allocation is strictly the "job" of the grower, he said. "You growers will want the advice and recommendations of the sellers, but the real job is yours. If there is a shortage you've got to determine what part of your berries goes to each market. It costs you money to overflood either market or to deprive either market of a sufficient supply."

He noted that the Growers' Council will allocate the proportion of its members, the two major co-ops. "Why not have the non-members, the independents in some way make the same approach as the Council does? These other agencies could perhaps be directed, or advised by the Mutual as to achieving a proper balance."

Speaking to the members, he added, "This is your duty, your obligation—don't give it up."

As concerns this year's Council allocation, he recalled that more berries went processed last year than fresh and he hoped more of the '52 crop might go fresh, but this should be determined fairly by quality and market conditions as they are foreseen. At present it is too early to say what allocation may be desirable.

Urann Would Look to Future

Mr. Urann said he completely agreed with Mr. Bryant as to the importance of allocation, but that he would go beyond that. "The real question for us is not for a single year, but to look ahead so that we can sell a 1,000,000 or a 1,500,000 barrels to best advantage as between fresh and processed. The more berries we sell the more

money we get. Consumers today are more conscious as to how they spend their money. There are many surpluses of commodities. We must give the consumer what she wants, a quality product and in the form she wants it.

"Our real question is to build a stabilized market in the years to come—to see to it that a market for cranberries lasts, to build our industry so that it will be safe and profitable forever."

Must Be Quality—Colley

Speaking on packaging Mr. Colley said the growth of the super-market type of retailing has practically ended the sales of fresh cranberries in quarter-barrel boxes as all growers are now aware. "Packaging can be done either at the point of production as we do with cranberries, or at the point of distribution as with, for instance, meats. To package at the point of distribution throws a tremendous amount of responsibility upon the producer. We didn't formerly have to be too concerned over a few soft berries, when we shipped in bulk. But today a few poor quality berries can kill a sale and also repeat sales.

"As to the type of package best suited for cranberries, I really don't know. Cello has probably more eye appeal and is cheaper than window boxes. But some distributors prefer the cello, others the window box."

He concluded that the future of packaging is in giving the consuming public what it really wants and that the most important thing of all is that cranberries be a real quality product, so they will sell and sell again.

Warns Against "White" Berries

Mr. Beaton said there has been much talk of quality for fresh fruit, but this quality is just as important for processed, also and especially in a whole sauce, which must have good color. He said he felt the Cape excelled all areas in raising good colored cranberries. He cautioned against shipping white berries in any form, and referred to last year's early shipments, some of which were too light for the market and nearly wrecked the early buying.

He then said he saw no point in each agency trying to beat the other in getting on the market first, and made the suggestion that

possibly a date could be set, prior to which no berries would be shipped fresh. This would be done by some authority qualified to judge when the first berries were fit to ship, and, he said, he saw no harm even if a considerable number of cars or trucks were sent off to market on that single date, in fact "it might be a good thing."

There is not much difference in keeping quality between cello and window boxes, he said, and berries will normally color no matter how they are packed. He took issue with statements that the wooden box is entirely going out, as he said there is demand from quantity users, such as hospitals, prisons, big hotels.

He said he wanted to make a statement as to the Mutual, that he had in doubt as to what it was accomplishing, but after seeing the attendance there that evening, with the number of growers gathered, he was sure it was accomplishing a great deal.

F. O. B. Pricing

Mr. Decas spoke on F. O. B. prices. He said:

"I believe there is a definite

(Continued on Page 12)



Mutual panel group; left to right, Marcus L. Urann, John Decas, Orrin G. Colley, G. T. Beaton; speaking, Harold E. Bryant, partly obscuring from the camera's view and President Nahum Morse. (CRANBERRIES photo)

A REAL JERSEY WATER PROBLEM

WE feel exceedingly privileged to publish the article, "The Pine Region Hydrological Research Project in New Jersey" in this issue. To the cranberry growers of that state this water question is considered of vital importance. It could mean the ending or near ending of cranberry growing in Jersey.

Some growers there with whom we have talked believe the threat is immediate; others that it is of more concern to the growers of the future. It seems that "The Pines" of New Jersey is losing its isolation—and rapidly. The cranberry men fear there is too much encroachment or threat of encroachment by industry, with the heavy demands many industries make upon water supplies. They fear the loss of water to residential development. They know that the heavy cutting of pulpwood is damaging water sources, necessary to the growers of cranberries and blueberries.

The whole matter has been a main subject of discussion at several meetings of the American Cranberry Growers' Association. We do not feel the growers wish in any way to stop progress. But neither do they want to see the cranberry industry taken away from them. They are trying to find a solution suitable to all. The seeking of this solution is being gone about in a highly intelligent and commendable way.

We know the cranberry industry as a unit does not want to see Jersey eliminated or nearly eliminated. Many of the growers there are and have been for several years trying to obtain better production. We will present interviews with four of these in coming issues.

THE Cranberry Grower Mutual of Massachusetts has completed its first year, and if it has not done anything else it has provided a forum where, upon occasion, representatives of cooperatives and independent distributors can get together and talk over cranberry marketing. We believe the Mutual has accomplished more than this, but this is important—it was said even this could not be done.

But now there have been several such sessions, a notable one being the annual meeting reported elsewhere in this issue. The distributors, in friendly fashion (with

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Wisconsin Rapids, Wisconsin

Washington-Oregon

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Long Beach, Wash.

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BERTRAM TOMLINSON
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hostilities, if any, below the surface), discuss various angles of marketing in the presence of as many growers or the public as care to attend. The growers learn a great deal. They have the opportunity to ask any distributor, independent or cooperative, any question they see fit. Cultural matters are not brought up, these being left in Massachusetts for meetings of Cape Cod Cranberry Growers' Association and the four cranberry clubs. It's the selling end that is all important.

Note two of the suggestions made: one that non-members of Growers' Council find some means of making a logical allocation for independent berries, and another that no cranberries be shipped before a certain set date, to prevent light fruit from being placed on the market. Seems like there might be merit somewhere in these ideas.

Mutual Meeting

(Continued from Page 10)

trend towards that kind of marketing and we should do whatever we can to develop it. Plans for a strong fresh fruit market throughout 1952 should be, and probably are, in the making. We have a well organized advertising program to stimulate consumer demand and in my opinion we need a program to stimulate firm and orderly movement of fresh cranberries into our markets. I think the answer could be F. O. B. pricing. Of course, I realize that all berries cannot be priced at shipping point, but the time has come for us to concentrate on F. O. B. sales—otherwise we could find ourselves out in left field.

"As you know, Decas Bros. is not a large shipper—we handle just so many berries and not many of them are shipped to jobbers—that is the reason we have been doing a satisfactory marketing job for our growers. We have also had the good fortune to make some excellent connections, especially with some of the Chain stores, and they always buy F. O. B. Decas Bros. has only two jobbers and they did a fine job in 1951.

"There are always the uncertainties—but in any event the shippers have a responsibility to the growers to do everything they can to see that they get an adequate price for their berries. We will be in a better position to keep the growers posted and give them some idea of the returns we expect to make on their berries if the berries are shipped F. O. B. The processors have their objectives—the fresh fruit shippers must have their's also.

"Last year we cooperated fully, as did other shippers, and by all working together we had a stabilized market. This year we can go further, we can start building confidence in the fresh cranberry industry among the jobbers, brokers, and wholesalers,—no more weak approach to our marketing seasons and holding back waiting for the price to break. We can help to create the demand! Naturally there will be peaks and slowing down of the trade—but with F. O. B., pricing I believe you will

find a healthier fresh fruit market."

Makepeace Explains Institute

Russell Makepeace told of what the Fresh Fruit Institute had accomplished in obtaining publicity for fresh cranberries during its first year. He mentioned it was originally made up of American Cranberry Exchange, Cape Cod Cranberry Cooperative, Morse Brothers of No. Attleboro, Decas Bros. and Anthony DeMarco of New Jersey, and that since its formation two more units have been added, Habelman Bros. of Wisconsin and Cape Cod Cranberry Company of Plymouth.

He explained that the idea behind the institute was that if a group of growers could be gotten together desirable cranberry publicity could be obtained in various media, magazines of general interest, trade magazines, daily and weekly newspapers, television and radio. He said each member was assessed 2 cents a quarter or 8 cents a barrel. To a question, he replied that better than 90 percent of fresh fruit marketed was now represented in the Institute.

In setting up the Institute he said Robert Knox, formerly editor of ACE "Cranberry World", was selected as New York manager because he had an advertising agency and knew cranberries.

He presented Mr. Knox, who with slides showed how much publicity had been obtained, naming some 13 magazines with individual circulation as high as 4½ million. Services of clipping agencies had been obtained, and, he said, literally "baskets-full" of clippings had been received and that fresh cranberry publicity had blanketed the country as never before.

Professor Cole

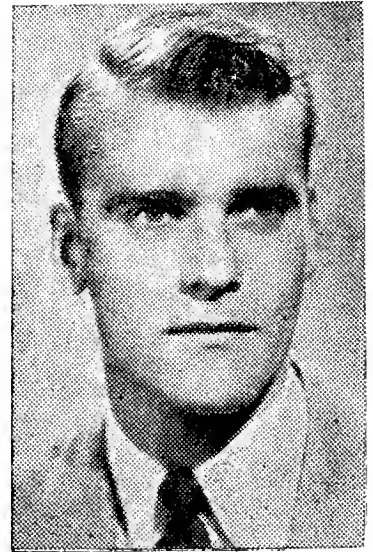
Prof. Cole told the membership that in all farm organizations two things were of great importance for success, one is selection of the proper officers and the other is membership relations.

In such an organization as the Mutual, he declared even though all members were in competition with each other in selling their crops, they can accomplish a great deal by working together. "It takes high intelligence to under-

stand the need to cooperate and you growers have the responsibility to take the time, and have the understanding to do this."

As an expert on marketing of fruits and vegetables, he said that a grower does not want too high a price at the start of the season—that it is not the opening price which counts, but the building up to a "peak." He stressed the necessity for a complete distribution and for quality. He mentioned the pre-cooling of cranberries. Also, that perhaps frequent buying in small quantities by retailers might keep the product fresher, than though a large quantity was kept in a store under improper temperatures for best keeping.

Other brief speakers were Cranberry Specialist J. Richard Beattie and E. L. Bartholomew. At the recess cranberry cocktail was served by NCA.



New President Is Journalist and Cranberry Grower

William F. Huffman, Jr., Recently Made Head of Wisconsin State Cranberry Growers' Association, Follows Father's Footsteps.

William F. Huffman, Jr. of Wisconsin Rapids, Wisconsin, is that rather rare combination, as was his father before him, of being a journalist interested in cranberries, or to put it the other way,

a cranberry grower interested in journalism.

Mr. Huffman was elected president of the Wisconsin State Cranberry Growers' association for a one-year term on January 16 of this year. This obviously gives him a position of some importance within the cranberry industry. In case there is confusion within the mind of any reader, with so many cranberry organizations, the Wisconsin association corresponds to the Cape Cod Cranberry Growers' Association in Massachusetts, or the American Cranberry Growers' Association of New Jersey.

He was born June 2, 1924 at Wisconsin Rapids, attended grade schools there and was graduated from Lincoln High at the Rapids in 1942. He received a bachelor of science degree in agricultural journalism at the University of Wisconsin, Madison, in February, 1950. He saw three years with the U. S. Army, 1943-45 and was in the European Theatre 22 months, 1944-45.

He is the secretary of Huffman Farms, Inc., with 35 acres in cranberries at Biron, Wisconsin. His mother, Mrs. Louise Huffman is president. This property was founded in 1939 and developed by his father, William F. Huffman, Sr., who died in September 1949, and who was well-known in the cranberry industry and in newspaper and radio circles. The foreman at Biron is Donald Whitrock and the assistant foreman is Marvin Taschner.

In marketing affiliations the Huffman Farms, Inc., is a member of Cranberry Growers', Inc., which sells its fresh fruit under the label of "Indian Trail."

Mr. Huffman, Jr., is at present a reporter on the Wisconsin Rapids Daily Tribune of which his father was editor. "Bill" Huffman devotes the major part of his time to the newspaper business and is also working at radio station, WFHR of the Rapids, and at the Huffman Farms.

He is married to the former Phyllis Jean Rasmusson, Wauwatoba, Wisconsin, which is a suburb of Milwaukee and Mr. and Mrs. Huffman have one daughter, Polly Mae 19 months old.

He comments, as president of the Wisconsin State Cranberry Growers' Association that Wisconsin Growers might take note, that "the association could sure use the \$3 membership dues."

Cranberries, Forty Years After

EDITOR'S NOTE: The following interesting article is the substance of a talk before Wisconsin State Cranberry Growers' Association, August 15, last. Dr. Peltier is technical consultant for Cranberry Growers, Inc., of Wisconsin Rapids, marketing under the trade name "Indian Trail".)

By George L. Peltier

On August 15, 1911, as an Agent in Entomology in charge, of cooperative work between the Wisconsin Agricultural Experiment Station and the U. S. Bureau of Entomology, I presented a paper on "Recent Investigations

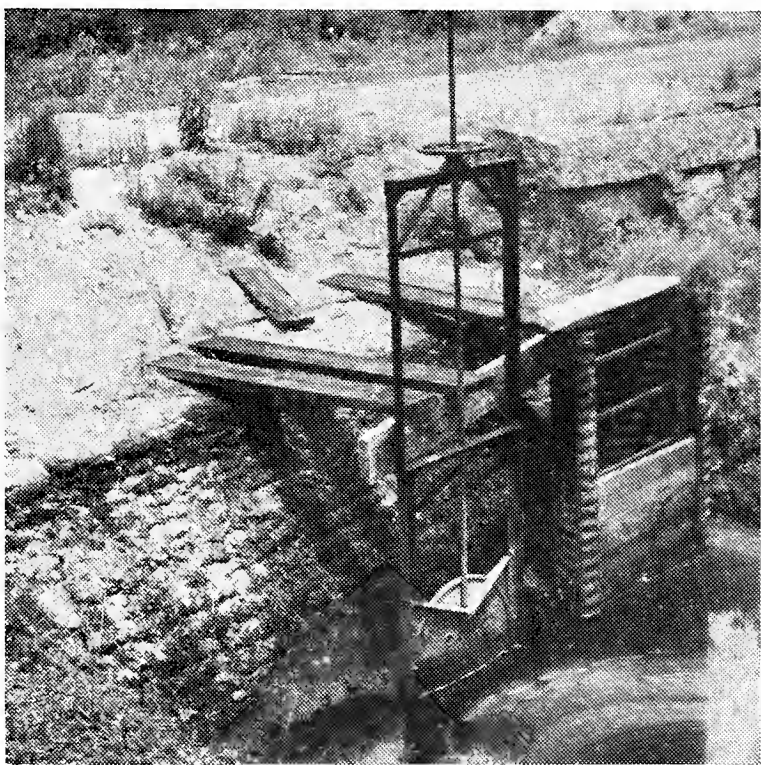
of Cranberry Insects" before your association. Returning to address you after 40 years, what have been some of the major changes and advancement in cranberry culture

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Of course the most impressive change is that of manpower vs. the machine. In the old days bogs were literally carved out by hand, a slow and back breaking procedure by cheap and many times unreliable labor. The expansion of established bogs or carving out new ones was a major undertaking involving a matter of several

years. Today with bulldozers, shovels, and numerous other mechanical devices, it is really amazing how many acres of raw marsh can be prepared for cultivation in one season with a minimum of human effort, although it may be presumed that the total cost per acre of planted beds is greater than under the hand system.

Basically Culture Same

Basically the cultural practices are much the same today, as well as the numerous hazards of weather and weeds, pests and prices. Two of the old hazards however, have been almost forgotten, i.e. fire and lack of water. Through the years by better overall cultural procedures, the elimination of some hazards, improvements in the control of pests, and by judicious use of fertilizers, yields have more than doubled and could be trebled if all the growers would utilize to the fullest extent the information and "know-how" available.

So far as varieties are concerned the natives are gradually yielding to the named varieties. During my Summers at the old Cranberry Experiment Station, (1908-11) all of the then known named varieties were on test, as well as many selections from native vines. Of the latter only one stands out today, i.e. the selection developed by Andrew Searles, a variety making up quite a substantial amount of the present acreage. Of the named varieties MacFarlines and Howes seemed to have best withstood the test of time.

Speaking of names, it is of extreme interest to note that the sons, grandsons and in a few instances even great grandsons of the early pioneers, still carry on—Searles, Bennetts, Potter, Whitesley and others—while but few names such as Gaynors have disappeared from the list of the pioneers. In the Summer of 1908 a recent graduate of the University of Minnesota served on apprenticeship at the old experiment station and later was to inaugurate the movement of cranberry culture into Northern Wisconsin. I refer of course to Charles Lewis.

Weeds Long-Range No. 1 Problem

Owing to the nature of the areas surrounding the planted areas, native marsh grasses, reeds, rushes, shrubs and even upland weeds have plagued the grower over these many years. In my estimation weeds are still the number one long range problem. True at the turn of the century hand weeding could be afforded at the prevailing wage of one dollar per 10 hour

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day. The introduction of mechanical clippers was made possible with the advent of small, light gasoline engines, which have served well in holding down the height of weeds and preventing seed formation, but at best it is only a makeshift, until a program of successful weed eradication is possible. Perhaps within the present decade, synthetic chemical compounds will be discovered, with enough selectivity or specificity in their action to kill weeds without injuring the vines. While a number of herbicides are now available, none are as yet selective enough to warrant extensive weed eradication on planted areas.

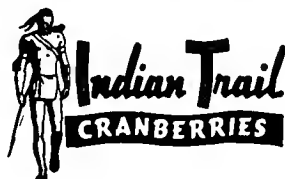
Fertilizer Information Meager

After looking over the data at the College of Agriculture collected over a period of 50 years on fertilizers for cranberries, one is astounded at the meagerness of usable information. The main reason for this state of affairs is the fact that the soil composition of bogs is not uniform, as the understructure may consist of deep or shallow peat of different origins, while others have admixtures of muck, and sand. In fact there is no such thing as a homogenous soil structure on any bog in Wisconsin. The same statement, in some instances, would be even true of individual sections. Owing to these extreme variations, it is obvious why fertilizer tests have failed to yield consistent data, the results of which could be applied universally.

The need for soil amendments, micro-elements and inorganic fertilizers is imperative for increasing yields of high quality fruit, but apparently each grower must be able through tests and observations determine his own needs section by section on the basis of the soil understructure.

Organic Insecticides

With the introduction of organic insecticides in the last decade, the use of inorganic chemical poisons has largely disappeared, because the newer synthetic compounds have proven to be much more effective, when applied at the proper time. Although the total losses from insects are not as high as



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If you desire to have your bog either raked, or pruned and raked, this Spring, we advise you to contact the C & L Equipment Company as soon as possible. All indications are that we will have more work than we can possibly do this Spring.

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formerly, yet they are still too high in spite of more effective insecticides and improved equipment

for their application. Intimate knowledge of the seasonal sequence of the insect pests plus proper

timing of insecticide applications will reduce losses to a minimum.

Two problems have been encountered recently with the use of organic insecticides that must be carefully considered by the grower: (1) the development by selection of resistant strains of insects to these potent insecticides and (2) the total destruction of natural insect parasites.


The only fungicide that has come through more than 50 years of effective service is Bordeaux mixture, which can be labeled "old faithful" since annual applications at the proper time will hold diseases to a minimum. The incidence of leaf spots and particularly fruit rots rises and falls with certain environmental factors, which of course cannot be predicted in advance.

False Blossom Mystery

False blossom in the early years was a mysterious and insidious disease that took its toll of native vines. This disease was the subject of my senior thesis, although it was exactly 25 years (1935) later that the true nature of false blossom was discovered together with the vector (blunt nose leaf hopper) which transmits the disease from vine to vine. The reduction of this vector by proper insecticides has now reduced false blossom to a minor disease in most bogs and is no longer a matter of major concern.

At the turn of the century hand picking predominated. Raking was a supplementary operation, consisting primarily in harvesting low yielding or wet sections. With the advent of improved rakes and methods of harvesting, there disappeared one of the long standing social customs i.e. the nightly entertainment of the family groups who made up the picking crews. Within a few years I visualize the efficient machine picker which in turn will supplant the hand rakes. Thus as in all phases of our daily contacts the "machine" marches on, at the expense of the many simple pleasures and intimate associations that used to accompany the laborious tasks on cranberry bogs.

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... THROUGH CHEMISTRY**

Fresh From the Fields

(Continued from Page 5)

sor Hull of the Extension Service. Present plans call for an extensive research program which will be conducted over a period of years.

Cranberry Drier Being Built

Growers are interested in a new piece of machinery which is very much needed, a drying machine. One is being developed but is still

in pilot operation. It holds much promise, but is not expected to be fully developed this year, but by another year it may be ready for actual use in drying of berries.

Changes in Frost Warning

State Frost Warning Service will be in operation on May 1, with Arthur Wolford the meteorologist in charge. Mr. Wolford replaced Mr. Milligan when the latter became ill. Some rather radical

changes are being made in the distribution of the service in the expectation of increasing efficiency at minimum of cost to the growers.

Water Surplus

Wisconsin this Spring has a heavy water supply, even a surplus and water was being let off the reservoirs so as to take care of the watershed that comes down when the Spring thaws are really underway. In fact the State water table is probably quite a bit above normal, and this build-up has been taking place the past two or three years due to excessive rainfall and heavy snows.

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NEW JERSEY

March, Wet and Cold

The weather at Pemberton during March was very wet and cold. The average temperature was 39.8°F which is 2.3°F below normal. There were 20 days in which the temperature fell to freezing or below. The maximum temperature was 64°F on the 31st and the minimum was 6°F on the 2nd.

Precipitation was 5.05 inches, which is 1.46 inches or 41 percent more than normal. A measurable amount of rain fell in 9 days. Eight inches of snow fell on March 1st and it remained on the ground for 4 days.

Winter, Milder and Wetter

The Winter months (December through March) were milder and wetter than normal. Extremely low temperatures occurred infrequently. The temperature dropped to below 20°F on 20 days and went below 10°F on only 5 days. The lowest temperature was 5°F on December 17.

Only 8 Snow Days

There was snow on the ground for during the Winter and the total snowfall was only 15.9 inches. There was snow on the ground for only 11 days.

Cranberry Bouquet

The consumer package of cranberries shows the greatest progressiveness of any N. E. food producing group—"and the Cape Cod people deserve a lot of credit."

Control of winged and ground vermin has been practiced since the 15th century.

CRANBERRY INDUSTRY IS BOOMING

Cont. from 14th Installment in
March Issue

First Chatham Cranberry Assessment

First assessed bog in Chatham—although there are believed to have been earlier attempts, was that against John Atwood, in the year 1861 when he was taxed for 7/16 of an acre. Mr. Atwood, as were not few of the cranberry men then—and now—were among the “first citizens” of their community. Mr. Atwood never became a grower of consequence. In fact he had no time to, his death occurring Jan. 30th, 1864, at the age of 75, so that he began cultivating when about 70 years old.

He was born August 20th, 1789, the son of Sears and Azuba Atwood. He was the grandson of Joseph Atwood, who built the oldest house still standing in Chatham (in which John lived) in 1752, or 1756, as that latter date is given when Joseph, in his will disposed of his “mansion” house. Since 1928 this has been owned and is in use where historical relics are on display.

When Atwood was assessed for his bog he also was listed as owning 33 acres of farm land, as well as this typical Cape Cod house with gambrel roof. The property extended from the Stage Harbor road to Mitchell's river, which is an outlet from Mill pond into Stage Harbor. The bog was on salt marsh on the river. No one today knows whether he sanded or not, but he must have, as the location was salt meadow and even in late years there were evidence of sand having been spread there. It could not have been flooded as there was no fresh water near.

In 1840 Mr. Atwood had been one, with others, who organized the Chatham Wharf Company which accommodated vessels at Stage Harbor. With his death, this bog did not lapse as it was assessed to his youngest son, Samuel M. Atwood, born, 1835, who presumably carried it on until 1898.

“Courtin' Talk”

Whether true or not, there is an old tale concerning Mr. Atwood

and this historical house. John Atwood married a second time, and is said to have promised the new Mrs. Atwood a new house. As time went on the new house was not built, however, and he is said to have finally frankly admitted the new house was simply “courtin' talk.” He did build an ell and made other improvements to the ancient house, as he was a carpenter by trade.

California Gold Into Cape Cod Cranberries

Just as most areas of the settled parts of the country had had their share of “Forty Niners,” so had the Cape. Some were made richer by the trek to the gold fields, some poorer. One of the former was Nathan Smith of West Barnstable. He had sailed around the Horn to California, but by 1860 was back again and, according to report, quite a bit richer, putting money into cranberry growing.

He was first assessed for cranberry bog in Barnstable in 1860, and in five years had increased his holdings to 12 acres, assessed true value at \$2,000.

The bogs of Mr. Smith at West Barnstable were among the best known properties on the Cape during the latter half of the century. By the 70's he was employing so many harvesters, his annual pick-

ing season meant a considerable fall income to residents of the West Barnstable area. Other residents of West Barnstable have recalled this period and of Mr. Smith as being a man of influence in the upper Cape industry.

He was born in 1805, the son of Nathan and Betsy Smith, and like so many of the earlier Cape cranberry men traced his ancestry back to the first Cape Codders, in his case to Ralph Jones, who was of Barnstable in 1654. The bogs have been abandoned long since.

Mashpee's First Bog

Another Cape Cod area which is believed to have a member within the Cape cranberry “clan” before the Civil War, was Mashpee, the Indian District, the cranberry growing of which will come into the story a little later. Mashpee's first grower is generally thought to have been Virgil Collins.

Collins was the keeper of the general store there, selling groceries, hardware, tobacco, and many other items. He was at one time paymaster for the Mashpee Manufacturing Company, and owned a share or two of this concern devised for the betterment of the Indians and which was to produce cranberries itself.

Collins, so tradition goes, went down to Bulkin's Cove in South Mashpee and obtained some wild

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vines, setting them out in a maple swamp of about an acre and a half in extent, which he had cleared. He never utilized any of the "developed" varieties, yet among the wild vines there were two kinds, one which ripened early and one a little later, the latter having a "red-black" look. These wild vines selected from near salt water were agreed to produce excellent quality and Mr. Collins' son, Charles, has stated the first crop was sold for no less than \$27.00 a barrel.

Collins died in 1875, but his bog was continued after his death and its second owner after Mr. Collins was Oliver M. Holmes, whose 1883 speech has been so often referred to.

50-Acre Project

In the year of 1860 one of the largest Barnstable County cranberry projects was in the making, according to the BARNSTABLE PATRIOT. This was at Hyannis-

port, by J. H. Coffin and others. The PATRIOT went on, that a large part of this could be overflowed, and portions of this, "are offered for sale to any who wish to experiment . . . Mr. Coffin deserves credit for his perseverance and enterprise in attempting to convert this almost worthless swamp into a meadow of cranberries."

Another noted event of that year seems to have been a severe frost on the last night of October, "one of the coldest nights for that season of the year that the oldest residents can remember." The Cape wakened on the following morning which was a Monday, to find the grounds thick with white frost, ponds frozen entirely over, and it was feared the crop—which had been only half picked by that date—would be seriously affected.

Wareham Had Bogs

Prior to Civil War

Before the Civil War, and prob-

ably during the 50's Wareham, today the acknowledged center of the industry as a whole, came into the cranberry picture. Earliest tax record which may be found is that of 1861. That year lists a single cranberry grower, Frederick Augustus Stewart, with five acres and a valuation of \$20.00. This was put down as the Weston (Daniel) lot.

To have had five acres assumedly in bearing by '61, Stewart must have begun at least by the late 50's and there were known to have been several other little patches where cranberries were cultivated to some extent, at least, which were not taxed in the mid-century decade.

This Mr. Stewart is recalled as a peddler of milk from Rochester, later living on Elm Street, Wareham, which is the main highway (Route 28) to the Cape. This was near the present Maple Spring Rd.

Although not taxed in 1861, Mr. Stewart's brother, Henry M., who was a cooper, working at East Wareham, is known to have had a bog, also along the Maple Spring stream and near the bog of Frederick in that year.

Some others having small bogs in Wareham, according to historically-minded Charles L. Bates, Wareham town clerk, were Prince Burgess of East Wareham, who had a little patch on the Burgess farm; James Williams, also East Wareham, owning a little piece at Onset; Samuel Besse, a bog on the former Briggs farm on Route 28, and Bradford Bartlett.

The bog was later incorporated into the "Great Bog," formerly owned by United Cape Cod Cranberry Company.

These locations are where there is much valuable cranberry acreage today and coincidentally not far from the State Cranberry Experiment Station at East Wareham.

For other early bogs there was also the "Star" bog on the Maple Spring road, although this was probably begun a little later by the Nickerson brothers of Harwich.

Barnstable County Decline

The final year before the terrible war between the states saw Barnstable County with its largest pop-

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ulation of the past century 36,000, (after which it declined) and a great change in the economy was becoming evident, according to Historian Charles F. Swift. Its greatness in things maritime was beginning to end, this dying of shipping interests to be greatly accelerated by the war. It was the ending of the era of the captains as the lords of the Cape, but before going on with the story of the industry during the struggle, the accounts of some of these retired captains of Harwich and particularly the Pleasant lake cultivators of such importance, will be told.

TO BE CONTINUED

Girls generally make the greatest gain in weight at twelve and thirteen years, say nutritionists at the University of Massachusetts. Biggest weight-gains in boys come around their sixteenth birthdays.

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CLUB MEETINGS

Four instructive cranberry club meetings were held in Massachusetts during March. The Lower Cape club met at East Harwich Methodist Church March 12, and

the Upper Cape at Bruce Hall, Cotuit, March 13. Both were supper meetings with good attendances.

The program for both was a talk by Harold E. Bryant, ACE upon "Cranberry Prospects for 1952," and Ferris Waite, NCA, upon the same subject.

South Shore club met March 18 at Reed Memorial building, Kingston and Southeastern Club at Rochester Grange Hall, the latter being a supper meeting.

J. Richard Beattie gave a report

on "Gypsy Moth Control;" Mr. Waite reported on "Marketing Conditions and Future Prospects;" Dr. Chester E. Cross on "Weed Control from Management Viewpoint," and Dr. Franklin on "Major Revisions on Insect and Disease Charts." This was probably Dr. Franklin's last appearance before these organizations.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Makepeace "Tree Farm" Award

John C. Makepeace was honored at a recent meeting for outstanding achievements in forest management. He was presented the "Tree Farm Award", which included a suitably inscribed mounting. The Lot Phillips Company of Hanover is the only other recipient of this award in Plymouth County. It is a distinct honor, and the first to be made to a cranberry grower. The presentation was made by Arthur T. Lyman, Commissioner of Conservation. The occasion will be reported in detail in next month's issue of "CRANBERRIES".

Foreign Visitors

The Cranberry Experiment Station was host to a group of 14 foreign students on May 8. We had an opportunity to show them something of our cranberry industry. They were very much interested in our business, and were kept busy converting gallons per minute of our pumps into liters per hour; to say nothing of pounds per acre into kilos per hectare. We were delighted to have them, and were gratified by their appreciation. (More next month.)

Frosts

The first general frost warning was released April 21 by Dr. H. J. Franklin. We then enjoyed a brief respite from threats of frost, because of a real "nor' easter" which lasted several days. Following this storm, the weather turned cold and warnings have gone out daily from April 30 to date, May 5. Temperatures of 16 to 17 degrees have been recorded on a bog in Middlesex County, while temperatures of 18, 19, and 20 degrees have been common on bogs in Plymouth and Barnstable Counties. Sixteen warnings have been released through May 5. A quick check of

our weather records show that extended cold period is not unusual. Last year sixteen warnings were released during approximately the same period; in 1948, seventeen warnings. These figures include both the afternoon and evening forecasts. The telephone and radio frost warning services are operating smoothly. The Cape Cod Cranberry Growers' Association has a few more subscribers to the frost service than a year ago. We sincerely hope that the frost activity reduces in tempo; otherwise, our rather ample water supplies at the start of the season will be depleted.

Weed Clinics

The four weed clinics held recently in Barnstable and Plymouth Counties were well attended, considering the threats of frost, at each of these meetings. Plots were set out ten days before the clinics, demonstrating the effectiveness of various chemicals. Growers had an opportunity to see the results of the various weed treatments. Duplicate plots were made at the meetings so that the growers could see how the chemicals were applied. Dr. Cross discussed the important points in a weed control program and devoted some time to the identification of early spring weeds. As usual, Dr. Cross did an excellent job in presenting his subject. A brief summary of the key points discussed are as follows:

1. Good drainage—first essential in any weed control program.
2. Encourage good vine growth as a method of checking weeds.
3. Carefully measure areas to be treated and amounts of chemicals to be used.
4. Try to complete kerosene work by May 12-14 on bogs drained of their winter flood in early April.

5. When treating cut (sickle), manna, and cotton grasses following a late holding of the winter flood (May 25) with kerosene, drain bog ditches, wait 3 days, then spray kerosene during the next 4 days. Try to apply when temperature is below 65 degrees.

6. Vines should not be trampled for one week before and after the kerosene treatment.

7. Watering pot technique of applying kerosene is still excellent for small areas, or for spot treatments.

8. Standard solvent is still in the experimental stage but looks promising for controlling asters, small brambles, rushes, and sand spurrey. **MUST NOT BE USED ON NEW GROWTH.** Best results when air is humid.

9. Iron Sulfate is one of our most useful weed killers. Can be used on fern-infested areas before they appear.

10. 2-4D—Only one type of this material is recommended for controlling three-square grass. The new formulation is known as Triethanolamine salt, 4 lbs. acid per gal.; it is the safest form to use on bogs or around shores and ditches. Small amounts of 2-4D left in sprayer can kill vines—wash out equipment thoroughly using soap, ammonia, or both.

11. The "hockey stick" technique is one of the more popular methods of applying 2-4D to tall weeds over the vines.

12. 2-4D is still in the experimental stage but appears to be effective in checking woody plants, such as hardhack, meadow sweet, and bayberry.

No. 1 Pest—Root Grub

We have an insect note from Dr. Franklin reminding growers that the **cranberry root grub** is still our number one insect pest. It should not be overlooked in planning spring's work. The three effective treatments still include the use of **PDB Crystals** under sand, **Cyanidizing**, and **Flooding**. For those who will be flooding to control grubs, May 12-15 is the date to reflow bogs, and hold until July 15-20.

Liquid Fertilizers

Dr. F. B. Chandler has been endeavoring to cut the cost of applying fertilizers to our bogs. He

Western Pickers

Incorporated

1172 Hemlock Avenue

Coos Bay, Oregon

Cranberry Growers:
Attention:

You have been thinking and discussing the idea all Winter of picking your 1952 crop with a Western Picker, if you have decided to pick mechanically. Then now is the time to get in your order.

We did not buy a lot of material this year and we know from the interest taken in our machine by the growers we will not have enough machines to go around. You should get your order in now with a \$150.00 payment and be sure you will have a machine this Fall. If you feel you can not afford to buy a Western Picker, why don't you see the Production Credit representative in your district, as we understand it, Production Credit was set up to aid the farmer in purchasing labor-saving equipment.

This is not a monthly payment plan, but a two or three crop payment plan with low interest rates.

We cannot give the addresses of Production Credit officers in Washington, Oregon, or Wisconsin. Growers living in these localities can get that information from your local bank or County Agent. The Farmers' Production Credit Assoc. in Massachusetts is at 163 High St., Taunton, Mass.

Get your order in now.
This Fall may be too late.

(Advt.)

has been working with liquid fertilizers and has applied them in flood waters on various bogs during the last few years. Growers interested in liquid fertilizers should contact Dr. Chandler.

Cape Cod Growers In Big Annual Spring Meeting

Speakers Tell of Progress in
Past Two Years—Growers
Urged to Keep Bogs in
Good Shape, to Grow Every
Berry Possible—Homer
L. Gibbs Re-elected
President.

The Cape Cod Cranberry Growers' Association held its annual Spring meeting in the Wareham Town Hall April 24.

The meeting was preceded by exhibits in the basement and outdoors, as in previous years. The commercial exhibits were much the same as in past years, except an increase in the large equipment, that is, bulldozers and tractors. The Experiment Station exhibit consisted of a display of weeds and soils. The soil exhibit was arranged to show the movement of water or lack of movement in sands, the method of measuring water movement and the amount of space which could be occupied by air.

The business meeting had the usual reports and the reports of some special committees. Russell Makepeace reported an increase of 32 or 33 in membership. Gilbert Beaton showed a sketch and gave a preliminary report of the committee which is making plans to honor Dr. Franklin at the Summer meeting. The president, E. L. Bartholomew, said the day of the August meeting would be known as "Dr. H. J. Franklin day".

The Mom and Dad Club of East Wareham prepared a luncheon for those present.

The afternoon program consisted of reports by the Cranberry Station, staff and staff members from Amherst. This program was under Dr. Franklin's direction. Dr. Sieling, Director of the Massachusetts Agricultural Experiment Station, told how ably the Cranberry Station had been conducted. He also said the experiment stations had a tremendous task to increase production of all food to feed the people of the United States, the

rate having increased to 7,500 births per day. The Director of Extension, James Dayton, made some very interesting comments and then expressed the hope that some 4-H cranberry clubs would be organized in the near future.

Save Vitamin

Dr. C. R. Fellers, head of the Department of Food Technology, presented figures on the composition of cranberries. He said up to 60% of the vitamin C could be saved in home prepared cranberry sauce, while all of it is lost in commercial canning. Studies in his department indicated a better retention of vitamin C when stored at low temperatures. Dr. Fellers described the Apple Cranberry Juice which has been developed in his department.

Prof. Cox of the Department of Agricultural Engineering stressed the importance of handling berries as little as possible, and the importance of removing the field heat as soon as possible. In Prof. Cox's studies, about 85% of the berries went over the first bounce board and he felt it would be desirable to eliminate the remaining bounces. He also briefly described the ditch cleaner which he is developing.

J. Richard Beattie reported on the gypsy moth spray program, expressing the need to have the adjoining areas sprayed to keep the gypsy moths from reinfesting the area.

Dr. Cross explained the experiments to kill cranberry scale by oxygen deficiency, after which he talked about the new herbicides. He said CMU should not be used at rates of more than one pound per acre. Dr. Bergman recommended ferbam or bordeaux to control the fruit rots of cranberries.

Drainage Needed

Dr. Chandler compared the crops in different cranberry-producing regions and showed that increased drainage gave increased crops. He then referred to Dr. Franklin's bulletin which indicated high rainfall was detrimental to the production. Prof. Chandler then pointed out that the crops of the past seven years were above the ten-year average for each of those years, and that these years were all considered as dry years. Dr. Chandler then explained how poorly some peats drained, and also that some sands drained very poorly. With improvement in drainage and water management he expressed the belief that cranberry crops could be greatly increased, even up to 250 barrels per acre.

The last speaker, Dr. Franklin, outlined the supplement to the insect bulletin and the new cranberry variety bulletin. Wisconsin is recommending the use of 40% Ryania

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF MAY 1952—VOL. 17, NO. 1

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

April Warmer, Drier

April was a month with a few degrees above normal in temperature, which would have an adverse effect upon the keeping quality of the crop, in the opinion of Dr. Franklin. The difference is not too bad, still, it will not be to the good.

Rainfall was a little below normal, total recorded at the State Bog being 3.07 inches. Normal for April is 3.85. Most of this rain fell in the closing days of the month, the first part being dry. It is said at the State Bog the rain of the month will make little difference to the crop either way.

Bogs Earlier

Bogs were greening up at end of the month and were quite a bit ahead of normal.

Dr. Franklin recorded no frost damage for April, although there were several. The two of most consequence were on the nights of April 11 and 16.

First Bad Frost May 1

First really bad frost occurred on the morning of May 1. Temperatures as low as 19 were recorded in the Wareham area. Average was probably 22. Forecast in the

evening was for 20. This was a "black" frost in some bogs, depending upon the degree of humidity. Water was used wherever it was available. There was probably some injury to the crop.

Much Bog Work

Growers are ordering much more equipment and insecticides fertilizer this year than in several past years. They are concentrating on sanding, weeding, and insect spraying. Considerable ground control will be done.

WISCONSIN

Early Frost Warning

First frost warning for Wisconsin was issued on May 2nd. This is one of the earliest frost forecasts on record. Reason for this was that temperatures for April were considerably above normal, and on April 28 the official temperature at the Rapids was 94. The temperature for seven consecutive days was above 80.

Opinion of growers is that, as of the first of May vines are approximately two weeks ahead of last year. The damage caused by the sudden drop in temperature last fall was not as serious as was first indicated, it is believed, but it will have some adverse influence on the crop. Oxygen deficiency was very minor.

Water

Reservoirs are beginning to feel the effects of lack of rain and if this condition continues for any great length of time the water supply for frost flooding could be seriously affected.

A number of growers this spring are putting on Spring reflows. This practice had more or less been done away with the past few

years. However, due to the extended warm spell these reflows were not held as long as the growers intended, for fear it might hurt the budding.

Could Be Much Insect Trouble

In general, condition of the vines is good. From advanced weather forecasts, that is long range forecasts, and the good overwintering for the insects, all indications in early May pointed to the fact the insect infestation can be above average. This prospective situation is also aggravated by the fact that control of insects on the marshes during the summer of 1952 was seriously hampered by a wet season, so that many control measures were not effective. If early May high temperatures continue growers will be combatting insects much earlier than usual.

All Marshes Early

An interesting observation is that all marshes in the state appear to be early. Usually the northern marshes, such as those at Three Lakes, Hayward and Spooner, are about ten days to two weeks behind the central and southern marshes in the spring. This is not true this year. Winter floods were withdrawn from the marshes in most cases between April 10th and 20th.

WASHINGTON

Most Frosts in Years

More frosty nights have occurred this spring than any year since 1922. Temperatures as low as 23 were reached at least twice during the last three weeks of April, and there were 25's on six occasions. Bogs not protected by sprinklers have taken some injury.

(Continued on Page 22)

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
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1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

The Cranberry Story of Long Island — Two Bogs Remain

Editor's Note. This is the first of two installments, this one mostly concerning the "Big" bog at Manorville and its manager, James S. Laird, of Carver, Mass.)

by

Clarence J. Hall

Long Island, lying mostly off the coast of Connecticut, but belonging to the state of New York, has been one of the cranberry cultivating areas of the country for nearly a century. Before that—on this often-called "fabulous" island, elongated, narrow, in length 118 miles from rugged Montauk Point, its western extremity out in the Atlantic, to its eastern boundary, Brooklyn, in the Metropolitan New York area, and from 12 to 23 miles wide—cranberries grew naturally.

Members of the 13 tribes of Indians, who were the original inhabitants of the island and presumably the first white settlers of the 1600s, gathered cranberries. The fruit still grows in its native state at a few points and is harvested each fall.

References to berries by some of the early writers about the island and in reports of explorers and first settlers may be found in historical research, in both the English and Dutch languages. These writers speak of finding "berries plentiful", but there is no way of knowing what berry, but presumably the strawberry, huckleberry, blueberry, cranberry and possibly the small wild beach plum, were found.

There have been many bogs cultivated on the island, the first dating from about or shortly after the Civil War. Today there are two properties under cultivation, both in the township of Brookhaven, one very fine indeed, and the other in process of rejuvenation.

The larger, at Manorville, produces from 2500 to 300 barrels annually, and the other, at Calverton, about 500. The first is that of the George W. Davis Corporation, dating from 1887, and the other, the so-called "Brown bog", now being rebuilt by a new owner, Joseph Hackel, of Riverhead, and built, it is believed, sometime shortly prior to that date. Manorville has 42 well-kept acres in bearing. The Calverton bog, while formerly having 35, now has about 10 producing.

Both are on the Peconic river, along which at one time there were well over 100 acres in several pieces, and are a part of the town of Riverhead, which is the county seat of Suffolk County, one of the richest farming areas in the nation. There is little mention of cranberries in the early records of Brookhaven, according to George Shaw, historian of the town of Brookhaven, which was founded in 1655. Records of the town go back to 1657, but the area of Calverton-Manorville was in the Manor of St. George, owned by the Tangier family and its assigns until 1788, which would be a reason for lack of historical record concerning cranberries. Prior to the 1788 date the district did not belong to any township.

Historian Shaw is of the opinion that cranberries were too sour to have been very much used by early settlers of Long Island, who had sugar from the West Indies in very limited amount, depending to a great degree on molasses for sweetening. However, this would be a matter of interpretation, as in many another area, as in Massachusetts, the same conditions as to sugar would have prevailed and cranberries were generously used by first comers, records prove.

Cranberries, it must be con-agricultural industry of Long Island, as they do in the main centers fessed, cut no great swath in the of cranberry growing elsewhere. Merely to read some of the agricultural statistics of Long Island is to find why this is so.

The farm income from Long Island is estimated at no less than \$55,000,000 annually, three-quarters of which is produced in Suffolk County, that county comprising about two-thirds of the island in area, and is the third largest county in the United States. Long Island is noted first for its potatoes, speaking in agricultural terms, then its cauliflower, a big second, and also beans and peas. "Long Island ducklings" are famous the world over, and the island is called the "duck center of the world". Sixty percent of all ducks in the United States are raised in Suffolk, to the tune of about \$8,000,000 annually. Brussels sprouts were first cultivated there in this country, being introduced from England. And who hasn't heard of "Long Island oysters", especially the "Blue Points"? Greenport, in Suffolk, lays claim to being the "oyster center of the world".

Most of the cauliflower industry

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is centered in the town of Riverhead, where huge beds of the plant stand brightly green over the rolling countryside—acre after acre. It might be mentioned here that the cranberry growers could, to good advantage, take a page from the book of the cauliflower growers as concerns sprinkler irrigation, as fast as their finance permit. Overhead irrigation whirls everywhere. As for the ducklings, which are White Pekin originally imported from China, some of the most famous farms are in Calverton. As a matter of fact, more than one former cranberry acreage has been flooded and turned into a duck pond, where the birds are now seen by the thousands.

A little of the Long Island history may not be amiss here. Discovered by Henry Hudson in 1609, while he was searching for a northern passage to India, the western end, closest to New York, was settled by the Dutch, while the eastern portion was settled by people from New England. The territory was claimed by both Dutch and English until 1673. Towns of the outer part of the island are inclined to resemble those of New England, especially Connecticut. There are a number of ancient windmills, such as those at ultra-fashionable Southampton, where is the home of John Howard Paine, author of "Home Sweet Home". These mills are similar to the few remaining on Cape Cod, while there are mills of Dutch type on the innermost portion. As in many parts of the United States, place names are often of Indian origin.

It is at the Indian place named Amagansett, not far below Montauk, that wild cranberries are still most often harvested among the dunes by the shore and in the swamps. At Amagansett there twists a narrow road called "Cranberry Hole Road."

Much of the island is covered with oak, except for a section near the center which is known as the "Pine Barrens". This is the same designation for a large part of the cranberry-growing sections of New Jersey and there the topography does resemble the South Jersey cranberry lands—flat, with white sand and scrub pines.

Although, as stated, the cran-



Mighty Montauk Light guards tip of Long Island, where wild cranberries still grow. (CRANBERRIES Photo)

berry is indigenous to Long Island, the cultivated vines there today are practically all of Cape Cod origin. The Cape Cod method of harvesting, that is, from a kneeling position, is practiced at Manorville, while the New Jersey way of scooping, standing up, is used at the Hackel bog.

The north side of the island, in which general area the bogs lie, near the middle, from east to west, was built up by the deposits of two glaciers of about 4,000 years ago. The district contains great rocks which were brought down from the mountains of New England. This is more fertile land than the southern slope. The soil of both bogs

is not peat, but similar to savannah bottom.

In this and a following chapter the story of the two remaining bogs will be given, beginning with that at Manorville.

Manorville is a village of about 800 people, 65 miles from New York City.

The entire property of the George W. Davis property consists of about 3,000 acres. Forty-two are devoted to cranberry growing and are kept in the most beautiful condition. The bog was built by the late George W. Davis, a New York broker and sportsman. Long Island, of course, is the habitat of the sportsman, whether duck or

goose hunting, fresh or salt water fishing, or game hunting.

In the last century Mr. Davis made a hunting trip to Long Island, according to his daughter, Mrs. Herbert Johnson, and noticed wild cranberries growing there. Born in Cambridge, Massachusetts, Mr. Davis' mother coming from Chatham, he had spent much of his time on the Cape and was familiar with cranberry cultivation. He enjoyed growing things and did not want to always remain on Wall Street.

He became interested in the possibility of cranberry cultivation there on Long Island, as at that time there were already cranberry properties. He engaged Mr. Mills from Mattituck, Long Island, to build bogs for him. Whether Mr. Mills had had Cape Cod experience or not is not now recalled, but the vines set did come from the Cape area.

Following his interest in the bogs, Mr. Davis built a big manor house at Manorville and at this estate was able to engage in both sports and cranberry cultivation. Upon his death the property went to his daughter, Alliene, now Mrs. Johnson. Her husband is also a New York broker. They maintain the

mansion at Manorville, although their winter home is at Tenafly, New Jersey. Mrs. Johnson is now the owner and operates the George W. Davis cranberry property. Mrs. Johnson, incidentally, finds Cape Cod and Long Island very similar in many respects.

The Manorville bogs make up a long and narrow cranberry property, approximately a mile in length and about 400 feet at its greatest width. It is on both sides of River road. The bogs are set mostly to Howes, with about 15 in Early Blacks and 8 in Matthews.

The Davis property is a direct member of American Cranberry Exchange and ships on order of that cooperative, but the berries are sold under its own brand name of "Blue Diamond", mostly in New York city. Long Island cranberries have long been recognized for their size and quality, and often command a premium price.

The bogs at Manorville are managed by a Massachusetts man, James S. Laird, formerly of South Carver. He has spent his whole life in the cranberry business. He has been on the job there since 1927, and has produced many good crops.

In the fall of 1950 the Manor-

ville property grew 2,900 barrels, but this past season production was only about half of that, the worst season in 25 years. This was due to severe winterkill during the 1950-51 winter, because of lack of water for sufficient coverage.

The lower end of the bog is flooded from Swan pond, which is about 60 acres in extent and formed by surface water. The water is pumped on by a Packard motor engine and a Jaugua pump. It is pumped back to the pond during frost season. The upper end is covered by gravity from the Peconic river and the water is not salvaged.

Sand supply is excellent, but it has been found more economical to purchase the material by the yard. "It is good, coarse sand, the equal of any sand back home for cranberries", Mr. Laird declares.

Temperature range on Long Island is more moderate than in many other parts of the United States. Summers are often cool, with winds from the surrounding waters, and the water masses also temper the cold of winter and bring less snow than inland along the Atlantic seaboard. Long Island, in fact, is considered to be a meeting place for equatorial and arctic



White brick screenhouse at Manorville bogs.

(CRANBERRIES Photo)

species of birds.

Spring frosts come a little earlier to Long Island, in the opinion of Mr. Laird, than in Massachusetts, and they average two or three degrees less severe. "Neither do we have as many spring frosts. The bogs here come into bloom about a week earlier. We seem a little more advanced all during the season than on the Cape."

He added that fall frosts were not as bad, either. There is not much ice on the bogs—not enough for winter ice sanding. All sanding has to be done by wheelbarrow over planks.

Even though the season is earlier, harvesting is not started until around Labor Day, about the same as on Cape Cod. Completion of harvest is about October 12. Mechanical harvesting has not been tried as yet. Scooping is done by local labor, pickers being either men or women, and the same group at Manorville remains fairly constant each season.

Weeding is done at Manorville still by the older fashion of manual labor, not by means of chemicals. Yet a very thorough job is done, it is evident. Vines on the bog are short, well sanded.

False Blossom has been something of a trouble, although its presence was not known until the disease was spotted by "Joe" Kelley of the East Wareham Experiment Station during a visit there. However, it is now being kept well under control by DDT dust for the bluntnosed leafhopper, dust being spread by a Stearns biplane. Black-headed fireworm is troublesome, but this is being combatted with M-P dust supplied by A. D. Makepeace Company, Wareham. There is a little fruitworm, but so little that nothing is being done, or deemed necessary for control. The bog is also spared that vicious insect which has caused so much trouble in Massachusetts, the gypsy moth.

Screening and packing of the crop is done in a two-story, white-washed brick warehouse, 150 feet long by 40 feet wide. The first story of this is below ground level on two sides. This provides cool storage for the berries. The harvest box used is a rather odd, long and narrow wooden box holding a

quarter barrel. These are stacked in storage to provide plenty of air space. Screening is by a Bailey separator. Finally, the fruit is packed in one-pound cellophane bags, the packaging machine being that of the Hayden Cranberry Separator Company of Wareham, Mass.

Mr. Laird was born in South Carver and attended the schools there. His father, Joseph W. Laird, Sr., was a cranberry man, taking care of Carver bogs. It was but natural that Laird turned to cranberry work. He was employed by the Slocum-Gibbs Cranberry Company at its Carver bogs; by the late Walter Myrick, and earlier than that for that old-time bog-builder, John Fisher, of Wareham.

During World War I he put in 17 months overseas with the U. S. Army in the engineering corps. Returning, he continued bog work. He went to the Long Island job in 1927, his going being largely influenced by the late well-known "Ben Porter", for a long time associated with American Cranberry Exchange, and for a while ran the New York store of that co-op. He is married to Ida Mae Atwood, daughter of Mr. and Mrs. Arthur Atwood of South Carver. The couple have a son, James, Jr., a daughter, Mrs. Lillian Murdock, four granddaughters and three

grandsons. The granddaughters are Patty Mae Laird, Dorothy Laird, May Murdock and Betty Ann Murdock. The grandsons, James Laird, 3rd, Albert Murdock, Jr., and Bobby Murdock. James Laird, Jr., is also employed by the Davis log interests.

The two families live in white houses beneath pleasant, tall oaks near the screenhouse.

Mr. Laird is a cranberry grower in his own right, owning a property of 12 acres, partly in Taunton and partly in Raynham, Mass.

For recreation he has duck hunting in the fall, and ice fishing, sometimes, in the winter. He is keen on both.

Does he like living on Long Island?

"Yes, I do very much. I like the climate and almost everything down here better than back home."

However, the writer was aware of the fact that he asked a lot of questions about "how are things back home?" and inquired after many friends in his area of Massachusetts.

Men in the armed forces eat more meat than do civilians. At the present time soldiers are averaging 324 pounds of meat per year, which is more than double that eaten by the average civilian in one year.

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Favorable Reports And Enthusiasm as N. E. Sales Meets

Speakers Tell of Progress in Past Two Years—Growers Urged to Keep Bogs in Good Shape, to Grow Every Berry Possible—Homer L. Gibbs Re-elected President.

Marked enthusiasm about cranberry prospects, coupled with the urging of several speakers to produce as large a crop this fall as possible, highlighted the annual meeting of New England Cranberry Sales Company, Carver town hall, April 17.

John C. Makepeace, in reading his report as treasurer, said this **Treasurer Makepeace** report was the most gratifying in several years and that nearly \$300,000 in company indebtedness to banks had been paid off in the past two years.

He said: "If we can go at that rate for another year we will be in pretty good financial condition.

I urge everyone of you to give your bogs the best possible treatment. Do not let them get run down. I urge you to grow every berry possible. One of the worst things we could have happen this fall is to have a crop which is too small. I repeat, don't let your bog get down. Don't."

President's Address

The president's address by Homer L. Gibbs was also encouraging. He said:

"I wish to welcome members and friends at this, our annual meeting. After three years of tough going we are on the road to better cranberry times. The past year saw the fresh fruit market stabilized and the season ended on a rising market.

"This left the dealers friendly toward cranberries and will help us during our coming 52nd season as an organization. The allocation made by the Cranberry Growers Council was as nearly perfect as could be, and I wonder how we would have fared if there had been no Council.

"This season cranberry growers should do all in their power toward producing a normal crop. I would

be more disturbed by a small crop than a normal or large one.

"The Sales Company has made good progress during the past year and we can again begin feeling optimistic. I want the officers, directors and particularly the office personnel to know that we appreciate their co-operating and untiring labors. I should be very remiss if I failed to thank John Makepeace for his ceaseless efforts for our good the past year. Believe me, he has spent more time than most of us can realize. Thank you again, Mr. Makepeace."

Miss Sue A. Pitman

Miss Sue A. Pitman, who is assistant treasurer and executive vice president, read her reports. She commented upon the good work done last fall by the Puerto Ricans assigned to screenhouse work. She said the frequent meetings called by ACE General Manager, Harold E. Bryant, were most helpful. "Please be loyal to your co-operative. By your efforts it will rise or fall."

She then referred to a biographical booklet recently issued about the late A. C. Chaney and Chester



LLOYD R. WILLIAMS, editor of Cranberry World, setting his camera to photo Miss Sue A. Pitman and Franklin G. Harlow checking balloting list. (CRANBERRIES Photo)

E. Chaney.

ACE Officials Speak

Manager Bryant in his talk stressed the need for a fair balancing of the allocation this year. Other speakers of the ACE staff included E. Clyde McGrew, Lester Haines of the ACE Chicago office. The usual lunch provided by the Company was served.

Election Results

President, Homer L. Gibbs; 1st Vice-President, George Briggs; 2nd Vice-President, Robert C. Hammond; Executive Vice-President, Clerk, and Assistant Treasurer, Sue A. Pitman; Treasurer, John C. Makepeace.

Board of Directors

Wales H. Andrews, Middleboro; Fred L. Bailey, Kingston; Arthur D. Benson, Middleboro; George Briggs, Plymouth; E. W. Burgess, Plymouth; J. Foxcroft Carleton, East Sandwich; Arthur H. Chandler, Marshfield; Frank H. Cole, North Carver; William E. Crowell, Dennis; Herbert E. Dustin, West Wareham; Ernest C. Ellis, Buzzards Bay; Dr. H. J. Franklin, East Wareham; Homer L. Gibbs, West Wareham; Ruel S. Gibbs, Wareham; Carroll D. Griffith, South Carver; Robert C. Hammond, East Wareham; Eino W. Harju, Marion; Walter Heleen, West

Wareham; Robert E. Hill, Carver; John G. Howes, Middleboro; Fred S. Jenkins, West Barnstable; Joseph L. Kelley, East Wareham; Victor E. Leeman, West Barnstable; Nahum B. Morse, East Free-town; Francis H. Phillips, Ply-

mouth; Walter E. Rowley, West Wareham; George E. Short, Plymouth; Albert A. Thomas, Middleboro; Paul E. Thompson, Middleboro; Russell A. Trufant, North Carver; Herbert J. Vaughan, North Carver; Homer F. Weston, Carver;



J. C. MAKEPEACE delivers his report. To his right, president Gibbs; foreground, Miss Pitman. (CRANBERRIES Photo)



Members study their hallots. Foreground Philip Gibbs; second to his right, Ruel S. Gibbs. (CRANBERRIES Photo)

H. F. Whiting, Plympton.

Executive Committee

Homer L. Gibbs, ex officio; Ruel S. Gibbs, George Briggs, Robert C. Hammond, Carroll D. Griffith, Joseph L. Kelley, Paul E. Thompson, William E. Crowell, George E. Short, Homer F. Weston.

Nominations for Directors to the American Cranberry Exchange: Homer L. Gibbs, George Briggs, Robert C. Hammond.

Nominations for Directors to Cranberry Growers Council, Inc.: Homer L. Gibbs, Arthur D. Benson.

Average per capita meat consumption has jumped 14 percent in the past 21 years. In 1931-36, the average was 130.8 pounds, and for the years 1946-50 it was 148.9 pounds per person.

ACE Meets, Hears Good Reports and Elects Officers

One of the most successful fresh cranberry seasons in recent years was highlighted at the annual meeting of the American Cranberry Exchange in New York city.

General Manager Harold E. Bryant reported that revenue from sales totaled \$3,897,622, an increase of over \$600,000, despite the fact that the sales volume of fresh cranberries was only 234,607 barrels as compared to 308,929 barrels in 1950.

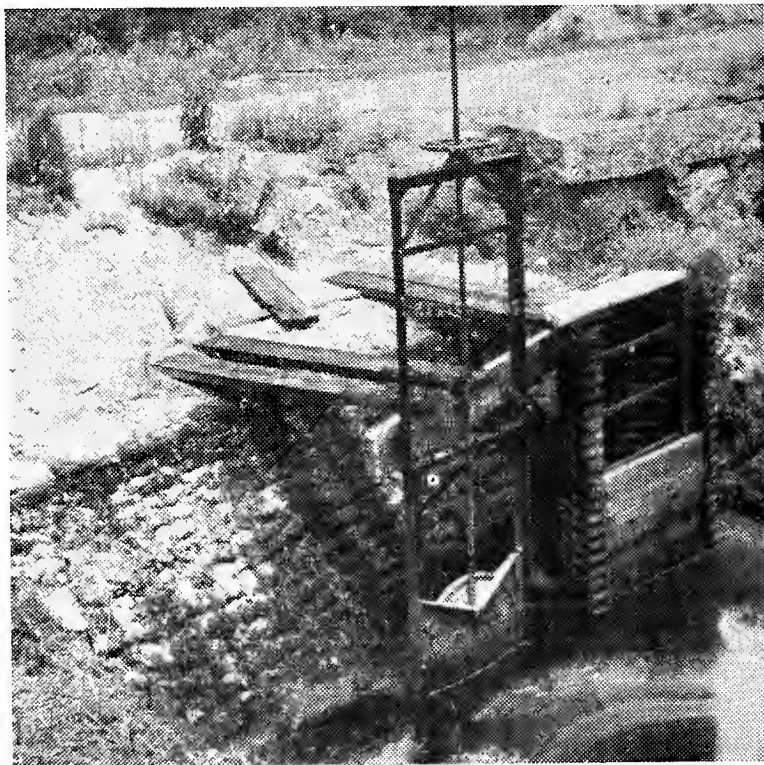
The ratio of expense to sales was materially reduced during the year, an average of 9.13 per cent compared to 13.35 per cent in 1950.

The gross return averaged \$16.61 a barrel, while the net combined average return to the state shipping units was \$14.95 per barrel compared to \$9.20 a year ago.

A five-year sales promotion advertising and merchandising program was approved by the Board through which the Exchange plans to build increased distribution of Eatmor cranberries.

Theodore H. Budd, Sr., of New Jersey, was re-elected president; Homer L. Gibbs, of Massachusetts, first vice president; Harold S. DeLong, of Wisconsin, vice-president; George Briggs, of Massachusetts, vice president; Harold E. Bryant, Executive vice president; E. C. McGrew, secretary; and K. F. Pratt, treasurer.

Two new directors were elected at the meeting, Thomas Darlington of Whitesbog, New Jersey, and Tony Jonjak of Hayward, Wisconsin.



FOR PRE-FABRICATED FLUMES

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NORTH CARVER, MASS.

GROWERS' COMPANY., N. J., RE-ELECT MR. BUDD PRESIDENT

Optimism reigned at the Fifty-seventh Annual Members' Meeting of the Growers' Cranberry Company, held in the office building in Pemberton April 15th, to review the 1951 season's business and elect the officers for the oncoming year. Manager Walter Z. Fort gave a detailed report on the past fiscal year's business and expense. Following this report, election of delegates took place. Theodore Budd and Thomas Darlington were elected as delegates to the American Cranberry Exchange; Vinton Thompson was elected delegate to the National Cranberry Association; and Mr. Budd was re-elected delegate to the Cranberry Growers Council. Edward Crabbe and Allison Scammell of Toms River, Thomas Darlington of Whitesbog, and Francis Sharpless of Medford were re-elected to the Board of Directors of the Growers' Cranberry Company.

Harold Bryant, General Manager of the American Cranberry Exchange, gave a most encouraging talk on the future of the cranberry industry and what the growers themselves could do to make and keep the outlook of the cranberry industry a bright one. Following

reports from other members of the Exchange the meeting was adjourned and all retired to Fenwick Hall for luncheon.

At the re-organization meeting of the Board of Directors after lunch, Mr. Budd was re-elected president, Vinton Thompson, 1st vice-president, Thomas Darlington, 2nd vice-president, and Walter Z. Fort, secretary-treasurer as officers of the Growers' Cranberry Company for the ensuing year.

NCA Executive Committee Hears Good News

The N. C. A. executive committee met at Hanson, Mass., April 21st and voted a 4% dividend on common stock. The dividend will be paid May 20th to all common stockholders of record as of April 30th.

Mr. Urann reported on the results of the Easter promotion which included advertising, radio spots, besides the publicity on food pages and radio and television programs. He had sent a questionnaire to the brokers 92 of them) and had received answers from about half of them prior to the meeting. All brokers reported excellent Easter promotions of Ocean Spray and told of such sales increases in the retail stores as the following:

Normal per week	during promotion Per week
3 cases	18½ cases
4 cases	18 cases
3 cases	24 cases

Managers reported the largest movement of Ocean Spray at Easter since the beginning of Easter promotions.

Miss Ellen Stillman talked about the Easter promotion which suggested cranberry glaze on ham or cranberry sauce with turkey, if turkey was on the Easter menu. The radio spot announcements were added for the first time.

Mr. Urann also announced that Russell E. Apling has been hired as assistant manager at the Hanson plant. He was born in Carver, where his parents are now living. He was with Stokely Bros. from 1939 to 1950.

In 1942 he went to Oklahoma, processing strawberries. He also has packing experience at Joliet, Illinois—peas and beans. In 1943, he returned to New Bedford as manager, and when Stokely closed the New Bedford plant he was

asked to go West, too. He stayed in the area because of his parents.

Mr. Mann reported April sales as ahead of civilian sales last year and ahead of the schedule set for the month.

BOG PROPERTY

Near Carver Line in Middleboro, Mass. App. 22 acres bearing Bog, Reservoir, Pump Houses, Packing House, Foreman's House, Bog Equipment, Swamp and Timberland total app. 200 acres.

Also app. 12 acres in Manomet (Plymouth), Mass., with Packing House, Foreman's quarters, and Bog equipment.

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MEMBERSHIP OPEN

write or phone
CAPE COD CRANBERRY COOPERATIVE, Inc.
17 Court Street, Plymouth, Mass.
Tel. Plymouth—1760

One of New Jersey's Busiest Cranberry Men Has No Doubts About Jersey's Future

He is Anthony DeMarco, who Operates His Bogs, Sells His Own Crop, Trucks "Tru-Blu's" and Other Crops to Market—Is an Original Member of Fresh Fruit Institute, and Tries to be a Cooperator for the Cranberry Industry.

By CLARENCE J. HALL

A real hustler, who has no doubts about the future of the New Jersey cranberry and blueberry industries, is Anthony DeMarco of Hammonton, New Jersey. He has a three-pronged stake in the two businesses.

First, he is a large grower in his own right. Second, he is one of the few growers anywhere in the industry who markets his own fresh fruit. Third, he distributes his own berries over a wide area, and hauls to market a large proportion of the Tru-Blu blueberries of Jersey. He also is a buyer and shipper of other fruits and vegetables of his state and operates a sizeable trucking industry.

Has a Logical Interest in Cranberries

Mr. DeMarco has been a grower only eleven years, but he came by his interest in cranberries logically. His father, Rocco, for many years, was foreman of a cranberry property at Chatsworth.

Of his various activities, Mr. DeMarco says, he enjoys most the actual growing of a crop of cranberries. "I like to start a fresh plantation and watch it grow—to progress—watch it and work at it from the start, and to see it through to the production of a crop. I can do that on my bog. It gives me genuine pleasure and pride to start from scratch, as you do in growing any fruit or vegetable, and then to end up with a crop which is satisfactory. I guess I just like to see things grow."

Cranberry growing was not Mr. DeMarco's first choice of a career. Born in Hammonton 48 years ago, he attended school there, and then went to the Philadelphia College of Pharmacy. Graduated in 1926, he was a druggist for about five years. But, he found he didn't like the confinement of store work. He had been raised on a farm (near Hammonton) and was accustomed to an active, out-doors type of living.

So he went into the buying and shipping of fruits and vegetables, the shipping being through the DeMarco Trucking Company, Inc. In this phase of his enterprise, he

owns about a dozen big, modern trucks. He buys, sells and hauls North Carolina strawberries in the early Spring, and then, most lines of Jersey fruits and vegetables as they come along. In the Winter he specializes in New Jersey sweet potatoes. He does his own selling, personally, mostly by telephone.

The cranberry bogs he bought eleven years ago were formerly owned by the Chatsworth Cranberry Company. This property was where his father had been em-

ployed since Anthony was born. Has 300 Acres Under Cultivation

At Chatsworth he has a total of 300 acres under cultivation. Of this acreage he has completely rebuilt nearly half. He grows Early Blacks, Howes and some Centennials, but concentrates on Blacks. There were a few Native Jerseys. Nearly all of these have been replanted to the other varieties. His production has increased.

The portion of his crop, which he disposes of as fresh, he sells anywhere in the country, to brokers, chain stores; under the brand name of "Lake Shamong Cranberries."

He is a member of NCA, so his canning fruit goes to that co-operative. He says he feels it unnecessary to join ACE to handle his fresh crop. "Being in the produce business, I feel it advisable to handle my own fresh fruit."

Tries to Work in Cooperation

However, he believes he does, and intends to, work in the closest harmony with the fresh fruit and canning co-operatives. He is one of the original members of the Fresh Fruit Institute, started last year, understanding the value of concerted effort to move more fresh fruit. He does not sell fresh

DECAS BROTHERS

Growers Of

Cape Cod Cranberries

Phone 147

WAREHAM, MASS.

cranberries for others. Merely his own.

It is his opinion that both the major co-ops are now doing a fine job in their respective fields. It is his thought, advertising of cranberries should be increased. It is his conviction that NCA, with its greatly expanded sales could easily use all the berries produced in New Jersey, and that canning will continue to increase over the proportion of the Jersey crop which is sold fresh.

"Always Will Be a Fresh Fruit Market for Cranberries"

Yet, "I think there will always be a lot of cranberries sold on the fresh fruit market—if we produce good, quality fruit. Cranberries must be a commodity which will stand up in the market in competition with other store items."

"I'm Not At All Discouraged"

To the question as to how he felt about the future of the industry, and in particular, about New Jersey, his reply was; "I'm not at all discouraged as to the cranberry business as a whole. Every business has its ups and downs. We should not be too discouraged when it is down, or too elated when things are looking up.

"I do not like to see cranberries selling too high. The industry has gone through three tough years due to over-pricing and freezing berries which should have been sold fresh."

"I think New Jersey will continue in the industry, and will increase its production. We can grow cranberries as economically as those in any other area—if we really go at it strenuously. We haven't worked at growing cranberries hard enough in the past."

As if, in proof of his contention, Mr. DeMarco operates his bogs himself. He is not afraid of hard work. He has a foreman, but he handles the management—and loves the job of cranberry growing. He does his own frost work and oversees other controls toward producing a better crop.

His main bogs are in four groups. They are flowed from a branch of Wading river, at Good Water Run, Jake's Spong, Oak Meadow and Speedwell Meadors.



Mr. DeMARCO relaxes at his desk during interview.

(CRANBERRIES Photo)

(Wading river is one of the cranberry water sources threatened with water loss.)

Much of his older acreage has never been sanded. Mr. DeMarco, like many of the more progressive Jersey growers, favors complete rebuilding of as much acreage as financial means permit, and then concentrating work upon this acreage, letting portions badly run out remain unworked. That is, unworked until there is sufficient returns from the renovated pieces to justify work upon them.

He does not sand, after renovating before replanting. He does sand after the new vines are growing, when he believes this is desirable. On some bogs, he says he has found sanding very helpful and intends to do more. For more convenient and better management he has divided some of his bogs

into smaller sections.

Has Some New Bogs

Certain of his bogs date from only 1949, '50 and '51. These were planted on virgin soil. The vines were machine planted.

Attesting to the recognition as a grower he is receiving, is the fact that the annual Summer meeting of American Cranberry Growers' Association of August 30th last year was held at his Chatsworth property. The meeting was in his new sorting house. A tour of his property, following the meeting was a feature of the day.

This sorting house, of cement block is one which any grower, anywhere, could envy in its modernness and arrangement.

The sorting house, itself is 42 feet by 110 feet. It consists of separator room, sorting room, and packing room. There are two stor-

age houses 42 feet by 90, and 30 by 60, respectively, with overhead doors so that trucks can enter and there is free access for the stacking of boxes. The two store houses are connected to the separator room, one store house on either side, the entire building being in the form of a cross.

Mr. DeMarco is a family man and has two sons, one, 21 who is a law student and the second, 13, who thinks he might like to grow up to be a cranberry grower. He also has a daughter, 10.

Relaxation

Mr. DeMarco at one time had a fondness for gunning, but now finds that his business and his relaxation are the same thing. That is, he doesn't need any hobbies because he so thoroughly enjoys his work in his several enterprises.

He is active politically and is a Freeholder of Atlantic County (a position which would correspond to County Commissioner). This is an elective office and he has held it for a number of years.

Jersey Water Situation

As concerns the New Jersey water situation, he is among those who believe this is worsening steadily; that there is noticeably less water available each year. He foresees no immediate lack of water, but from his personal observations, he finds water scarcer each year.

"If I can notice this change over a period of 25 years or so, what will the situation be in another 25 or 50 years? Maybe, we growers of the present do not have to worry too much about our supply. But, what about our successors? The water situation in Jersey is really a serious matter to us, growers of New Jersey."

MASSACHUSETTS BLUEBERRY GROWERS MEET

The Southeastern Massachusetts Blueberry Growers held their spring meeting at the State Bog in East Wareham. Several changes to the constitution were discussed.

A research committee is being formed. Prof. Bailey spoke on the method of handling and introducing new selections of blueberries. Prof. Kelley gave a pruning demonstration.

(EDITOR'S NOTE: The foregoing poem is by Mrs. Alice M. Howard of Cataumet, Massachusetts, wife of a retired lighthouse keeper. We print it through the courtesy of Robert S. Handy of Cataumet. He sent it to us.)

The Secret World

By Alice M. Howard

There is a secret world buried deep in the heart of Cape Cod in the
Winter,

A quiet, lonely country of great beauty and strength.
"Enter at your own risk," the sign says,
And only a tried and true jallopy of ancient vintage should venture here.
This is no path for the parade of sleek and shining coaches of chromium
and painted tin.

This is a sober, humble path of loneliness and meditation,
A path of sand and mud and twists and turns and bumps.
It is Cape Cod's own Lake Country,
Her cranberry bogs, flooded and frozen,
Miles and miles of frozen lakes, nestling in her woods,
Stretching white and still among her hills and valleys.

It is a deserted world.
Such a world might be the No Man's Land between Man's day on earth
and his eternity.

Feathery white pines and Cape Cod's own sturdy scrub pines whisper
together gently.
Their's are the only voices in this still white world.
Purple vines line the road on either side, and heaps of ruby berries lie
here and there.

There have been people here, for here stands a barn and there a shed,
and over there a tiny dwelling,
But no smoke curls from the little chimney.
Even the birds have gone deeper into the woods,
And no tiny chipmunk or squirrel runs across the path to mar the Win-
ter stillness.

What will be the outcome of this journey?
Will these curving roads lead us once more to the busy life beyond,
Or are we, indeed, suspended here to listen and to learn the secrets of
this silent land?

A lone gull finally flaps away from a tall tree just ahead.
Around that curve beyond, we glimpse a white cat, scurrying around
one of the little houses.

Even the animals share the scenic whiteness of this hidden world,
For now a white angora goat is tethered by a little house.
And finally we see children playing near.

"Is it far," we ask, "to the main road?"

"Oh yes," they smile, and wave us on.

On past the dike where the road is lower than the lake upon the right,
But level with the one upon the left.

On and on, around another bend,

But the spell of the hidden Winter world is passing.

The main road back to living must be near.

The silence is less deep.

The whiteness turns to gray and green and black.

The black is the ribbon of firm, hard road of every day travel.

The strong, quiet, beautiful land lets us go.

Easily and gently we enter again the roadways of Life,

But we have seen the secret world buried in the heart of Cape Cod.

Now it is in our hearts, too.

—Alice M. Howard

POLITICS AND CRANBERRIES

POLITICS, or less flippantly speaking, the selection by voters of those to hold high office in this Presidential election year, are shot full of vitamins. As full as are the cranberry growers of 1952.

This seems to be one of those years in which growers in all areas are more full of energy, fight, and the desire to produce the best quality fruit and the biggest crop than ever before. Emphasis is upon keeping good bogs up and bringing back those which have run down, and upon aggressive marketing. Growers are being urged to produce every quality berry they can.

The fear of the best informed is that we may not have a crop large enough to meet demand. Nobody now knows what production will be. If it should turn out to be a million barrels (which is highly unlikely), nobody seems alarmed. Such a prospect would have scared the industry only a few years ago. Now we have renewed confidence in our distributing agencies.

But back to the far more important business of electing the best officials to govern us; it certainly is no secret that people are more interested in "politics" than in many a year. They should be. Our choice this year is of greatest importance, as you have been told by many others more qualified than we.

For the fun of it, or perhaps we should say as a matter of interest to the industry: "How do cranberry growers feel as to who should be the next President of the United States?"

Who are **you** for?

Elsewhere in this issue is a coupon which we hope our readers will clip, answer the questions, and return. We believe it would be improper to sign these.

We will tabulate those returned and publish the result next month. We hope we will get enough to make it worth while. This may indicate whom the growers, or such portion of them as are our readers and who reply, prefer to be their next president.

It was with the deepest regret the industry received last month the announcement of the coming retirement of Dr. H. J. Franklin. It is a regret shared by all.

Over many, many years we have considered "Doc" Franklin a respected personal friend. Like others, never have we called

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East Wareham, Mass.

BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,
New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

on him in vain for assistance.

We know Dr. Franklin can never forget cranberry growing, although he has plans for his retirement years. At the moment, there is keen concern as to who will replace him. We feel it should be a man with cranberry experience to carry on the work he started. No one will ever "fill" his particular niche in the cranberry world.

THIS issue of May, 1952 marks the beginning of our 17th year. Many have subscribed from the very start. To these and to those who have read CRANBERRIES a shorter time we extend our appreciation.

We felt in 1936 there was a need among cranberry growers for a medium of impartial information. Now we are more sure of it than ever.

Weed Letters By Dr. R. H. Roberts Of Wisconsin

EDITOR'S NOTE—The two following letters were sent out to Wisconsin cranberry growers by Dr. R. H. Roberts, Department of Horticulture, University of Wisconsin, Madison. They are published because they may have escaped the attention of some Wisconsin growers and may be of interest to growers of other areas.)

CRANBERRY WEED LETTER NO. 12

An item which has not been well

enough emphasized in connection with the weed problem is the very great effect which weeds have upon yields. We are accustomed to more or less weedy marshes and rarely realize the large amount of berries that are generally produced on good vines standing in open sunlight. The reason weeds reduce the crop is poor pollination of shaded and wet blossoms. Dry air is needed for good shedding of pollen and effective pollination.

Moderately vegetative vines mak-

ing 3 to 4 inches of growth and having good light because of no weeds, usually bear 125 to 200 berries per square foot. The number of berries per square foot found this summer on vines growing in good stands of various weeds is shown below. The numbers are in comparison with each 100 berries per square foot on nearby vines (maybe only 3 or 4 feet distant) in the open, without weeds.

	Per sq. ft.
Check, on a basis of	100.0
Bunch grass	31.2
Bunch grass and fern	8.7
Fern	21.8
Heavy vines, no weeds	19.8
Red grass	36.4
Sickle grass	15.7
Slough grass	26.1
Star grass	30.1
Wide leaf	20.9
Wide leaf and heavy vines	6.5
Wire grass	29.1

Also, berries growing in the shade of weeds are of poor color and often small.

The very great reduction in yield caused by even moderate stands of weeds raises this question: Is it not more practicable to clean up the better areas to obtain high yields and income that goes with it, instead of first concentrating on the worse grass areas and maybe only getting moderate results for a considerable time?

This does appear to be clear: Such spraying as is done should be thorough and effective. It will give yields which will finance a full clean-up.

Many marshes have killed most of the easy-to-kill weeds and this makes the most efficient solvents necessary. It is especially necessary to use a good boom which will give an even coverage and not permit streaks. Very few booms built for applying insecticides are good for applying weed killer. As discussed in Letter No. 11, a double row of nozzles is needed to insure complete coverage.

CRANBERRY WEED LETTER NO. 13

One rather general practice has appeared for a long time to be questionable. This is the use of nitrogen fertilizer on vigorous plants. Maximum production occurs with about 3 inches of annual growth of uprights. Vines making

Another growing season is underway--
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more growth than this produce fewer berries. Why give these kind of vines nitrogen and force more growth and particularly increase weed growth? On the other hand, nearly all marshes have areas, as sand islands, which make less growth. These spots tend to become yellowish in early July. They need a top dressing of 75 to 125 pounds per acre of a quick nitrogen. This would greatly increase berry size, as well as give better budding.

Some suggestions on the general policy of weed control:

1. It may pay best to clean up the rather clean areas, as production can be most improved there. Areas with bad weeds commonly make too much growth and yields would be moderate even with very few weeds until vine growth is shorter.

2. A spring reflow may delay weeds more than the cranberries, making weed control less efficient.

3. New non-fruiting beds can be cleaned up by July 1 and still get blossom buds from new uprights from below tips scorched by the Stoddard.

4. As to material, it seems best to use a fortified Stoddard if the tough weeds are to be controlled. Common ones are: Northern wire, star, sickle, and satin grasses, ragweed, blue joint, St. Johnswort, etc. Two gallons of Blu-Kem concentrate per 100 gallons of Stoddard is recommended for the late-starting weeds.

5. Wire grass can be sprayed early while the cranberries are thoroughly dormant. Applications on late weeds should not be later than the green bud stage unless it is decided to gamble on some early buds and let the weeds get up enough for better killing.

Unsatisfactory results are generally due to:

1. Streaked killing because of poor booms.

2. Applications following sanding when late weeds are covered and cannot be hit with the spray.

3. Failure to wet young shoots of such plants as star grass under heavy vines.

In Colonial times more than 90 per cent of our people were producing food for themselves and the rest of the people.



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Put a "ceiling" on your sales costs. Why pay more? Investigate today.

Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

WISCONSIN

— PRUNING and RAKING — CRANBERRY BOGS

We have found in a good many bogs all that is necessary is raking to remove the dead vines, while in others it is necessary to prune and rake.

The C & L pruner and raker are fitted to do both efficiently and economically, raking from \$4.00 to \$6.00 per acre, pruning and raking from \$15.00 to \$18.00 per acre.

If you desire to have your bog either raked, or pruned and raked, this Spring, we advise you to contact the C & L Equipment Company as soon as possible. All indications are that we will have more work than we can possibly do this Spring.

F. P. CRANDON
1209 Main Street
Acushnet, Mass.
Tel. No. Rochester 89-3

H. C. LEONARD
191 Leonard Street
Acushnet, Mass.
Tel. New Bedford 34332

HIGHER CROP YIELDS IN THE FUTURE

If the past 25 years is a measure of how plant research can help meet food needs of a growing population, this nation can look forward to hundreds of improved crop varieties producing much higher yields and better quality feeds and foods than those now grown, a plant scientist of the U. S. Department of Agriculture declares.

The scientist is Dr. K. S. Quisenberry, assistant chief of the Bureau of Plant Industry, Soils, and Agricultural Engineering. In the past 25 years Federal-State research has produced and released to farmers 293 new varieties of wheat, oats, and barley, 67 of sorghum, 25 of flax, 76 of various legumes, and 48 of grass. USDA, the State experiment stations, and commercial seed companies have released about 350 corn hybrids. These add up to a total of 859 new varieties of field crops during the period.

Corn hybrids have increased

yields by at least 30 percent or a total of $\frac{3}{4}$ billion bushels annually. The hybrids also have stronger stalks, grow and mature more uniformly, and in some cases are more resistant to insects and diseases. New wheat varieties give increased yields because of earliness, Winter-hardiness disease, and insect resistance, stiff straw, and other desirable characters. Higher yielding soybeans account for increases of 20 percent in soybean production, and 10 percent more oil. New disease resistant legumes, such as Ranger and Buffalo alfalfa and Kenland red clover, are accounting for higher yields of forage, more livestock production, and soil enrichment.

These gains indicate how today's improved varieties will help farmers meet production goals in 1952, but they will not do the job in 1977, says Dr. Quisenberry. While plant scientists are busy creating new crop varieties, nature is busy producing new diseases to attack them. Crop scientists still have too little information on what insects or diseases may appear if an

"FATHER-OF-YEAR" TO EAT CRANBERRIES

Chicken and cranberry sauce has been selected as the official fare for Father's Day by the National Father's Day Committee and will provide the main dish at the Father's Day dinner, Waldorf-Astoria, New York City, May 27, NCA announces.

This dinner honors the "Father-of-the-Year". Anticipated is nationwide coverage on newsreels, television, radio and newspapers.

Novel Cranberry Relish

Wash and pick over one pound cranberries; rinse one cup seedless raisins. Wash one whole lemon and cut in quarters; remove seeds. Put cranberries, raisins and lemon (peel, membrane and all) through food chopper, using medium blade. Add one cup sugar. Let stand an hour or longer in the refrigerator before using.

entirely new variety becomes widely grown, or if farmers adopt a new farming practice. (USDA)

We of the *Wisconsin Cranberry Sales Co.*, are proud to belong to the *American Cranberry Exchange* and the *National Cranberry Association*, the two organizations without which chaos would be prevalent in the cranberry industry today.

We are proud of the service our local is performing for the membership, we are too busy doing a job to personally canvass members of other selling organizations realizing we would only stand to gain a few malcontents and eccentrics.

Wisconsin Cranberry Sales Company

(A Cooperative)

WISCONSIN RAPIDS

WISCONSIN

Cranberries Are Featured at Big Boston Store

A "salute" to Cape Cod and Massachusetts cranberries during the week of April 28 was given by Jordan Marsh of Boston, the fourth largest department store in the nation. NCA, with the help of the the Cranberry Experiment Station, East Wareham, had a miniature bog planted in one of the large Washington street display windows. This meant that the throngs constantly crowding Boston's busiest street, saw real vines growing, although the berries, because season, were imitation.

"Pickers", two feet high, were harvesting with miniature scoops. Picking boxes were handy to the workers.

The store fashions featured cranberry pickers' play clothes. One display showed a huge dish of cranberry sherbet. Cranberry scoops and cranberry products were found throughout the store. In the exhibit hall was a cranberry booth where the visitors each day tried Cranberry Juice Cocktail. They bought Ocean Spray products.

The color movie, "The Cranberry Story", was shown continuously. Jordan's announced the "salute" by ads in newspapers, on the radio and television. Cranberries are a part of Cape Cod and the promotion did much to further spread the fame of cranberries.

On hand to assist those interested were Miss Betty Buchan, NCA's publicity director, and others of the Hanson office.

DO YOUR BEST TO CONTROL YOUR PESTS"

Dr. Henry J. Franklin, director of the Massachusetts Cranberry Station, whose retirement was announced last month, made his final appearance before the Southeastern Cranberry Club at Rochester Grange hall. There were talks on the probable general cranberry shortage this fall. Dr. Franklin placed a bit of verse before the club members.

It was this:

"Do your best
To control your pests."

CONTROL

★ Cranberry Root Grubs

★ White Grubs

★ Poison Ivy

★ Chokeberry

★ Wild Bean

use

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PARA-DICHLOROBENZENE

The Massachusetts Cranberry Experiment Station Charts recommend Para-dichlorobenzene for treating Root Grubs, White Grubs, Chokeberry, Poison Ivy and Wild Bean. For best results, bogs should be treated in April or early May. Ask for details.



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- Hanson, Mass.
- North Harwich, Mass.

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Fresh From the Fields

(Continued from Page 5)

WASHINGTON

Cranguyma Open House

Cranguyma Farms had an open house in the new processing plant on May 3. Pictures were shown and refreshments served. The gathering was not limited to cranberry or blueberry growers but was open to everyone in the Long Beach area.

Surprise Party

On April 27 most of the members of the Long Beach Cranberry Club gave a surprise housewarming at the B. B. Sanders new home at Nahcotta. The new house is on a ridge overlooking the Saunders cranberry property. The home is modern in all respects. D. J. Crowley made an appropriate talk in presenting a gift.

Install Sprinklers

Carl Brateng and John Saeks have installed new sprinkler systems this spring. Charles Grinstead is also working on one.

NEW JERSEY

April Mild, Much Wetter

The weather at Pemberton during April was alightly more mild than usual but rainfall greatly exceeded the normal for this month.

The average temperature was 59.9° F. which is 2.2° above normal. Temperatures were about normal throughout the month. However, a warm spell from the 18th through the 23rd, during which the daily maximum was above 75°, brought the average temperature for the month above normal. The maximum temperature during the month was 88° on the 2nd and the minimum was 32° on the nights of the 8th and 10th.

6th Month of Above Normal Rain

April was the 5th month in the past 6 months that rainfall was greater than normal. The total amount of precipitation was 6.29 inches or 2.03 inches above the average for April. There were 13 rainy days in the month including 6 successive days (23rd-28th, incl.) during which 4.20 inches of rain fell.

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**BETTER THINGS FOR BETTER LIVING
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At Chatsworth, records taken by William S. Haines, Jr., show a slightly warmer weather than Pemberton's and almost identical rainfall. The average temperature was 51.1° and 6.28 inches of rain occurred.

Frosts

Frost damage in April was threatened on only one night, April 30, when bog temperatures of 23-25 occurred. Fruit buds, however, were small and hard at that time.

Blueberries

Rainy weather in April favored the development of blueberry mummy berry. There have been a number of severe attacks of the primary blight. An informative illustrated sheet on this subject has been prepared by the Extension Service.

"Slow pokes" can cause accidents as well as "hot rods", reports the National Safety Council. Slow-moving trailers or tractors are often involved. To protect yourself and the other fellow always use red lights.

Mass. Clubs Told Methods To Get Increased Crops

Since the last issue of CRANBERRIES the Cape Cod Cranberry clubs have each had a meeting. J. Richard Beattie urged the growers to get their requests for frost warning service in and Emil St. Jacques advised the growers to get their equipment in working order before it was needed.

Fertilizer Benefits

F. B. Chandler spoke on fertilizers, stating there was some benefit from early application in the same year the application was made. He then gave some of the methods of application which reduced the cost of application. Dr. Chandler then pointed out some of the soil drainage problems and gave the results of studies made in Barnstable county. He explained

ANNUAL CAPE COD MEETING

(Continued from Page 4)

again this year, according to Dr. Franklin. "Tony" Briggs' study of insect control by different methods of application, Dr. Franklin said, would be published. This report shows the cost of application of insecticides is least with flooding, and most with ground spray. In commenting on the new insecticides, Dr. Franklin said DDT has been a good insecticide for you—"do not trade an old friend for a new one".

that poor drainage in the soil results in shallow root growth and slow "vining in". The better draining soils would have drainage in the middle of an hundred foot section within three-quarters of an hour, while the poorest draining soils would not have any for ten days.

How to Increase Production

C. E. Cross talked about the crops, first pointing out that for the past seven years the crop had been above the ten year average for that year. For the coming year his hopes were not too high except for Barnstable county. Dr. Cross then urged the growers to conduct all of their bog operations to produce the largest crop possible in 1952. The following are some of the points mentioned: rake a bog carefully, for this decreases the number of berries pulled off by runners at harvest; distribute sand carefully; clean ditches in the low spots to improve drainage; use fertilizer where needed and kerosene early.

Weather Increased Wisconsin Prospects

Dr. Franklin told the growers that the recent weather had improved the crop possibilities for Wisconsin, and he also expressed the importance of producing a large crop in 1952 to supply the market which has been developed in recent years.

Dr. Franklin discussed some of the new insecticides and pointed out that they were lethal to bees

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(See Editorial Page)

CRANBERRIES Magazine Presidential Poll

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and to man and for that reason he did not care to recommend them.

New officers of the Lower Cape Club are: President, Ashal Drake; vice-president, Lloyd Deane; secretary-treasurer, Calvin Eldridge.

The Conquistadore's first fortress in the New World was built in 1503 in Ciudad Trujillo, Dominican Republic.

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Displays like this, linking Ocean Spray with both turkey and ham, are making cranberry sauce as popular at Eastertime as it is at Christmas. Special holiday promotions of Ocean Spray are creating a revolution in cranberry eating habits that is constantly enlarging the year 'round market for cranberries.

Membership in National Cranberry Association represents a share in the ownership of the Ocean Spray brand name. Ownership of the Ocean Spray brand is the cranberry grower's security that his entire crop will be sold—and bring him a fair return.



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NEW SANDING METHOD CUTS DOWN COST

A new method of sanding bog has been in use this Spring on bogs of the J. J. Beaton Company, Wareham, Mass. Gilbert T. Beaton has been operating with a Ford-Ferguson tractor and two ordinary trailer bodies, as a unit.

A tractor hauls one trailer out to the area to be sanded, running over 3 inch planking. The power unit is then unhooked and sent back for the other trailer, while the work of spreading goes on continuously. Each trailer carries a yard or a little less and this is spread from wheelbarrows.

Beaton has sanded an acre and

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a quarter a day, with a crew of 9 men. He believes he has cut down cost of sanding by approximately one-third. About 23 acres have been ended this Spring in this manner.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Many Frost Threats

Threats of frost have kept growers near their pumps all Spring. Twenty-two general warnings have been released to date (June 9), compared with 37 warnings last Spring. Water supplies have been ample; in fact, our reservoirs are higher than for several years. Very little frost damage has been reported.

Dr. H. J. Franklin's Final Keeping Quality Forecast has been mailed to growers through the County Agents' offices. It is as follows: "Weather conditions through June 9 indicate that the general keeping quality of the Massachusetts cranberry crop for 1952 will be reasonably good. Certain bogs produce poor quality fruit nearly every year. Special fungicidal treatments are in order for such bogs. Control measures for fruit rots are carefully outlined in the new Insect and Disease Control Charts. The first fungicidal treatment should be made just as the bog is coming into bloom, and the second treatment towards the end of the blossoming period."

We hope growers will use this forecast wisely. Marketing organizations need the best quality fruit that we can produce.

Watch for Gypsies

The writer recently collected his first gypsy moth caterpillar in the area treated two years ago under the special aerial-spray program to control this pest. It was collected on a bog in East Wareham about one-half mile from the Cranberry Station. Joe Kelley has also collected one on a bog in the Waterville section of Middleboro. The Department of Conservation and the local Moth Superintendents were immediately notified. Representatives from the depart-

ment have carefully checked these areas, and no additional "gypsies" were located; however, the surrounding uplands will be inspected again. It would be most helpful if growers would also watch for this pest when sweeping their bogs. If a gypsy moth caterpillar is collected, growers are urged to notify their local Moth Superintendents immediately and save the specimen for him. By cooperating in this manner we may be able to stop a possible infestation before it develops into major proportions.

First Weed Bulletin

It now appears that the first part of Dr. Chester Cross' long-awaited Weed Bulletin, which deals with grasses, will be available to growers by the last of June. Growers may receive their copy by writing to the Mailing Room, University of Massachusetts, Amherst, Mass., their County Agricultural Agent's office, or the Cranberry Experiment Station. It is beautifully illustrated by Mrs. Cross, who is an accomplished artist and botanist. Every grower should have a copy of this bulletin.

Timely Weed Notes

We have some timely notes from Dr. Cross on weed control. Growers have found 2,4-D to be a very useful weed killer, particularly in the control of **Three Square Grass**. The Triethanolamine salt, 4 lbs. acid per gallon, is the only type of 2,4-D recommended on the new chart. It should be diluted at the rate of one part 2,4-D to two parts water for the above-mentioned weed, and applied without touching the cranberry vines. Dr. Cross tells us that 2,4-D is still in the experimental stage but appears to be effective in the control of **Loosestrife**, **Hardhack**, **Meadowsweet**, **Leatherleaf**, **Choke-**

berry, and **Bayberry**. The same dilution is recommended as for **Three Square Grass**. The "hockey stick" technique is one of the more popular methods for applying 2,4-D to these tall weeds which stand above the vines.

Dr. Cross recommends that the whorl disc, which fans out the spray in a knapsack sprayer nozzle, should be removed when applying **Stoddard solvent** as a spot treatment under the vines. The removal of this disc results in a single stream of **Stoddard** that can be directed at the base or crown of the weed without injury to the new vine growth. If **Stoddard** is applied carefully, following these directions, it can be used effectively during the Summer months for the control of **Small Brambles**, **Loosestrife**, and **Asters**.

Dr. Cross recommends the use of **Iron Sulfate** for the control of large **Cinnamon** and **Royal Ferns**. Place small amounts of **Iron Sulfate** at the base of these ferns—one handful should treat three or four ferns. **Asters** and **Pitchforks** are plentiful, and **Iron Sulfate**, applied dry as recommended in the **Weed Chart**, is very effective in controlling these weeds.

Labor Committee

The Cranberry Labor Committee has been very active under the able leadership of Francis J. Butler. It appears at this time that imported labor may be required during the harvest period. The only imported labor available will be Puerto Ricans. The Massachusetts Division of Employment Security is prepared to import Puerto Ricans under a program very similar to the one adopted

Vernon Goldsworthy

Cranberry Specialist and Grower
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It has been of great interest to witness the general satisfaction of Western Picker users throughout the various cranberry growing areas in the U. S.

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We of the Western Picker organization feel that we are largely responsible for this change of attitude within the industry. We should feel (but don't) highly complimented that our picker has been more widely imitated than any other.

We gladly compare our picker with others not using our basic principles, as, for instance, various types of water pickers. When you are through picking with this type of picker it still costs the grower more to prune and comb his vines than it does to pick and prune the same vines with a Western Picker.

The same holds true for all types of Vacuum pickers. Picking costs alone will average four times the picking costs with a Western.

For reconditioning a bog which has been neglected for some time nothing will take the place of a Western Picker, both for results and costs.

When a grower buys a Western Picker he knows that he is not buying an orphan. He is always within reach of an experienced man

(Adv.)

laast year if local supplies of harvest labor are not adequate; however, they must have orders for local harvest labor requirements before an imported labor program can be developed. These orders should be placed as soon as possible with the local employment offices. Thursday, June 26, at 10 a. m., at the A. D. Makepeace Company office in Wareham, the Cranberry Labor Committee will meet again to discuss the problem. All growers who anticipated that they may need imported labor this Fall are invited to attend.

CRANBERRY MAN'S PUMP RAISES SUNKEN FREIGHTER

Raising sunken vessels is not ordinarily connected in any way with cranberry work, but men of the cranberry industry did play a part in floating the Arizona Sword at the Cape Cod Canal last month. The Sword is a freighter, 305 ft. long, of 5,500 tons, valued at about a million and a quarter dollars, which had been at the bottom of the waterway since it was in collision with a collier a little more than a year ago.

After the removal of 5,000 tons of sulphur from her holds, it became necessary to get the water out of her, and in this the main pump used was designed by Emil C. St. Jacques, Hayden Separator

Company of Wareham. He patterned it after a cranberry bog pump, propellor type. It was a 17 inch pump, capable of a 48 ft. lift, powered by a 140 h. p. gas engine, and threw about 5,500 gallons a minute.

Several all-out attempts were made before the ship was made buoyant and gotten afloat. She had listed at a 32 degree angle as she lay on the bottom. To right her, many heavy steel cables were fastened to tractors on the shore, which took up the tension as she was rising. Among the tractors used were those of Alvan Crocker, Barnstable cranberry grower. Raising of the ship was a spectacle watched by many from the shore of the canal and duly covered by the press in stories and photographs.

EDAVILLE RAILROAD RE-OPENS JUNE 27

The famous Edaville Railroad, operating over the Atwood cranberry plantation at South Carver, re-opens for the season June 27, every afternoon and early evening, through Labor Day. A special latch-string is always out for cranberry growers.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JUNE 1952 - VOL. 17, NO. 2

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

Bogs Look Good

As June came in bogs were looking considerably better. Most growers, however, do not anticipate a big crop. One reason is that prospects are spotty on many properties.

It does look like a "Barnstable County Year," however, which means that the Cape proper which has not had the best of crops in most years recently may come through with a heavy one. Greater proportion of acreage, is, of course, in Plymouth County.

On the favorable side toward cropping is the fact that much acreage has been held out of production last year through flooding for grub, or not produced because of renovation work. These areas should be up.

No Spring Frost Losses

Insects had not appeared to any heavy extent up to the end of the month. Spring frost losses were practically none. It is feared there may be more gypsy moth than usual because of so much frost flooding this Spring.

More Bees This Year?

setts may expect an unusual "warning" that Massachusettswarming of bees has been issued by State Agricultural Commissioner Henry T. Broderick. He said the swarming might reach almost "epidemic" proportions. If there are more bees this season than normal this would work to the advantage of cranberry growers Dr. Franklin confirms.

May Rainfall, Temperature Normal

Temperature was about average for the month. Boston Weather Bureau reported average was 57, just about normal. April had been

Plan Retiring Tribute to Dr. Franklin

Cranberry growers are making plans to honor Dr. H. J. Franklin in his retirement in two ways. First, the annual August meeting of Cape Cod Cranberry Growers' Association is to be known this year as "Dr. Franklin Day." Secondly, a committee has decided as a tribute, that a new room and addition at the present Experiment Station at East Wareham would be appropriate as a retiring gift from growers. The room will be known as "Dr. Franklin's Room," and would provide him a study in which to carry on any research work that he is desirous of continuing. The group has the assurance of Dean Seiling of the University of Massachusetts that this room, to be placed on the "front" or south end, of the building will have his approval.

In a letter to all cranberry growers, it is said in part; "We as cranberry growers, know that Dr. Franklin has rendered a service to us that we shall never be able to return in terms of dollars. Although the Association is sponsoring this day (Dr. Franklin Day) we want all growers, sales agencies, and cranberry growers to join with us to show our deep affection for Dr. Franklin."

The committee in charge of the fund raising is: G. T. Beaton, chairman; Ferris Waite, treasurer; Mrs. Ruth Beaton, secretary; Kenneth Garside, Robert C. Hammond, Edward L. Bartholomew, Ralph Thacher, Robert S. Handy, Russell Makepeace, J. Richard Beattie, Dr. F. B. Chandler, Dr. Chester E. Cross.

50.5, 4 above normal. Boston had 50.5, 4 above normal. Boston had 3.46 inches of rain in May, .35 inch above normal. Rain was recorded in Boston on 18 days in May and there had been 17 in April. There was rain all four Sundays in May and the first Sunday in June also had some precipitation.

Rainfall at the State Bog, East Wareham was 3.12 inches, slightly less than the 3.18 recorded as normal over the last 60-year period average for the area, Middleboro, Wareham, Hyannis. Recordable rain fell at East Wareham on 10 days with traces on 3 others.

Sunshine Deficient

Sunshine hours were deficient which would have an adverse tendency on the 1953 production. Dr. Franklin felt the first of June that

May had been "slightly favorable" for keeping quality.

NEW JERSEY

Less Flooding in May

Fireworms and blossom worms were active in the latter half of May. Abundant water supplies made flooding easy on a good many bogs.

There has been comparatively little need for frost reflowing so far this season. Warnings were sent out by the Cranberry and Blueberry Laboratory on six evenings. There does not seem to have been any occasion of real frost damage. Accordingly, less flooding than usual was somewhat of a compensation for the 26 partly cloudy and rainy days in April and 28 in May.



RUSSELL MAKEPEACE, widely known in the cranberry industry, and for many years moderator of his home town, Marion, Mass., read the town's constitution at the opening of Marion's 100th anniversary of incorporation last month. Observances will continue through the Summer. Marion, in the last state cranberry census had 127 acres of bog and ranked 28th in towns which grow cranberries in the Bay State.

NEW JERSEY

New Bulletin

About June 15 cranberry growers will receive a 4-page bulletin by R. S. Filmer and C. A. Doehlert on "The Use of Honeybees on Cranberry Bogs". Out-of-state residents wishing copies may have them on payment of five cents each;

check or money order payable to N. J. Agricultural Experiment Station.

Blueberry Crop Reduced

The blueberry crop will be definitely reduced by inadequate pollination and molding of flowers and berries in the cluster. Both of these conditions were brought about by the rainy, cloudy weather.

The weather at Pemberton during May was considerably wetter and cooler than normal. The average temperature was 59.4°F., which is 4.3° colder than the average for May. Rainfall was 4.51 inches, which is 1.36 inches in excess of normal.

At Chatworth records kept by William S. Haines showed that the temperature was approximately the same as at Pemberton. However, the precipitation there was 5.93 inches.

May was the seventh month in the past eight months during which rainfall was above normal. In the five months of this year 23 inches of rain has fallen at Pemberton, which is 6.94 inches more than normal for this period.

F. E. Marucci, Association Research Specialist.

WISCONSIN

Cold Weather Slows Growth

Cold weather has had a tendency to slow down the progress of growth on the marshes. Prospects

at the present time are estimated by "Del" Hammond, as for a "normal or a little above normal crop."

At first of June fireworm infestation had started and controls were being used. Good results were obtained this Spring on weeds and grasses with Stoddard Solvent.

No Important May Frost Damage

There was no important frost damage during May, although there was some minor water injury by flooding. Insect control had not generally begun first of June, being hampered by wind, frost threat, flooding, rainfall, either singly or in combination.

Reservoirs Upped by Rains

Cranberry Frost Service was reactivated May 1. Warm weather during the latter part of April hastened vine growth and made it imperative that frost warnings be made early. Frost quarters, with Arthur F. Wolford, meteorologist in charge, is at the Wisconsin Rapids post office. May 1 was very warm with a 90 but immediately thereafter a cooler trend set in and extended the rest of the month. There was justifiable frost flooding on more nights than in 1951. Lowest readings reported were about 17 (very cold pockets) on the morning of May 29. Rainfall increased during the latter part of May, with the satisfactory result of putting an end to most reservoir worries due to low levels.

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"Joe" Hackel Rebuilding Old Brown Bog On Long Island

Property Probably Longer in Existence than Manorville Bogs—Beginning Extensive Sanding Program—"Fish Pond" there is Sportsman's Paradise—On other Properties Ducks Paddle where Cranberries Once Grew.

(Editor's Note: The following is the second of two articles upon the cranberry industry on the Island owned by New York State.)

By CLARENCE J. HALL

Contrasting sharply in appearance with the well-kept Manorville bog, is that of Joseph W. Hackel at Calverton. That, however, cannot be blamed upon Mr. Hackel. He has only owned the property since December, 1950—and he is starting to put it back into first class shape. This property, as was mentioned previously, is an old one. Probably considerably older than Manorville, said to be possibly as much as 80 years, obviously a venerable age for any bog, anywhere.

Cranberry Growing Dates From Civil War

Cranberry growing on Long Island seems to date from the Civil War. An article in the "Long Island Forum" upon Long Island cranberries by Florence Delano says the first reference she could find to cultivated cranberries was in 1865, and the earliest planted marsh of actual record was that of Warren Hawkins and Buel Overton, who experimented with small patches in a swamp at the upper end of the east lake in Sayville in 1870. The pioneers were described as being successful, and they bought a larger marsh of about 40 acres from the Elmer Lane family near the northern end of an artificial lake north of Bayport.

From that date until the 1900's a number of bogs were in production in the Sayville, Patchogue area. In the 1870's marshes were owned in the Sayville area by a Mr. Hines, Henry Ely and William Steins.

In about 1881 Mr. Hawkins sold his share in his Bayport marsh to Mr. Eli and purchased a six-acre marsh from Mr. Hines. He and John Edwards of Bayport operated this area profitably until about 1900 when they sold out. This marsh was neglected and never utilized again for cranberries.

This Patchogue-Sayville-Bayport area is on the southern side of Long Island, away from the two remaining bogs.

In 1886 a Frank E. Woodhull of Riverhead acquired 200 acres of marshland near Riverhead and planted 40 acres to cranberries. This was operated and kept in good bearing condition from then, until as late as 1925, when Mr. Woodhull sold it to a Rutherford Inglee who operated it for a few years. The property was sold a few years ago by Mr. Inglee's widow and the bogs are no longer in production.

(The immediate foregoing his-

tory comes from an article in the Long Island Forum).

The "Brown Bog"

The Calverton bog was started by Edward L. Brown and was well-known as the "Brown Bog." After Mr. Brown's death it was operated by his son, Ralph C. who continued

until his death. Then it was operated by his widow, Mrs. Mary F. Brown. She placed the property on the market in 1948.

The property upon which this bog is located is said to have dated from a land grant from the King of England in 1660 to a family by the name of Edwards, the tract going entirely across Long Island from Ocean to Sound, and had been in the hands of only two families until its present owner, Mr. Hackel, took possession.

George Full-Time Worker

Hackel's father, John, worked for the Browns on the bog for many years, and it was through this fact that "Joe" Haskel became interested in the property. His brother, George, has been employed at the bog for about 20 years. George makes his home at Calverton, working full time on the bog. "Joe," who is service man for the Long Island Produce and Fertilizer Company, supervises the work as owner.

The "Brown Bog," or rather the Hackel bog now, has most excellent water facilities. In fact the Peconic river is its main ditch, as it flows on its way into big Peconic Bay. The first Mr. Brown operated a mill at the bog property which dated back 150 years until it was torn down last spring. The operations of this mill had included

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being a grist mill, a corn grinding mill, and sawing lumber, power coming from the Peconic. There had also been a cider mill. Mr. Hackel has obtained these mill rights for the control of water, subject, of course, to the New York State laws governing such matters.

The Peconic rises from springs about 15 miles above the bog, and the bog itself is flowed from two reservoirs water being caught when the river is dammed up. About five miles below the bog the river becomes brackish as it flows into tide water nearing the bay.

Original acreage of the Brown bog was about 35, with the entire property consisting now and for-

merly of 154. About 50 acres of the property are in Riverhead and the remainder in the township of Brookhaven. Riverhead is so named because it is at the head of the Peconic. It is a bustling, incorporated borough of 7,000, 75 miles from New York, and is the shiretown of Suffolk county.

Riverhead, as do many of the more sizeable communities on Long Island, seems much nearer to being a small city than the towns of corresponding population in Massachusetts or New Jersey cranberry areas. They are more like the larger cranberry towns of Wisconsin, such as Wisconsin Rapids, busy, drawing in trade from wide surrounding rural areas.

Renovation

Hackel, in his bog renovations

plans, has completely burned off five acres because of disastrous weed conditions, and this will be replanted to bring the total in good bearing back to 15 within a few years, he expects. One section has been made into a fine little pond, which he calls the "Fish Pond".

The bog was originally set to Massachusetts varieties, Howes, Blacks and Matthews. There is one piece of Blacks which is in excellent condition, and on this piece, which is about a quarter acre, 140 bushel boxes were produced in 1950, according to Mr. Hackel. This would be more than 180 barrels to the acre, which is good growing in any cranberry man's ledger. Patches of Howes were equally heavy.

Plans Much Sanding

Vine growth on the bog is exceedingly heavy, through neglect of sanding, so Mr. Hackel plans to do a good deal of that immediately. There is good bog sand on the property, but Hackel, as does Mr. Laird, believes it is cheaper to buy elsewhere and have it hauled in.

The river bottom land on which the bog is located was originally a maple swamp.

Frosts Not Much of a Problem

Frosts are not too much of a problem in the opinion of George Hackel, who has had long experience there. Temperatures have hit 20 on occasions in Fall and Spring, but around 30 to 34 is far more common on frosty night. "We usually just have to fill the ditches", says George, "and the steam this makes is sufficient. We haven't had any Spring frosts in the past two years. We get an early Spring here on Long Island and our bogs get an early start, so that we have to watch them on cold nights up to the middle of June."

Water is drawn off May 1, usually, although the schedule, naturally, is considerably dependent upon what kind of a Spring it is temperature-wise. As concerns frosts, operators of neither the Davis nor Brown bogs have the advantages as do growers in most other cranberry areas of having special frost warning services. They have to depend upon general weather reports in newspapers and

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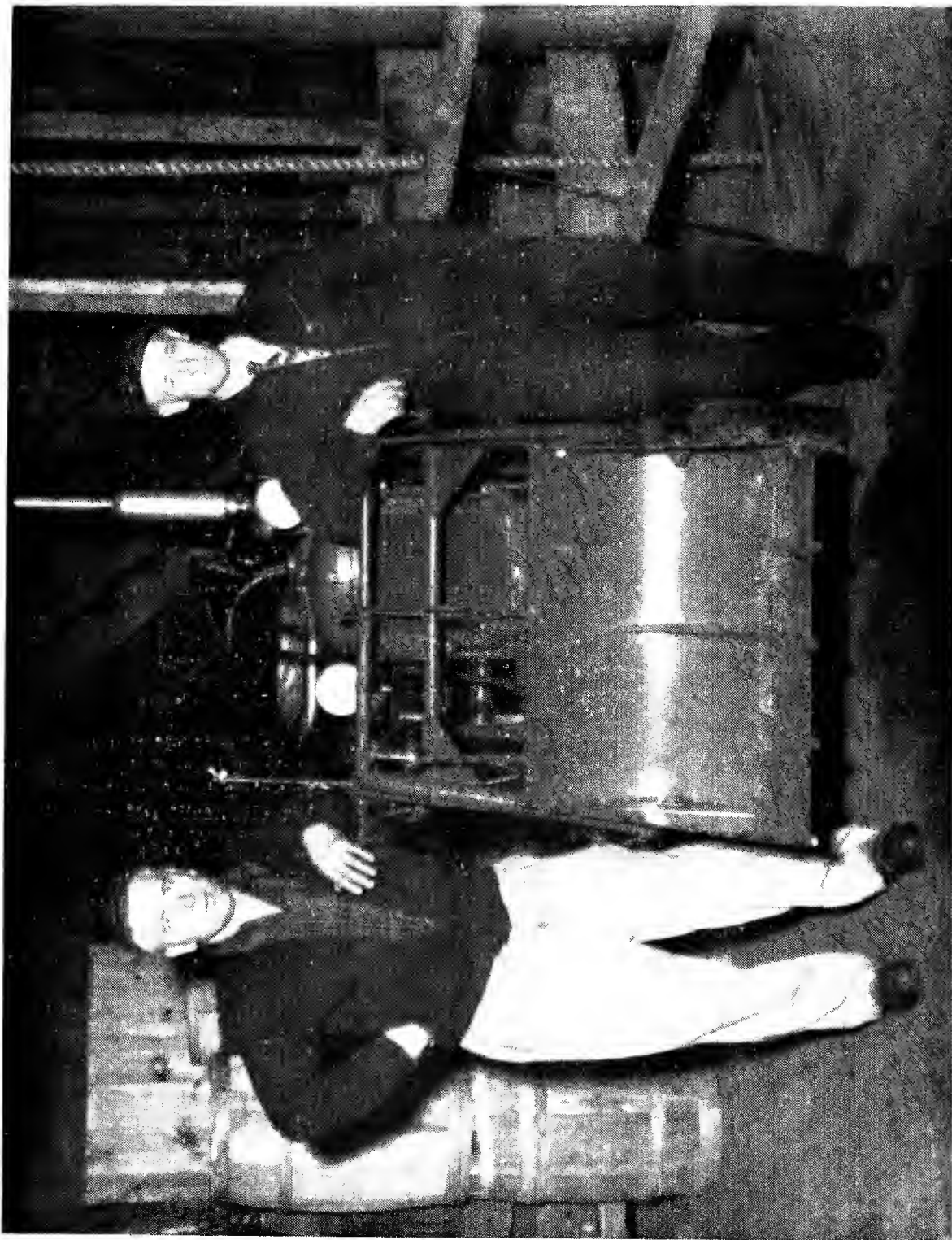
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"Joe," Hackel and brother, George are shown in their screenhouse.

radio, and their acquired experience. They are strictly on their own, when it comes to frosts.

Blackheads Worst Insect

Chief insect problem is black-headed fireworm, the same as at Manorville. Last season a Stearman biplane dusted for controls. Fruitworm, according to George doesn't seem to have been much of a nuisance until recent years.

The berries from the Brown bog are screened in a three-story wooden packing house at the edge of the main bog. Cool storage is provided by a portion of this building which cuts into a steep hill at the rear. The screenhouse is 85 by 31. Screening is by a Hayden Separator, and four or five local women do the sorting.

Harvesting is started the last week in September and often times runs into November and there has been picking as late as December. Local labor work with the Jersey type of scoop from the standing position. One scooper on the bog last fall was Mr. Hackel's mother, Mary, who is 78. She received the same rate of pay as the rest, \$1 an hour, and kept up with the others in bringing in the fruit.

While the property was in the hands of the Brown family, crops were sold through American Cranberry Exchange, the bog being a direct member. Berries were mostly shipped to nearby New York. During the last war fruit was sent to canners.

Crop Sold Independently

The 1951 crop Mr. Hackel decided to sell independently, mostly in New York, where, through his work with LIPCO, he has established personal contacts with wholesale distributors of farm products. But, he says, he rather expects he eventually will become a member of ACE, placing the Brown back in that co-op.

At one time harvesting on this bog was done by importing experienced pickers from Cape Cod, they being housed in bunkhouses during the picking season. This practice has long since been given up in favor of the use of local labor.

As mentioned, one section of the bog of about 10 acres has been made into the "Fish Pond." This Hacket has stocked with pickeral and bass. There is trout, native in the stream through the property, and plenty of them. Like a good

deal of "sporting" Long Island this particular area abounds with game and game birds. There are black duck, teal and mallards, quail and rabbits.

Shoots Bullfrogs

"This particular spot with such shooting and fishing is a real sportsman's paradise," Mr. Hackel declares. He told of the enormous bullfrogs in the stream of his bog, some of these running up to two pounds in weight. He shoots them with a .45 revolver and then stores the carcasses away in deep freeze to make meals of frogs legs and backs. "If you can eat more than a couple of these frogs legs at a sitting," he adds, "you are doing good." Your reporter saw some of these hoppers in the ditches, and they were enormous.

Just as with Mr. Laird and certain cranberry men everywhere, shooting, (especially wild duck) and fishing are the hobbies of Mr. Hackel. With his own interest in fishing and hunting and the excellence of both, with his stocked Fish Pond he has an opportunity to bring in other sportsmen as a business venture.

Ducks Paddle

Where Cranberries Grew

Beyond the continuation of the Davis bogs as good cranberry properties and the rebuilding of the Brown bog there seems to be no future plans for cranberry growing on Long Island. Where there was once a lively beginning of an important cranberry area, there is now only decline. It has been attributed in part to lack of family interest, that is the desire of members to continue as second or third generation growers. Newcomers do not appear to want to tackle the heavy expenditure of making bog.

So the bogs are either lying neglected, or have been turned into ponds (as bogs in the Medford, New Jersey areas have ben kept flooded and turned into lake resorts) these pieces of flooded bogs are now utilized as duck ponds in a number of instances. The famous Long Island ducks paddle where cranberries once thrived.

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WE don't actually know what that group of European extension workers and agricultural students who visited the Mass. State Bog and blueberry plantations in Southeastern Massachusetts (as told elsewhere in this issue) and then continued on to the West Coast, thought of America. They seemed to be having a good time, to be serious, and to be learning much. In fact, these British, Germans, Austrians and Yugo-Slavs appeared considerably like any group of Americans on a trip, or, more specifically, like American businessmen and women of one industry on a convention tour.

They were friendly, were treated in friendly manner in this country, and they were lively and interested in all they saw. They will probably carry back this month a friendly impression of the United States. People of various nationalities are pretty much the same kind of people after all. So what ails this world, so torn with tensions these days? Friendships are better than bullets or atom bombs.

"TREE FARMING"

FIRST "tree farm" award in Massachusetts to go to a cranberry grower has gone to the A. D. Makepeace Company. We commend this public recognition of a worthwhile job well done, and congratulate the recipient. Mr. Makepeace and his associates are preserving a natural heritage. And, as pointed out, aside from the benefit to the "Tree farmer" himself, there can be community good in the work.

If a considerable number of men can be kept employed in tree farming and later in making use of the lumber, it aids the community as well. If the farmer is a cranberry grower it serves a triple purpose, as has been pointed out many times before. It is one way of enabling a grower to keep a crew busy the year around at times when little actual bog work is possible.

MORE POTENTIAL CRANBERRY GROWERS

IT should be some encouragement to cranberry growers to hear that by 1960 (which isn't so far away as it may sound) this country will contain nearly 170 million

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people. Today we do not have quite 152 million. This population growth will assure a big demand for farm, as well as other products.

That will include cranberries. While there is undoubtedly plenty of land which can be well utilized in cranberry culture, there seems to be not too many who want to go into cranberry growing, or have or will bother to acquire the specialized knowledge the business requires.

Looks For Better Returns For The Growers of New Jersey Who Can Produce More Fruit On Less Acreage

Vinton N. Thompson is One of the Younger, Hard-hitting Growers who are Concentrating Efforts on Their Best Pieces—Feels Property He Manages, "The Birches", is "On the Way Up"—Is Among those who are Concerned by Water Supplies.

(Editor's Note):—This is the second of a series of four articles about New Jersey growers, who are fighting for rehabilitation, and about Jersey's water scarcity threat.

By CLARENCE J. HALL

The remains of what is probably New Jersey's first bog (Built by Benjamin Thomas at Burr's Mills about 1835) and another dating from 1856, set out by Theonore H. Budd, grandfather of Theodore H. Budd, Sr., lie upon the cranberry property known as "The Birches," mostly in Tabernacle Township. But there is nothing antiquated about the present management of these cranberry bogs, headed by Vinton N. Thompson. He is one of the more aggressive, progressive younger operators who are determined that cranberry growing can be made successful again in New Jersey.

He belongs to that group of hard-hitting cranberry men who are rebuilding parts of older bogs, abandoning some parts, taking advantage of modern cranberry "tools;" keeping up with the times and working hard at the business of cranberry growing.

Vinton Thompson has been a director of the Growers' Cranberry Company of New Jersey for several years, director of NCA since 1950. In that same year he served the traditional one-year term as president of the American Cranberry Growers' Association.

Production has been as high as 5,700 barrels on this property with about 130 acres of bog, but the recent average has been 2,000 barrels, mostly from about 65 good acres out of about 100 which are still kept in production.

"Really Starting Up a Little"

"We feel that we really are starting up a little now, as our renovation program gets into effect. We hope we are on the way," Thompson says.

While there was bog planting at "The Birches," before, the real start of the property now so named, was in 1883 when Martin L. Haines, grandfather of Vinton built a bog. The property is now actually owned by the E. M. Haines Estate, but is operated by "The Birches Cranberry Company," a partnership consisting of Vinton, his brother, Charles Thompson and his sister, Mrs. Ella Wright.

The first Early Blacks to be planted in New Jersey were set

out by M. L. Haines there. About seventy percent of the acreage is currently set out to this Massachusetts variety, and it is the variety Vinton is using in replanting. There are only about four acres of the original Jerseys, with a few Centennials, these having mostly been dispensed with.

Soil is mostly a mixture of savanna and mud. Water supply is fairly adequate, coming largely from Robert's Branch, and the bogs are flooded by gravity.

How He Rebuilds

Vinton's general program is to select the most likely portions of bog not in good condition and best suited to quick renovation. When he renovates, he burns and puts on a flood for three years and drowns out the vegetation. In this rebuilding he prefers not to disc. He feels this disturbs the soil too much. He does not sand when setting vines. But he believes it best to sand after growth and the plan is to resand every section at least once every ten years. He sands directly on the vines, using track and loading the cars with a power shovel. He expects to redouble his sanding this year. He has sanded as much as 50 acres in a single year, but, for financial reasons

has found it impossible to have done as much as he has wished, so far. He has now about 30 acres of completely rebuilt bog.

He does all the actual management, assisted by a crew of about four men the year around. "The Birches" is really a "plantation," set deep in The Pines. There are a number of dwellings and other buildings, including a huge screenhouse. In the houses, built of Jersey cedar now time-darkened the workers live with their families. The foreman, who assist Vinton The foreman, who assists Vinton, Lewis Haines, has been at the bog since 1904. He is 71, but was active in sanding this past Winter. The spot is 14 miles from the nearest post office and 20 to the nearest movie. Such isolation makes it a trifle difficult to obtain good year-round help. The rate of pay, because of this, is somewhat higher than that on many bogs, and Thompson figures that the wages, including free rent and other privileges, amount to about \$1.05 an hour.

Majored in Agricultural Economics

Vinton took over the management on January 1, 1947. His parents lived in Vincetown, 14 miles from "The Birches," and he lived there as a boy, although his birth was in a Philadelphia hospital. He went to school in that town and early learned about cranberries and worked on bogs, picking, etc. After high school he was graduated from Cornell University, where he had majored in agricultural economics. From working Summers on the bogs of his uncle, Ethelbert Haines, at "Hog Wallow," Chatsworth, he had become very much interested in cranberry growing. He still lives at Vincetown with his wife, the former Marie Coville of New Lisbon and their three children, Vinton, III, 5; Lydia, 3 and Patricia, 2.

In 1942 he began service in the U. S. Army, his work being in the Quartermaster Corps. He saw service in France, Belgium, Luxembourg. From the European Theatre he was shipped to the Philippines, making the voyage direct from France "a mighty long" 54-day, 13,000 mile sea trip.

After the Philippines he was stationed in Japan for a month. He came out of the army with a rating of Captain.

Currently he is in the Reserves, 387th Q. M. Battalion of New Jersey, and is executive officer of the Battalion, with headquarters at Camden. He spends a portion of his time now in this work.

A little more history. Vinton's grandfather was one of the first to sell fresh cranberries to the Chaneys way back when they were starting in the cranberry business in 1905-06. One of the earliest brand names in Jersey was that given to the Early Blacks of M. L. Haines, the "Silver Medal". There is a notable collection of nearly every Jersey brand label in the office at "The Birches."

Haines Always Co-operative in Marketing

The Haines have always been cooperative in cranberry marketing. The E. M. Haines Company was a member of the Growers' Cranberry Co. before it became a member of ACE. The past year Vinton sold more of the crop through NCA than ACE because he deemed it best that way. "I like to give some of the crop to both co-ops," Vinton says, "but the quality really controls this."

Berries are scooped at "The Birches." Machine picking was tried but found unsuccessful, largely because of heavy vine growth. Once the berries are off, those destined for processing are sent to the NCA cannery at Bordentown. Those to be sold fresh are stored in the big screenhouse on the property, built by M. L. Haines. This warehouse is two-stories high, 40 feet wide and 240 ft. long. It will hold 4,000 barrels.

In sorting, two Hayden Separators are used, and there are four of the old-fashioned J. J. White separators. Old as these Whites are, Vinton says, with their different "kick" principle than that of "bounce," with them he can take out every frosted berry, whereas the more modern separators will not do this. But, they are much slower in operation. Packing for the fresh fruit cellophane trade is one packaging machine manufactured by Emil C. St.



VINTON N. THOMPSON

(CRANBERRIES Photo)

Jacques of Massachusetts.

A carload a day can be sorted. The sorting room is well-warmed, when necessary and a comfortable place in which to work.

In addition to the cranberry acreage of the property, which contains about 1800 acres of land altogether, there are five acres of blueberries, the fruit of which sold under the Tru-Blu label. There is considerable timber of value upon the property.

Concerned About Jersey

Vinton is among those who are more than a little concerned about the water situation of the cranberry area of Southern Jersey. He knows there is heavy cutting of pulpwood and thinks this may be lowering the water table. He says the encroachment of industry could

bring about heavy diversion of water to industry, to the detriment of the cranberry growers. There is increasing real estate development in Southern Jersey and this, too, could bring about increased demand for water for domestic purposes. In support of this opinion he knows of offers to buy land, to be held for future development. He knows there are more people seeking Summer homes, and this causes the growers apprehension.

"People come out of the cities. We find them picking our cranberries, building fires, and fires are a great menace in these woods. They pull gates in the reservoirs; they go swimming in the reservoirs. They are careless about many things."

As for immediate loss of water

sources for himself, he says he is not worried. But he believes the whole matter is one for the growers to give thorough attention to. Can't Foresee Big Jersey Increase

Pertaining to increased Jersey production in general, he says, "I really can't see any great increase in production for the State as a whole. What increase there is, will be made by higher production on smaller acreage, at least for the immediate future. We, ourselves will have to learn to be better growers than we have been—by learning how to grow more fruit per acre under the conditions which exist in New Jersey.

"But, I do look for better returns for those growers who do learn how to produce more on less, and are willing to work hard for that gain."

Fifteen Students From Europe Visit Cranberry Bogs

Fifteen European agricultural students, composed mostly of extension service workers visited the Cranberry Experiment Station, East Wareham, Mass., and other points of interest on May 8, 9, 10. The group, made up of members from England, Germany, Austria and Yugoslavia was a part of Mutual Security Agency, traveling through the co-operation of the U. S. Department of Agriculture and the Land-grant colleges.

The students are on a trip of ten weeks, from April 21 to June 25. They are mostly interested in small fruits, such as cranberries and blueberries, and vegetables. As concerns vegetables in this area they visited the huge broccoli farm, one of the biggest in the East at Veg-Acre Farms, Forestdale. Proprietor William Richards has also one of the largest blueberry plantations.

With headquarters at University of Massachusetts, Amherst, they arrived at Wareham by bus Wednesday evening and were put up at Buzzards Bay Lodge. There they were agreeably surprised by the heat, in contrast to lack of such in European establishments.

Describes Cranberry Growing

Thursday morning they visited the State Bog. Dr. Franklin spoke to the group in the assembly room. He offered them a history of the cranberry industry, and then told how the growers fought insects and of the cranberry frost warning service. As Dr. Franklin talked in English, a German interpreter immediately spoke in that language through a mike to the others, who were equipped with earphones. All understood German. The Great Britain contingent listened directly. The visitors from the British Isles, incidentally, consisted of one Englishman, a Scotsman and an Irishman.

Technical Talks

Dr. H. F. Bergman, senior USDA pathologist told of his plant disease studies, particularly as concerns oxygen deficiency in flood waters on bogs. The visitors knew of this deficiency in ponds as applied to fish, but never had heard of the adverse effects of a deficiency of oxygen in plant life before.

The use of kerosene as a weed killer was explained by Dr. Chester E. Cross. The group was amazed that enough kerosene was available for growers to sprinkle 1,000 gallons to the acre. They

were impressed by the advanced knowledge of Dr. Cross who is becoming noted in his particular field which is the control of various weeds by means of various chemicals.

Dr. F. B. Chandler gave a demonstration of cranberry bog raking and then swathed down the side of a ditch to show how a bog is built up, from peat to layers of sand. He gave a discussion on fertilizers, and particularly liquid fertilizers.

The visitors had never heard of a position such as that of J. Richard Beattie, State Cranberry Specialist, who acts as "liason" officer between the researchers at the State Bog and the cranberry growers. He told how he obtained the scientific information from the researchers and then passed it along directly to the growers in simple terms and by demonstration.

The group was very much interested in the flooding system at the State bog and much interested in the propellor-type pump which throws 10,000 gallons a minute. Following the pumping demonstration the group went to a blueberry plantation of Mr. and Mrs. Joseph Kelley near their home. At noon they had lunch at the Centre Restaurant, Wareham.

In the afternoon they visited the "Crannies" (dehydrating plant) of the A. D. Makepeace Company at Wareham and tasted whole, dried cranberries. They then visited the "Century" bog of the Makepeace Company at White Island pond. They were amazed to see huge clam-shell shovels and a bog railroad at work.

Plymouth Rock

Followed a trip to Plymouth Rock. The story of the Pilgrims was explained by the German incompletely "at her finger tips." It was said by the researchers at the Experiment Station she knew more of the Pilgrim history than they did, themselves.

Supper was at Bryant Hall, East Wareham. They saw the color movie, "The Cranberry Story." "Dick" Beattie and Fred Chandler showed color slides of local scenes. They were "staggered" by the beauty of Autumn foliage, saying there was no such color in Europe. They were also impressed by maple sugaring slides.

From Amherst the group went to Chicago by pullman, then flew to Salt Lake City, Utah, where they are to study the sugar beet industry. Other stops are California, Medford, and Corvallis, Oregon, where the State University is located, to study small fruits and Puyallup and Yakima, Washington, to study apples, raspberries, strawberries.

Objective of Trip

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European agricultural students, extension workers and farmers visit cranberry bogs and blueberry plantations on Cape Cod. Shown at a planting at home of Mr. and Mrs. "Joe" Kelley, East Wareham, they are; front row, left to right: Antum Levay, Ksenya Stanojeric, Ange Ellenstein, Miss Voight, Fritz Boas, Fritz Bodo; second row, left to right, B. D. Tucker, Mirko Sisko, Josef Falch, Dohrida Matc-jic; third row, left to right, A. D. Harrison, Riza Hadzeonerspahic, H. B. S. Montgomery, Paul Weber, Alfred Schempp. Several wave happily at the cameraman. (CRANBERIES Photo)



John C. Makepeace (right) receives the certificate of award for excellence in "Tree Farming," and woodlot sign from State Commissioner of Conservation Arthur T. Lyman at ceremonies at Tihonet, Wareham, May 7. (CRANBERRIES Photo)

unpleasant incident the visitors found in Massachusetts was the speed at which busses travel. Thirty miles an hour is the limit in England. In crossing to this country, some of the members flew, others came on the Queen Mary. The object of the American visit is that the members of the group may study American methods of agriculture and then, returning, pass on the information gained to farmers of their countries, through extension service and otherwise.

At one time it was the custom for an engaged couple to wear a favorite flower as a mark of their engagement.

A. D. Makepeace Gets Award for "Tree Farming"

The A. D. Makepeace Company has been awarded a certificate for efficiency in "Tree Farming," the certificate and woodlot plaque being presented to John C. Makepeace at an impressive ceremony at the ADM sawmill, Tihonet, Wareham, Mass., May 7. A number of State officials and other notables were present. The presentation was by Arthur T. Lyman,

Massachusetts Commissioner of Conservation. It was the first such award in the Bay State to a cranberry grower.

Preceding the meeting, held in the mill, there was an exhibit of products made from native white pine. These included boats made mostly of pine, boxes to contain explosives, and cranberry boxes. Following the meeting there was a tour of woodlands.

Commissioner Lyman made the presentation in the absence of Senator Edward C. Stone, who was scheduled. He said the occasion was the 32nd certification of a "Tree Farm" in Massachusetts and raised the acreage from 17,500

acres to 27,595, as the Makepeace tree farms are approximately 10,000 acres, in locations from Brewster to Plympton.

L. C. Rawson, district manager, American Forest Products Industries, said there are 3600 tree farms in 33 states, with a total of approximately 25,000,000 acres, "all in private ownership". He explained that tree farming was begun in Washington State in 1941. Massachusetts was the first state in New England to take up the idea.

Throughout the meeting it was emphasized that "Tree Farms" are private ventures, and are not financed in any way by government.

What a Tree Farm Is

The Tree Farm certification was defined as "recognition of a good job of woodland management. The object is two-fold: first to the property as an area which demonstrates what good forest practices are and what they can accomplish; second, it helps to create public understanding and appreciation of a forest area as a crop land."

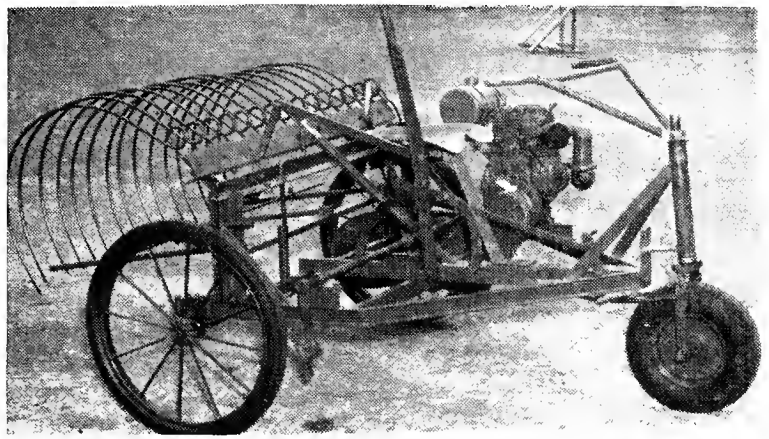
Charles R. Cherry, district forester, said he had collaborated with Mr. Makepeace in his efforts for 25 years. He went back into history briefly and explained that on the site of the sawmill was formerly an iron foundry and that the native white pine had furnished the "coaling fuel" for the blast furnaces when converted into charcoal and had provided moulds for the iron making. From idle lands after that, he said, the cranberry men had come in and built the bogs in the low spots and were now recovering the higher areas with forests of white pine. There were 15 miles of road in the Wareham-Carver forest area which acted as fire stops and there were 22 telephones available from the Makepeace company for use in emergency.

Selective Cutting

By selective logging the A. D. Makepeace Company has already cut 300,000 board feet of lumber, and as time went on this will be increased 10 fold and more. He said this meant much to the community in employment and as many as 100 men will, in years to come, be employed at the Makepeace Tree Farm. The growing of trees is the building up of a natural asset, he stressed, and no natural resource should be neglected.

White Pine "Beautiful Tree"

Mr. Makepeace, in accepting the award, said he was extremely gratified to accept the award for his associates and himself. "You don't make an awful lot of money in 'tree farming' right away", he said. "But we do need trees. And I try not to get sentimental about trees, and particularly our native white pine. It is a lovely thing. A white pine in a gentle April



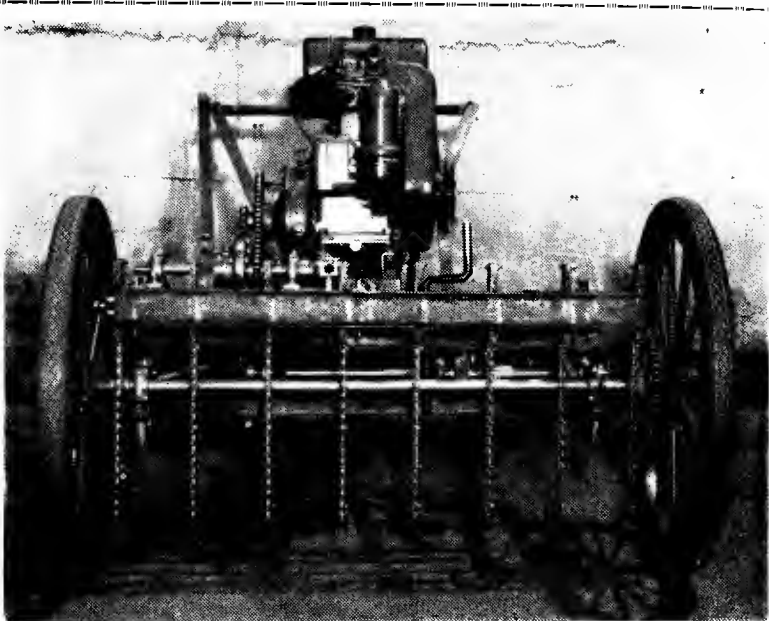
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FERMATE[®] Fungicide
prevents leaf and fruit
diseases.

Mild on the plants, but tough on diseases, "Fermate" fungicide helps you get better yields of clean fruit from every acre of bog. Du Pont "Fermate" is highly effective against cranberry leaf spot and certain fruit rots that attack the crop. Does not burn young leaves, is safe to use even in hot weather, is compatible with other spray and dust chemicals. Use "Fermate" with "Marlate" for an ideal insect- and disease-control program.

See your dealer for full information and supplies of these Du Pont Chemicals. Ask him also for free booklets on "Fermate," "Marlate," Du Pont Weed Killers and other pest-control products. Or write to Du Pont, Grasselli Chemicals Dept., Wilmington, Delaware.

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PEST-CONTROL PRODUCTS**



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING

... THROUGH CHEMISTRY

wind, or amid scarlet maples in the fall is the most beautiful thing in the world."

Prof. Robert Parmenter brought greetings from the University of Massachusetts, and said sentiment should not enter into tree farming. "It is strictly economical. Tree farming has an important function in the progress of our Commonwealth".

Harris Reynolds, Massachusetts Forest and Park Association, praised the work Mr. Makepeace had done for the organization over many years and noted that he is a former vice president.

Raymond J. Kenney, Forestry Division of Conservation, told of the importance of forestry, and, of extreme importance, he said, was that a vast reforestry program is springing up all over America without aid of the government and that once again, in this respect, free enterprise is proving its worth.

Introduced was Lot Phillips, West Hanover, pioneer tree farmer of Plymouth County. More than 50 were present at the observation.

NEW PUBLICATION BY UNIVERSITY OF MASS.

(Editor's Note: The following, is by Dr. Carl R. Fellers, head of Food Technology Department, University of Massachusetts. Dr. Fellers has long studied cranberries and their chemical content, and written much about our fruit. "The Spirit of Research" is reprinted (by permission) from a new semi-monthly publication, "Research in Review," issued by the University of Massachusetts.

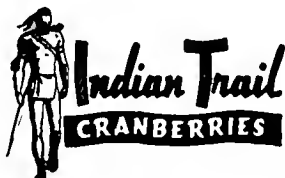
The "Review," from the School of Agriculture and Horticulture is intended, according to a foreword, by Director Dale H. Sieling to give a factual and up-to-date story of some of our most outstanding recent research findings in a form that is readily understood."

Since almost all forms of agriculture are now so closely allied with scientific research, the Editor feels the new publication is of sufficient interest to be called to the attention of cranberry growers, and that Dr. Feller's summary concisely tells the relationship between research and the consuming public.)

"Research means different things to people in different walks of life. American industry does not need to be convinced of the importance of research. On every hand we

see what patient fact-finding has done to improve everyday existence. The laborer of today enjoys luxuries denied kings less than 50 years ago, largely through contributions of science to the conveniences of life, which most of us already regard as necessities. The skeptic may tell you that research consists of proving

the obvious in a most thorough manner by laborious means. The most fundamental requisite of a research project is the idea. A disciplined imagination is at the bottom of every great discovery. The researcher must be looking for something. He may not know exactly what he is looking for, but he knows enough about the



**NOTHING IN THE WORLD IS PERMANENT
EXCEPT "CHANGE" ITSELF**

Yes! This applies to the cranberry business as well as everything else in life. Methods and practices that were good at one time are no longer the best answers to the problems of today. INDIAN TRAIL is geared to cope with the changes of today. INDIAN TRAIL is now the answer for Wisconsin cranberry growers.

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Growers Of

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WAREHAM, MASS.

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situation to recognize the presence of an unsolved problem. A person with an idea and who also possesses a capacity for critical analysis is at least partially equipped to solve the problem. If, in addition, he is a master of a method or procedure which can be used in the investigation, the chances of success are even more promising. Frequently, however, these two abilities are not associated in the same person. The obvious conclusion, therefore, is that for the most successful prosecution of research, it is necessary to combine the talents of two or more scientists or technologists, so that a fusion of effort may more speedily yield success to the research project.

Research is still an open field with opportunity for all—both the brilliant scholar and the industrious plugger. Research builds on foundations already constructed by others who have gone before. Sir Isaac Newton paid a lasting tribute to his predecessors when he said that if he saw a little father than others it was because he stood on giant shoulders. The challenge is ours to provide the shoulders on which the future investigator will stand and from which he, in turn, will peer beyond the present horizons of knowledge into the great unknown. That is the spirit of research."

—Carl R. Fellers

OUR CRANBERRY PRESIDENTIAL POLL UNSUCCESSFUL

We can't believe that cranberry growers are not interested in who will be the next president of the United States, in spite of the fact that our proposed poll of last month turned out to be a complete fizzle. Must be you are too busy growing the crop to have bothered to mail replies or think that cranberries and politics don't mix.

Anyway we got such an infinitesimal number of replies as to who your preference is, and who you think will win that they were



HELICOPTER PEST CONTROL
DUSTING AND SPRAYING

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RAY MORSE, AGENT

TEL WAREHAM 420

no good for any poll conclusion. However, of the few we did get there were no choices for a Democratic president. It was either Taft or Eisenhower, or "a Republican President."

The state flower of New Jersey is the violet. This is also the state flower of Illinois, Wisconsin and Rhode Island.

KILL WEEDS AT LESS COST

WITH

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DON'T LET

the June moon laugh down at you because you are failing to make adequate use of

ELECTRICITY

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TEL. 200

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We're Off to Another Season

It takes experienced judgment and hard work to grow a sound high quality crop of cranberries.

In selling it requires the same qualities for a successful season—experience and hard work.

The American Cranberry Exchange has this experience and their sales personnel has already begun the hard work needed to merchandise the 1952 crop satisfactorily for its members.

Additional tonnage for the cooperatives means stabilization and better returns.

Eatmor Cranberries

The New England Cranberry Sales Company

9 Station Street, Middleboro, Mass.

IT'S OFFICIAL—

**Fried Chicken and Cranberry Sauce
Is The Menu for Father's Day!**



Alvin Austin, Executive Director of the National Father's Day Committee, tries fried chicken and cranberry sauce as prepared by Chef E. Treyvaud of the Waldorf Astoria in New York City. It had to be JUST RIGHT, as it was the recipe for the Father's Day luncheon, held at the Waldorf, May 27, honoring the Father-of-the-Year for 1952, Brigadier General David Sarnoff.

Last year, National Cranberry Association first promoted Fried Chicken and Cranberry Sauce as Dad's favorite dish.

This year, the National Father's Day Committee selected chicken and cranberry sauce as the official menu for Father's Day.

From now on, both National Cranberry Association and the National Father's Day Committee will be promoting Fried Chicken and Cranberry Sauce for Father's Day.

Father's Day will soon be to cranberries in JUNE what Thanksgiving is in NOVEMBER!

**Prepare for the Future and Join the Growers' Cooperative that is
Building a Year 'Round Market for Cranberries**



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Niagara Dusts, Sprays and
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Middleport, New York

FOR SALE

CRANBERRY BOG, fourteen acres, full flowage, all Early Blacks variety, good cropper, located in Middleboro on Rocky Meadow Street. Upland with House, Barn, Screenhouse, Pump and Pump House, Picking Boxes, Western Picker, other facilities. Contact Mrs. Isaac Isaac Isaacson. Telephone, Middleboro, Mass., 1328-W.

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THE
EDAVILLE RAILROAD

South Carver, Mass.

Mrs. Ellis D. Atwood

**EXPECT AVERAGE
APPLE CROP FOR U. S.**

June prospects for the national apple crop this Fall, a fruit more or less directly in competition with cranberries, was indicated in June by USDA as about an average production. In eastern states, wet cloudy weather during blooming and pollination resulted in an uneven set; New England is expected to be smaller than in 1951. Western crop will again be short because of damage caused by late freezes in Washington. Central states are about average.

CORRUGATED BOXES

of Special Design

Manufactured for cranberry growers for over fifteen years.

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**WATER WHITE
KEROSENE**

For use on Cranberry Bogs

Also STODDARD SOLVENT

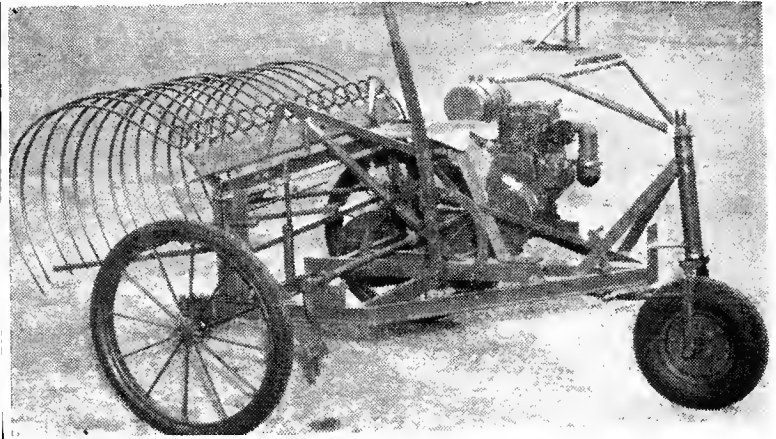
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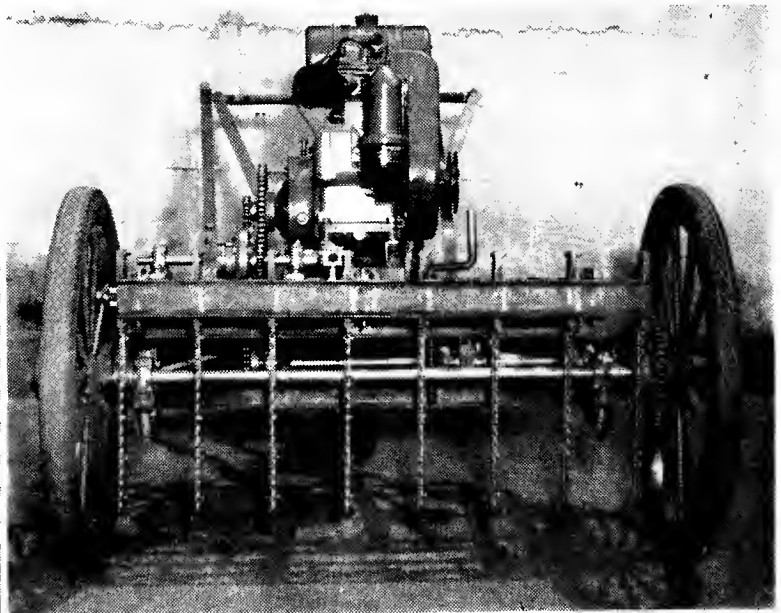
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Fruit Worms Will Have Long Season

The cranberry season is a little advanced compared with most years. Many bogs were in full bloom the last of June. It would appear that fruit worms will have a long season in which to feed. Fruit worm millers have been unusually common on bogs during most of June. This could be a very active season for this particular pest. The old "hand lens" should be given a real work out, so to speak, in determining egg counts. Materials are costly, and unless growers have counts of approximately 5 fruit worm eggs per 100 berries, spraying or dusting is not recommended. However, if egg counts warrant treatment, **Rotenone** applied as a spray is given preference to other materials in spite of its high cost, particularly for the first treatment. Growers should note **WARNING** outlined at the bottom of the Insect Chart; it is as follows: "Spray or dust materials containing **DDT** or **Rotenone** should not be used near a ditch, stream or pond for it kills fish. Dissolve soap in water of spray tank, then add **Rotenone** powder after mixing it in a pail of water. If dusting machines are used, stuff cotton in ears, wear goggles and a respirator to protect operator."

In addition to fruit worms, growers should continue to check their bogs during July for **Leafhoppers**, the second brood of **Blackheaded Fireworms**, the new brood of **Weevils**, and the adults of the **Spittle Insect**. Leafhoppers are already plentiful on many bogs and should have been treated before this issue of **CRANBERRIES** was printed.

The **Blunt-nosed Leafhopper** spreads false blossom disease and

is becoming uncomfortably common throughout the cranberry area. If there are 3 or 4 of these leafhoppers showing up in the insect net around July 10, it would be well to consider the blanket control as outlined at the top of the Insect Chart under Section E. This blanket control consists of dusting with 4 percent **Rotenone** at the rate of 60 pounds per acre, and will check fruit worm, leafhoppers, and the second brood of the black-headed fireworm. However, Dr. Franklin does not recommend blanket control measures unless there is sufficient insect count to warrant such treatment.

Before leaving this subject, growers are reminded that the second treatment for fruit rot control is about due. Dr. Bergman suggests July 10-15 for **Early Blacks** and July 15-20 for **Howes**, or as the bogs are going out of bloom. We should keep in mind that the control of fruit rot calls for two applications of a fungicide—one application is a waste of time and materials. **Fermate** is compatible with insecticides. **Bordeaux Mixture** is limited to combinations with **DDT**.

Weeds

Dr. Chester Cross' new **Weed Bulletin** is off the press. Growers may receive their copies by writing to their County Agricultural Agent's Office, the Mailing Room of the University of Massachusetts, or the Cranberry Experiment Station at East Wareham. It is an excellent bulletin. Every grower should have a copy.

Dr. Cross outlined some very timely suggestions for the control of ditch weeds in the July issue of **CRANBERRIES**, 1951. A brief review of some of the important points are as follows:

"Weed-choked ditches are often

responsible for the production and distribution of many troublesome bog weeds. It is important that growers kill or burn off the weeds growing in the ditches with some form of weed killer. The **Knapsack Sprayer** is a very useful tool in this work, particularly if the nozzle opening is enlarged to at least 1/16 inch in diameter. Then ½ lb. of **Sodium Arsenite** should be dissolved in a sprayer full of water (3½ to 4 gals.) and sprayed rapidly and with good pressure on the ditch weeds, holding the nozzle low to avoid spray drift on the cranberry vines. Best results are obtained when ditches are dry.

"**Ammate**" can be used instead of **Sodium Arsenite** if a non-poisonous material seems advisable; 2½ lbs. of **Ammate** are needed for each **Knapsack Sprayer** full of water. The same care must be given to keep **Ammate** off cranberry vines. The sprayer must be washed carefully with soapy water immediately after using this material to prevent excessive corrosion." Dr. Cross suggests that the slightly cheaper fuel oil is an excellent ditch weed killer. "A wet ditch full of grasses, rushes, and tussocks of sedges sometimes dries out during July and August at least to the point where no standing water remains on the surface. If such a ditch is treated with kerosene from a watering pot, frequently the roots as well as the tops of the weeds are killed, and the ditch remains free of weeds until new seeds germinate.

"Once or twice a year growers should drag a hook or potato digger around their bogs in the shore ditches to discover and pull out runners of **Small Bramble**, **Poison Ivy**, **Virginia Creeper**, or **Morning Glory**, which may be crossing the ditch from the shore to anchor itself on the bog."

Dr. Cross has found only recently that a single handful of **Nitrate of Soda** applied to the base of 4 or 5 **Royal** or **Cinnamon Ferns** will kill them more easily and with less damage to the vines than **Ferrie Sulfate**. It has the advantage of stimulating the vines where ferns occur.

Western Pickers

Incorporated

1172 Hemlock Avenue

Coos Bay, Oregon

Cranberry growers attention! Have we made up our minds yet? Will we pick with a Western Picker or will we go on in the same old way, hand labor?

Hand labor is scarce, costly and getting more so each year. Why not make the move now, buy a Western Picker or as many as you need and be independent of poor and scarce labor.

We do not have many machines this year and it will pay you to order now, the first of September is only one and one half months away, that may be too late to get a Western Picker. You can save 5 percent by buying before the first of August. Order now and be sure.

(ADVT)

ACE Advertising Campaign to Award Three Automobiles

Also Other Prizes to Increase Eatmor Consumer and Sales Efforts of Wholesalers and Retailers.

Something new in cranberry advertising and promotion is on the fire this year for the marketing campaign of American Cranberry Exchange. This was planned with the aid of Chambers and Wiswall, Inc., Boston, new advertising agency retained by ACE.

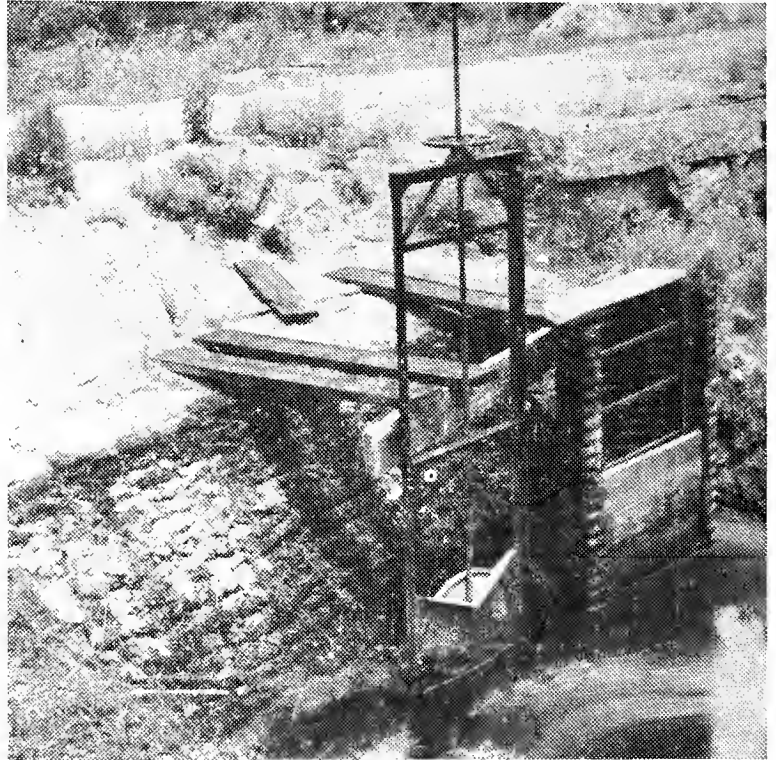
It will be a prize contest known as "Operations Winnor," the designation being a play upon the ACE trademark "Eatmor."

The plan, announced ACE manager Harold Bryant, is the result of a detailed study by the Exchange and the agency to find an approach that will interest all angles of the trade to promote sales of fresh Eatmor cranberries. "Fresh fruit and vegetable distributors," he says, "want more than a pretty ad in a national magazine—in our opinion they want a hard-hitting promotion, localized to their particular market with a worthwhile incentive to merchandise and in our case, sell more cranberries at retail stores."

It is a triple-pronged campaign with prizes (incentives) for consumers, retailers and brokers.

Offered as top prize to consumers is a new Cadillac convertible, other awards being ten elec-

(Continued on Page 19)



FOR PRE-FABRICATED FLUMES

SEE

R. A. TRUFANT

Hydraulic Consultant — Bog Railroads For Sale or Rent

Tel. Carver 64-11

NORTH CARVER, MASS.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JULY 1952 - VOL. 17, NO. 3

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

June Hot

Bloom was exceptionally heavy on many a bog as July began. But the month of June was "rather rough" on probable keeping quality, Dr. Franklin was forced to say.

June was a changeable month, but mostly it was hot. Boston Weather Bureau figured this excess as about 4 degrees a day. There was also high humidity on a number of days, especially toward the latter part of the month.

June, 1952, as a matter of fact brought the hottest day in June history. This was on the 26th. A recording was reached at Boston of 100.2 degrees. At the State Bog the sun beat out a reading of 99 in the sun and a maximum of 95 in the shelter. These readings are the hottest for June that Dr. Franklin ever recalls. June 25th was also a day of intense heat and humidity, but not up to the following day. Damage on some bogs was plainly visible to the eye. Several thousand barrels, at least, were probably lost.

Rainfall total at State Bog was 2.36 inches. There was rain, or traces of rain, on 14 days. Boston's recording was .37 inch more than normal, with heavy rain on 6 days and some rain on 12 others. There were several thunderstorms, Boston reporting 8, where 2 is normal, and there were vicious hailstorms north of Boston. Coldest recording at State Bog was 45 on the 22nd.

Following the intense heat wave which closed June, there were several days of much cooler weather—in fact, the night of June 30th was chilly.

Many Fruitworm Millers

Only an occasional gypsy has been brought into the Station at East Wareham, and infestation of this pest, controlled by wholesale spraying a couple of years ago, appears slight. There are reported an unusual number of fruitworm millers, which may prove a source of trouble just a little later.

Work on bogs was easing off as the season advanced, but there has probably been an unusual amount of fertilizing done this spring.

Bloom Called "Remarkable"

As to crop prospects, no one is saying much yet. The remarkable bloom, of course, in itself is all to the good. This is so great that "Joc" Kelley, speaking from that point alone, says he never saw it better. Cranberry Specialist "Dick" Beattie says: "bloom is awfully good. Most bogs look very good indeed." Both these men get around over bogs of the state comprehensively and are in position to know. There have been off-hand estimates of 500,000 to 550,000 barrels.

Barnstable County Still Up

Indications from Barnstable County continue favorable for a better than normal crop. More than a few bogs may have 100 bbls. and more to the acre, it is now estimated.

But it should not be forgotten that the end of June—first of July period is when growers are apt to be in a high mood, especially when bloom is abundant.

WISCONSIN

Bloom Is Early

Marshes were coming into full bloom at the end of June, many by June 25, which is about ten days ahead of last year.

McFarlins Damaged by Cold

Frost damage up to July 1 was very slight. However, the Winter, or more accurately, the damage which was caused in the sudden cold snap last November, has proven to be very serious on some marshes. The damage seems to have hit McFarlin vines more seriously than other varieties. It is the opinion of "Del" Hammond that all this type of injury did not take place at that time, but that a considerable percentage occurred this past spring.

Insects Heavier

Insect infestation to date has been rather heavy in certain areas, especially fireworm. However, very excellent control was obtained by the use of Parathion and little crop damage was sustained by the growers because of the first brood. Many growers are using fermate spray and dust, replacing bordeaux for control of leaf drop and fruit rots.

Few Clear June Days

Rainfall for June was heavy, with precipitation above normal. There were very few clear days during that period.

Bumble Bees Scarce

There seems to be a scarcity of
(Continued on Page 20)

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

POOR DRAINING PEAT

by
F. B. Chandler

Poor draining peats are much more common in the building and rebuilding of cranberry bogs than is generally realized. Bogs built with this kind of peat are characterized by very poor growth of vines. The bog photographed in Figure 1 was planted twice and still needs to have vines set in some locations. This bog is unusually slow to vine in, but slow-vining conditions similar to those shown in Figure 2 are very common.

Greasy Peat

The peat which causes this trouble is often described as greasy, because it is very slippery and sticks to shovels, etc., The peat is well decomposed, although it may have an occasional piece of wood in it. This type of peat is very closely packed and has such a small pore space (air space) that the roots do not grow into the peat. Furthermore, as there is very little pore space, this peat cannot be a water reservoir and receive water from the sand above it or give water to the sand above it. Needless to say, if the roots will not grow in the peat and the sand does not receive water from the peat, the vines which are set in the sand have very little chance to live.

A similar type of vine growth sometimes occurs in peats which will drain well and which have a fairly large pore space, but where the water is held too high. One grower kept the water at the surface of the bog after planting, and it took ten years to vine in.

Some growers have removed the vines and sand from an old bog which had a fair or good production and a greasy peat as a bottom; thus, poor vine growth resulted in the rebuilt bog. It is probable that the original bog was slow to vine in, but once it did vine, production was fair to good, or even excellent. This would indicate the bog was operated in the past only on sand which was deep enough to hold the necessary water; however, when these bogs

are rebuilt, only a small amount of sand is put over the greasy peat and this is not enough for good growth.

Perched Water Table

Greasy peats also cause another trouble which explains why the growth of vines pictured in Figure 1 is so much poorer than those pictured in Figure 2. This is called a perched water table. If the grading of the peat is not done very carefully, low spots will develop. As the greasy peats have little or no pore space, the water cannot pass through them and the water is held on the surface of the peat (perched water table). In studying the bog pictured in Figure 1, water was found on the surface of the peat.

It is impossible to use a greasy peat and get the vine growth and early cropping which is common with loose fibrous peats having a large pore space. However, if the peat is carefully graded with the center a little high to prevent perched water tables and a heavy application of sand is added in

building, better growth will be obtained than with poor grading and thin sand. After building, if unexpected settling results in a perched water table, ditches may be dug and filled with rock (Figure 1 near wheelbarrow) or drainage tile may be placed on a rock bed and rocks placed over and around the tile (Figure 1 near center ditch). Figure 3 shows a rock drain put in by a grower. In this case he used a length of cement tile on the end which comes to the ditch. Low spots, such as those shown in Figure 1, can also be improved by the addition of sand which would cause part of the surface water to run off. Before drainage was started, water would stand in the locations where there are no vines.

In the past it has not been possible for a grower to know the pore space or the drainage of his peat, but now these can be determined fairly easily so that in the future growers may have these factors determined before building their bogs.

(Next month Preliminary on Report Fruit Development, pictures and data on the development of cranberries.)



Figure 1. A bog with greasy peat, which has been planted twice and still does not have vines in some places. The poor drainage is being corrected with a rock drain and with a tile drain.



Figure 2. Thin vines on a poor-draining peat.



Figure 3. Improving poor drainage with a rock drain (tile only on the ditch end).

Wisconsin Cranberry Weather in June

Temperatures were above normal for the month and precipitation was near or slightly above the normal.

Two frosts were recorded. Moderate frost was reported from numerous marshes on June 1st, confined mostly to the western and northern areas. On the 19th Spooner reported a light frost with a temperature of 31°. Other marshes on the 19th ranged from 35 to 40°.

Lowest temperatures during the month were 28-35° on 1st; 36-45° on morning of 2nd; 35-40° on 4th; 27-42° on 9th; Spooner 33 others 28-42° on 10th; Spooner 31 others 35-40° on 19th; and reported readings of 33° from Three Lakes and 29° in the coldest pockets at Manitowish (Little Trout Lake) on late evening of 20th. The cooling on the evening of the 20th was a flash affair, and prevailed for a short while during which the temperatures fell at a remarkable rate. At eleven o'clock that night, however, clouds and wind occurred and the temperatures immediately climbed back into the forties. Other northern marshes reported temperatures (minima) between 46 and 49° for that night.

Minima were above 60° on morning of 8th; 50-58° on 14th and 15th; above 60 on 16th; and were in the 50's from 22nd to 30th and continuing til July 3rd.

Scattered very light hail occurred over northern marshes on early morning of 24th, early morning of 25th, and late evening of 25th. All three occurrences were attended by wind-squalls. Violent squalls were reported during that period from northern sections of the state but there were no reports of hail. No damage has been reported as a result of hail or squalls. A series of violent thundersqualls moved from northwest to southwest across the state during the late afternoon and early evening of the 28th attended by moderate to heavy but scattered rainfall. There was no reported injury to crops.

A brilliant auroral display was observed between 11 p. m., and 1 a. m., of the 29-30th.

Alfred F. Wolford, Meteorologist.

Calling Your Attention to the new Important Mass. Bulletin

One of the major objectives in the work of the Cranberry Experiment Station at East Wareham, Massachusetts, for many years has been the development of a comprehensive library devoted to matters relating to cranberry culture. Much progress has been made in this, several new bulletins now in considerable use having been published.

There has appeared lately another such bulletin, this being mostly the work of Dr. Chester E. Cross and being a discussion of the kinds of grasses most often requiring control as weeds on cranberry bogs. It is published as Bulletin No. 463 by the Massachusetts Agricultural Experiment Station. It is a splendid job and will be useful to all cranberry growers in this State and to many elsewhere. Its value is much enhanced by the accurate and beautiful illustrative drawings provided by Mrs. Cross. Each kind of grass is described, fully and controls are given for all.

There is an implied promise that the other cranberry bog weeds will be given similar attention in later bulletins by Dr. Cross.

Henry J. Franklin

Dr. Cross is associate professor at the Station and is becoming widely known for his studies of cranberry bog weeds and control methods. He has written papers and appeared before scientific groups as well as before many cranberry meetings in weed control talks. He is to speak at the annual meeting of Wisconsin State Cranberry Growers' Association next month in Wisconsin.

In this work, "Weeds of the Massachusetts Cranberry Bogs", "Part I, The Grasses", in collaboration with Mrs. Cross, as illustrator, he has produced a most attractive and informative bulletin. "This study of fourteen weedy grasses is the first of a series which, when completed, will constitute a bulletin of all the more troublesome weeds of the Massachusetts cranberry bogs", he says in his introduction. "The grasses are described first because they are among the most common weeds and because more is known about their

chemical control.

"Thirty years ago", he continues, "mowing with a scythe and hand-pulling were the only methods of combating the weeds on cranberry bogs; mowing was more often employed when pulling proved to be too slow or too laborious. It was a common sight in the 'old days' to see gangs of weeders crawling over the bog, dragging their weed baskets after them. In those days weeders were paid about ten cents an hour, and, by keeping them continuously at work, such beautiful old bogs as 'Mayflower Grove' in Hanson and McFarlin's bog in Carver were kept scrupulously clean. Recently, because mounting labor costs have forced a sharp reduction in the amount of hand-pulling, the need has arisen for cheaper methods of keeping the majority of weeds under control, and for improving the technique of hand pulling."

Began Weed Studies in 1937

As far back as 1937, during Summers, Dr. Cross has worked at the State Bog on chemical weed control programs. In 1941 he remained on after the Summer season and received his official notice of appointment December 1, 1941. Born in Boston, May 5, 1913, Cross became a resident of Wareham, Massachusetts, when his family moved there, and he was graduated from Wareham High School in 1931. He then attended Massachusetts State College, now University of Massachusetts, majoring in botany, and did minor work in chemistry, geology and entomology. He received his Bachelor of Science degree in 1935 and with it Hill's Botanical prize for an herbarium of plants collected in Massachusetts. He remained at Amherst for two more years in graduate school, accepting a laboratory assistantship in botany. In 1937 he was elected to the Phi Kappa Phi Honor Society, and after completing a thesis on fossil pine cones, received his Master of Science degree.

Attending Harvard Graduate School of Arts and Science on a George Emerson scholarship, he continued his studies in palaeobotany and wrote his Doctor's

thesis in that field. In June of 1940 he received the Doctor of Philosophy degree in biology and returned to the Cape to live.

It was while at State College at Amherst that he met Miss Shirley Gale, who took a Bachelor of Science degree there and then entered Radcliffe College, where she received both her Master of Arts and Doctor of Philosophy degrees in biology. They were married in 1939 and have since lived at Spring Hill, Sandwich.

Mrs. Cross Trained in Drawing

Mrs. Cross had training in botanical drawing while in college and used drawings in preparing her thesis for Master of Arts degree. She has always enjoyed sketching and her natural style is in an exact, precise manner, entirely suited to illustrating such a bulletin as her husband has written. This aptitude of hers for botanical drawing is shown by decorations of wild flowers and grasses on doors and furniture in the home they occupy, which is more than 200 years old.

All of the dozen plates she made are accurate in measurement and in detail. Leaves appear where they should on the stems. They are all measured.

Mrs. Cross was more than a year making the plates, not working continuously, of course. She first sketched in the drawing with pencil and then completed the lines with a very fine pen and black ink. As mentioned, Dr. Cross has put years of study into his researches, has spent countless hours out in the open and in indoor study.

Together the Drs. Cross have contributed much to the advancement of cranberry growing in this volume, with presumably more to come.

Most home gardeners in their haste for a quick effect plant annuals too close together. The cost of gardening is cut down when annual flowers are spaced far enough apart to allow them to develop to their full size. Proper spacing also prolongs the blooming season.



Mrs. Cross retouching a plate for the weed bulletin at their home, while Dr. Cross looks over her shoulder (CRANBERRIES Photo)

M. L. Urann Honored With 50-Year Membership Award by Mass. Bar

Is Termed "Successful Lawyer' Cranberry Grower and Industrialist", at Annual Banquet Plymouth County Association.

Marcus L. Urann, president of National Cranberry Association, and undoubtedly known personally to more cranberry growers than any other man in the industry, was honored in another field on June 17. This was by the Plymouth County (Mass.) Bar Association at its annual banquet at Avon. He was presented with the 50-year membership certificate, he having been a member of the Massachusetts Bar Association for the past 55 years.

President of the association, John B. Thorndike, presided and introduced Mr. Urann as a "successful lawyer, cranberry grower and leading industrialist." He attributed to Mr. Urann the credit of pioneering and building one of the basic industries of Massachusetts, canning—the Ocean Spray cranberry sauce now having become international in scope.

Clerk of Courts (Plymouth County) George V. P. Olsson introduced members of the National's staff and grower members of the association, who attended. A silver vase was presented to Mr. Urann by this group. Among those at the head table was Carl B. Urann.

Respect for Urann

Senator Edward C. Stone paid tribute to Mr. Urann on behalf of Barnstable County and Judge Eugene A. Hudson, of Brookline, was the principal speaker. The latter told of the many years he had known Mr. Urann and of the respect for the integrity and ability of Mr. Urann, both as a member of the Bar and a leading industrialist of the Bay State.

The committee in charge of arrangements was headed by Atty. Olsson and included Dist.-Atty. Basil W. Flynn; Asst. Dist.-Atty. Allan M. Hale, Judge Almedeo V. Sgarzi, Asst. Dist.-Atty. Wainwright.

Began Canning in 1912

Mr. Urann's reply briefly sketched in the history of cran-

berry canning from 1912 when he first began canning, through the formation of Cranberry Cannery, Inc., and to the present National Cranberry Association which now has a membership of 1800 growers and sales outlets all over the United States, in Canada and sales in many other countries. The cop has processed more than half of the national cranberry crop in recent years.

His message to fellow members of the bar was one of challenge. He pointed out the complexities of present-day law and he spoke of the opportunities now open to lawyers who specialize in a particular field.

Mr. Urann was born in Sullivan, Maine, graduated from the high

school there and then went to the University of Maine where he was graduated in 1897. Following graduation he continued studies at Boston University school of law. He was admitted to the Maine bar in 1897 and to the bar of Massachusetts the following year.

After several years of law he became interested in cranberries, and in 1912 began his canning experiments. United Cape Cod Cranberry Company, largest growing concern was organized under his direction. His first canning efforts were made to find an outlet for berries which would otherwise be discarded and for surplus fruit in years of bumper crops. Adopting the brand name "Ocean Spray," Mr. Urann and two or three helpers turned out the first pack of their sauce in a small factory at Hanson, filling the cans with dippers and putting the caps on with a hand-operated machine. He, however, was not long to realize the true possibilities in pro-

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Judge Eugene A. Hudson of Brookline (left), M. L. Urann and George C. P. Olsson, Clerk of Courts.

cessing, and the expansion of the business is familiar to all growers. There are now six modern canning plants located in all the growing areas. In 1951 well over 100,000,000 cans of Ocean Spray were packed and sold.

Cranberry Cannery was incorporated under the laws of Delaware in 1930 when Mr. Urann's canning interests were combined with two other large canners, the A. D. Makepeace Company and the Cranberry Products Co., of New Jersey. Later Cranberry Cannery became National Cranberry Association.

Founded Honorary Society

With two others of his graduating class of Maine, '97, Mr. Urann founded the Phi Kappa Phi Honorary Society. This was established to recognize scholarship in any line of academic endeavor, and as a supplement to those honors electing members from one branch of study only. Phi Kappa Phi, whose first constitution and by-laws were drawn up by Mr.

Urann, has grown from its original Maine chapter to a national organization with a membership of more than 50 chapters.

In 1934 Mr. Urann gave \$10,000 to the U. of M. Foundation to establish the Chestina Blaisdell Urann Fund in memory of his mother. He has served as an active member of the foundation since its organization.

In 1942 Mr. Urann received the annual award made by the Massachusetts Society for Promotion of Agriculture. June, 1947 saw him the recipient of an honorary degree of doctor of laws from his alma mater in recognition of his "contributions to the advancement of New England agriculture and industry." He has served as a director of the Springfield Land Bank, and at one time was vice-chairman of the Massachusetts Republican finance committee and chairman of the Plymouth division.

A motto of Mr. Urann has been "Rest is Rust." He lives up to it.

A COMMUNICATION

The cranberry business in the United States is a very closely knit industry. It is represented by relatively few sales agencies; and its production is concentrated geographically in a few small locations. These conditions give rise to a close relationship between producers, often times on both a business and a social level.

This situation has many advantages, but it also has its dangers. The principal danger lies in the ease with which an idea can gain widespread acceptance and support. This is, of course, an asset if the idea happens to be a good one; but it is just as easy for a deleterious notion to make progress.

There is one concept that has its disciples at all levels of the cranberry industry, and there is reason to believe that it is becoming more influential. This is the idea that cranberry prices should be kept at a relatively low level, that if not outsiders will be attracted into the industry, and that we shall over-production as

a result. In their words, these people feel that the profits of the growers should be so small that no one will want to go into the business. However, it necessarily follows that profits that appear unattractive to an outsider must also appear unattractive to the present growers, who are stuck with them, unless the growers would be simpletons, indeed. This type of thinking seems to be in the class with that of the fellow who knocks his head against a wall because it feels so good when he stops. If we are going to try to keep prices down anyway, we may as well let over-production take place and get the same prices through the economics of supply and demand. An industry unwilling to seize upon its natural advantages will not long hold its place in a competitive world. This whole line of thoughts is based upon negation and fear, and it will not lead us into an aggressive, sound, and profitable state of affairs.

One often hears, and even oc-

asionally reads, of the "high" prices of 1951. Fellow cranberry growers, parity on cranberries last November 15 was \$21.20 per barrel, and on May 15, 1952 it stood at \$20.30 per barrel. This figure is presumably for the bulk pack. This means that in order to get their historical share of the present national income, cranberry growers must average at least \$21.30 a barrel for fresh cranberries in the one pound packs. The 1951 price averaged in the \$16 to \$17 range. Thus, the growers received a full 25 percent less than parity; They received 25 per cent lower prices than the average business of the United States based upon a comparative and historical measure of purchasing power. We are talking about the years 1951 and 1952, Anno Domini. These are years of a high level of business; and 75 percent of "it" is not a "high" price. It is not even a satisfactory price from any business point of view. As a rule of thumb, many good businesses today are selling for five to eight times their earnings after income and excess profit taxes. How many cranberry growers are netting after taxes, let us say, 20 percent of what the grower believes his property to be worth? That is the answer.

Yes, this is 1952. The carry-over that has depressed the industry has been eliminated; the processing market has been vastly expanded at increased prices; there is every indication that the national crop will not be excessive. The cranberry grower should have every right to expect that his returns should be at least at parity. There appears to be no reason why they can not be.

The time has come to end all philosophies of pessimism, negation, and fear. The basic factors in the cranberry market are perhaps more favorable than they have ever been. Cranberry growers are entitled to prices and profits that compare with other businesses, not in a few years, not next year, but this year—1952.

B. C. BRAZEAU
Wisconsin Rapids,
Wisconsin

Never Had Slightest Fear That Cranberries Would Not "Come Back"

"Lew" Billings of Plympton, Mass., Averages 85 Barrels per Acre—Also Operates Dairy Farm, but Prefers Cranberries to Cows.

An 85-barrel per acre average is the achievement of Lewis E. Billings, Plymouth, Mass. At his big farm on route 106 in that town, he operates a dairy business, but says he finds it more to his liking, and easier to work with cranberries than with cows.

He has served two years as president of the South Shore Cranberry Club, and is a director of Producers Dairy, Inc., of Brockton. His cranberry property has been used as the location of a cranberry meeting. He demonstrates his interest in all cranberry matters by faithful attendance at many meetings. He is a member of Cape Cod Cranberry Growers' Association. In marketing he is an independent, selling his crop through Peter A. LeSage of South Yarmouth.

Holds Town Office

For 22 years he was highway surveyor of the small community of Plympton and has served on the town school committee. He is also constable and fire chief.

At one time he was a member of the Grange but found that to his mind meetings became "too social," with not enough attention paid to farming. In fraternal affiliations, he is an Odd Fellow.

Mr. Billings was born in Weymouth in 1895. His family moved to Plympton when he was nine. His father, the late Edward, was in the lumber business in Weymouth but decided to conduct a farm on the side. This farm was located not far from the present Billings farm. "Lew" attended school in Plympton and then went to Plymouth (Mass.) Business School, where he took up book-keeping, typewriting, etc.

Became Interested in Cranberries Through Trucking

He continued to farm but was also in the grain business for about 10 years, 1916 to 1926 and in the trucking business for a number of years. In the grain business he bought supplies in Bridgewater and sold them to the farmers of his area. But it was through trucking end that he first became interested in cranberry culture. He did a lot of hauling of fruit for the late Horace Magathalin. The latter was considered one of the better growers of some years ago, and through him Mr. Billings became a convert to cranberries and decided to build

a bog.

This he began in 1933 in a natural swamp location off Prospect Road, a few miles from his home. He added on in 1937 and put in another section of six acres in 1949. His total holdings now are 15½

acres and he can easily put in 18 more. His newest planting is in Early Blacks and most of his other pieces are Blacks although he has 5 acres of Howes. He believes the Blacks are more consistent bearers and more uniform, over a period of years.

Believes His Bog Has Every Qualification

Mr. Billings considers that he has in his property, everything needed for a good bog. His soil is mostly peat, although there is a little hardpan. He has two big pits of good sand and his water supplies are unlimited. He flows, entirely by gravity from Whetstone brook, which is not a river, but which always has plenty of water. He stores his water supplies in a 50-acre reservoir. He can flow for frost in about two hours, although he usually takes



"Lew" Billings. Note bird at one of the bog bird houses.

(CRANBERRIES Photo)

longer, as he does not like to rush too much water on at once. He does his own frost flowing. Cold nights usually run about 2 or 3 degrees above the forecast. Roads surround all his bog for easy access for bog work of every kind.

Whetstone brook, in fact, is such a continuous source of water supply that he has built a 900-ft. canal around his bogs and only catches water when his reservoir needs refilling. The property, in four sections, is favored by excellent drainage.

His biggest crop to date has been 900 barrels, in 1945. He hopes to have more this Fall, and thereafter, as the new six-acres come into maturity.

While believing in using mechanical aids in cranberry growing, Mr. Billings does not pick by machine, but by scoop. He tried a picker, but decided he will wait until it is more perfected, which he believes will come, of necessity. In setting out his new six-acre piece he used a vine discer, powered by a Cle-trac. The discer was self-made. He put in the entire six acres in 9 hours, five men working. Vines were broadcast by hand.

Faith In Bees and Birds

Mr. Billings does a lot of his bog work himself. He employs

one man the year-around, Jesse Johnson, who has been with him seven years and lives on the bog. He has another man full time from late Spring until after harvest. Most of his crew is recruited locally. He finds he is able to do this, using some high school boys.

Mr. Johnson likes bees and has seven swarms which aid in pollination. Mr. Billings has much faith in birds for aiding in the battle against insects and has bird houses all along his bog shores.

The sanding he does direct from pit to bog, with cut-down Ford trucks. The trucks he loads with a sand loader in the pit, then drives out on the bog on planks, sanding directly from the truck.

His farm consists of 140 acres with big barns. He has 46 head of Holsteins. He produces enough hay and corn to provide fodder for the cattle—it is a typical modern dairy farm, with mechanical milkers and other conveniences.

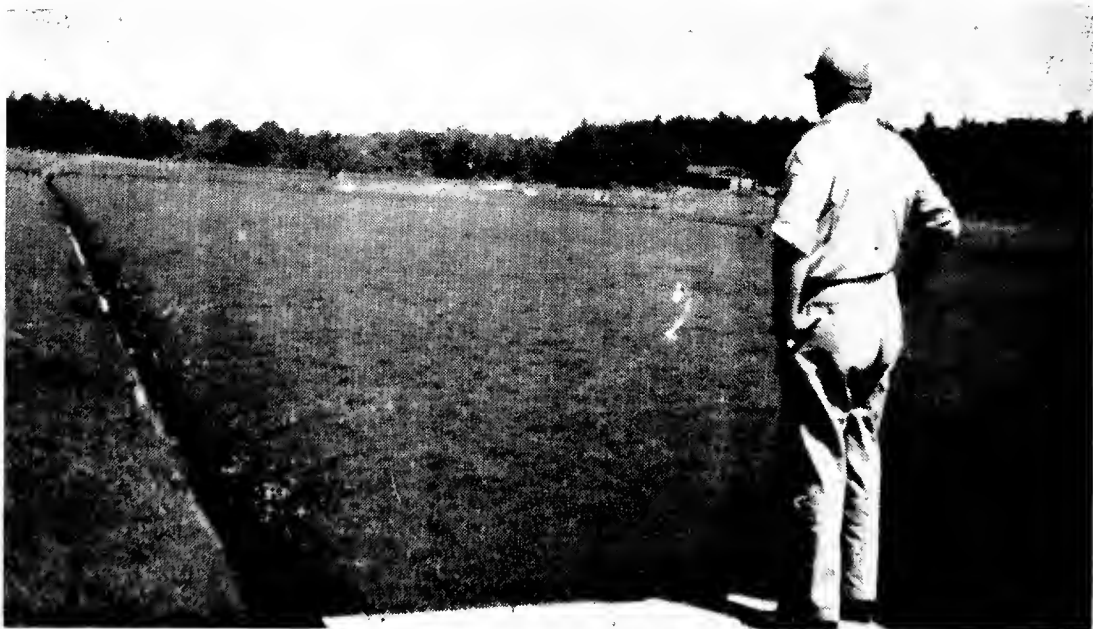
The Billings, Mr. and Mrs. Billings and their two daughters, Charlotte May, 20, who is a student at the University of Vermont, and Jeanette Lee, 13, a student at Oak Grove School, Vassalboro, Maine, live in a country farmhouse which is nearly 200 years old. Mrs. Billings is fond of antiques and the house is filled with many fine pieces from kitchen

to parlor.

For relaxation, Mr. Billings hunts and fishes. Practically every Fall he goes to Maine or Canada and usually is successful. He already has a bear to his credit and is now interested in bagging a moose. He was formerly pretty good at baseball. He played from 1914 until 1931, quite a stretch of years. He pitched for the local Plympton nine and also for Brockton of the New England League.

One of the reasons why "Lew" Billings likes cranberries better than cows is that a dairyman's day is a long one. Often it lasts from 4 to 5 in the morning until 6 or 7 at night. At present his interests are about "half and half." But he intends to make cranberries more dominant as time goes along.

Mr. Billings feels there is plenty of future in cranberries. He is not one of those who feel processing will eventually be practically the whole thing in cranberry growing. "There will always be a market for fresh fruit." In commenting upon the cranberry market situation at present, this relatively small, but enthusiastic cranberry man said; "Will good times to the cranberry grower come back? I never was alarmed in the slightest in the past few years. We are coming back, alright."



Billings looks over the beautiful acres of his Plympton bog.

(CRANBERRIES Photo)

LATE BULLETIN

As a last minute check on Massachusetts crop prospects, the heat wave in the cranberry area was still continuing as of July 9, but seemed to be moderating, with promise of some rain. Hottest day of all was Sunday, July 6th, when the temperature reached 102 in the sun on the State Bog at East Wareham.

Other high temperatures reported during the wave were 120 at Bryantville and 103 in the shade at Monponsett Ponds near Hanson. This almost unprecedented heat (while being extremely kind to the Cape summer business) has undoubtedly picked some thousands of barrels. Most bogs had completely cooked patches, with bloom baked, the same for any set, and vines burned right into the ground. May and most of June had been very favorable months and development could well be described as having been lush. But the growth, with little preceding rain, was tender when the heat struck. There was no alleviating wind and bogs simply cooked.

How materially this will effect the crop total is anybody's estimate, particularly if the heat continued and if there is no rain. Many, probably most who could, had raised the water in their ditches, but it was primarily heat and not dryness, which was causing damage. Total damage may not have been serious, however. And the set was beginning to look heavy on many a bog and prospects that much better.

Probable fruitworm infestation appeared to be gathering in intensity and growers were expecting more than normal numbers of this pest. On the other hand they had been alerted by the State Bog, County Agents and others and were alert, and applying controls. As of the 9th of July they were rather up against hoping for rain, in spite of the heat, as a rainy spell would make dusting ineffective, although sprays would have a better chance of sticking.

LIKE NEW LAB QUARTERS IN JERSEY

After some weeks in the new quarters researchers of the New Jersey Cranberry and Blueberry Laboratory like their new location very well. Laboratory moved to the Joseph J. White homestead, 2½ miles to the east of its old location. Although the laboratory is now close to New Lisbon, the

telephone and mail address continue unchanged, Pemberton 5531.

The move was made necessary because the former site was purchased by a local farmer who wished to use the property himself.

When the need for new quarters became known, Joseph J. White Co., offered to renovate a small 2-story building which Mr. White had had constructed for his workshop and



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draughting room. Rental was set at a low figure. The Experiment Station consulted all blueberry and cranberry organizations to see if other plans might also be in the minds of growers. All organizations agreed that the Whitesbog offer furnished the best location of those available.

The laboratory staff is already very much at home in the new quarters. On the ground floor there is a laboratory work-room, a store-room and a washroom. On the second floor there is a single large room with windows on all four sides. Here there is ample room for desks and office equipment for the five staff members. A large barn and sheds provide additional storage and working space.

Fine trees and attractive shrubbery and lawns, populated with many songbirds, provide a pleasing setting.

JUNE NCA SAUCE SALES

President M. L. Urann of NCA announces June sales were 144,685 cases as compared with 154,041 last year. Although fewer cases were sold the result will be more money because of higher prices.

Customers are once again buying in carload lots. July looks promising and North Chicago plant already has orders for 14 cars to be shipped to Dallas, Texas market alone.

WISC. ANNUAL SUMMER MEETING AUGUST 6th

Annual Summer meeting of Wisconsin State Cranberry Growers Association is to take place this year August 6th at the Huffman marsh, Biron. William F. Huffman, Jr., president of the association, offered this location to the members.

Tentative program includes a talk by Dr. C. E. Cross of Massachusetts Experiment Station as the main guest speaker. There will be a comprehensive display of machinery and equipment, and it is intended to make this a regular field day for growers of the Badger State.

The cranberry equipment show will be opened at 10.30 in the morning, with time out for lunch, and in the afternoon there will be the regular business session and talks by various speakers.

WASHINGTON NOTES Bogs Look Encouraging

By first of July most bogs were approaching full bloom and most growers had their fingers crossed wondering how many days of frost they still had in store. The picture of the bogs was very encouraging.

With exception of a few bogs, growers had done a conspicuously thorough clean-up. Bogs in the North Beach have done a fine job of worm control.

Ponds Up

Ponds are better filled than usual for this period of the year, giving every indication of adequate moisture for the two dry months ahead.

The situation is very similar to that of last year generally speaking, except there was more rain and oiling weeds was more difficult because of frequent frost sprinkling. Berries were expected to be setting by the 4th.

Scale

Lecanium scale is expected to hatch early this season, and some had already hatched on buckbrush and willows that stuck up above the cranberry vines. Hatching was expected before mid-July and growers were advised if they found the

pest to use a DDT spray when half to two-thirds of the blossoms had fallen. Parathion was also a recommended use as a spray. Solution recommended is 1 pound of the 25 percent in 100 gallons of water (1 pint liquid type in 100 gallons.) Growers were warned not to use any oil or spreader and not to use a stronger spray. Parathion kills chiefly through its fuming action and rather quickly. Best results were recommended as at least 500 to 600 gallons per acre. Where there is a heavy infestation two sprays are required for a clean-up. In using Parathion growers were warned to follow all precautions listed by the manufacturer.

Interest in Weeds

Ralph E. Tidrick, county agent, said this season more growers want information on weeds than anything else.

Mouse Control

He is still trying to get complete information on poison and means of controlling the townsend meadow mouse. One grower Earl Smith of Grayland is baiting his bogs with Warfarin. He cuts the ends out of quartmilk containers to make feeding stations. This makes a hidden place for the mouse to feed and protects the bait from rain. He marks his stations with sticks to be sure they have bait all the time.

Grayland Temperatures

Maximum temperatures at Grayland, as from records of Dave Pryde for June was 65 on the 23rd and the minimum 31 on the 14th.

MEETINGS and CLINICS

Wisconsin annual Summer meeting August 6th.

Massachusetts' annual Summer meeting (Dr. Franklin Day), August 19, at the State Bog, East Wareham.

New Jersey annual Summer meeting, August 30.

Massachusetts Cranberry Clinics every Wednesday afternoon and evening through July 16 at West Barnstable and North Harwich (afternoon meeting alternates between West Barnstable and North Harwich; the evening meeting also alternates).

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FOR MORE PROMOTION

IT is no secret that cranberry sales haven't kept pace with the increasing population of the country. And that is not because sufficient cranberries haven't been grown, at least in most years. So it must be that our promotion, our merchandising, hasn't been as effective as it might have been.

Hence the current general interest and push behind promotion and the trying out of various methods for most effectiveness is good. We are referring particularly now to the "give away" prize campaign to be used this fall by American Cranberry Exchange. Giving away a Cadillac convertible and a couple of Chevrolets, plus other awards, is something new for the industry. We hope it works out. And at the same time we again comment favorably on the promotional campaigns of the National, such as the "chicken 'n cranberries", and efforts of independents.

Advertising, promotion, merchandising if adequately done, a real job, does work out. The cigarette manufacturers, the automobile manufacturers, the makers of, say, aspirin aren't dumb. They do not spend millions unless the returns are there. If we are going to grow more cranberries we simply must sell them.

THE WEED BULLETIN

WE imagine there must be a very great deal of satisfaction to a scientist in publishing such a work as that just put out by Dr. C. E. Cross of Massachusetts, "Weeds of the Massachusetts Cranberry Bogs, Part I, The Grasses." The high commendation of Dr. Franklin attests to the creditable job of the writer and of its worth to the industry. And to Mrs. Cross, also, must go a great deal of credit for her exacting, painstaking work and her skill as an artist in preparing the plates which add so much, not only to the appearance but to the value of the bulletin.

The old-time growers did a good job in raising cranberries by homespun, acquired knowledge, experience and rule of thumb, and many naturally had the much-desired "green thumb". But the research workers are now taking more of the guess out of cranberry cultivation. They are gradually finding out why a certain result is obtained under certain conditions, and they are passing their conclusions along to the ordinary grower.

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WE recommend the reading of, and some thought giving to the communication of B. C. Brazeau of Wisconsin in this issue. He presents a side of the price picture which may indeed not be receiving enough thought; that is, the "parity" price of cranberries. We heartily agree that cranberries must not be "too high" for ready sale. But neither should we swing too low again. The setting of cranberry prices is a job we do not envy. It deserves every bit of the intense thought which goes into it every year.

COMMENDATIONS to Mr. Urann for the honor bestowed upon him by the Massachusetts Bar. It does not fall upon every man to have been so long an attorney, nor, more important, to have been a leader in an industry such as Cranberries, as has been Mr. Urann.

**NCA ANNUAL
MEETING AUGUST 15**

National Cranberry Association will hold its Annual Meeting and election on Friday, August 15, at the Hanson Plant. The later date has been set to provide ample time for the auditors to complete

their reports.

The meeting will begin at 10 a. m., with a presentation of Nation's activities and results during the year. An informal discussion period will follow the luncheon when members will have an opportunity to ask questions about anything they do not fully understand.

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WHAT IS NEW



A number of cranberry growers have found blossoms on their bogs similar to those pictured here. These blossoms are being studied at the Massachusetts Cranberry Station by Dr. Bergman who has also made many bog visits to learn the exact conditions under which they develop. Several others at the Cranberry Station are also interested in this abnormal blossom development which has been observed before in less abundance. It would be a great help in solving this problem if growers who have observed this would report to someone at the Station management of the bog on which the abnormal blossoms developed.

CROP AIR CONTROL ACCIDENTS DECREASE

According to a report issued by the Civil Aeronautics Board, aerial crop control operation accidents reported up to January 31, 1952 totaled 348, a decrease of 91 over the total 1951 accidents. Of the 348 accidents in 1951, 53 involved fatal injury, 41 were serious. Number of aircraft destroyed was listed as 158 in 1951.

Leading cause of accidents involved collision with objects such as wires, poles, trees, fence posts. Stalls accounted for 94 of the accidents. Spraying caused the greater number of accidents; dusting was next, fertilizing third, seeding fourth. Cotton dusting topped the list, followed by wheat, rice, tobacco and alfalfa. An estimated 75 per cent of the accidents were due to pilot error.—(National Agricultural Chemicals Association News).

**IVY TO CONCEAL
AWKWARD FOUNDATION**

Many home owner probably feels that a bit too much of the foundation is showing. One way to improve such a situation is to paint the high foundation the same color as the rest of the house.

If this cannot be done, a quick growing vine, such as Boston ivy, can be used to cover the foundation. This vine must be sheared where it meets the weather boards or shingles of the house, but the job needs to be done only once a year.

Raymond P. Korboro, extension specialist in ornamental horticulture, at Rutgers University, New Jersey, suggests a permanent evergreen vine such as English Ivy at the base of the foundation on the north and east sides of the house. In a few years it will cling to conceal the foundation.

With the foundation taken care of, it takes fewer plants to landscape such a house. Where the foundation is 2½ feet or more high, larger growing plants can be used at the corners of the house and next to the doroways. Lower growing plants are then used along the front of the foundation between these two larger plantings.

ACE Campaign

(Continued from Page 4)

tric ranges and 25 awards of \$10 each. Advertisements are to be placed in Good Housekeeping Magazine and in newspapers in leading cranberry markets (to be announced later) and contain a limerick which the cranberry buyer may complete and send in with an Eatmor label from cello bag or carton.

Retailer-Wholesaler Inducement

To induce the retailer to sell more cranberries there is a top prize of a Chevrolet and ten other awards, of choice of a Winchester rifle or shotgun. Entry is by submitting a photograph showing Eatmor fresh cranberry displays in the contestant's store. Wholesalers have a chance to win the same awards as the retailers or grocers by aiding the retailer or grocer in making displays.

Complete details of the promotion are to be publicly announced at a cranberry meeting at St. Louis, August 3, in connection with the Annual Convention of the International Apple Association.

Plan Based on Five Points

This type of promotion this year was based on five specific points: (1) that consumer sales period is brief, and therefore promotion effort should be made within the season and hit on specific food



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shopping days (one reason why newspaper advertising was chosen to bear the brunt of the advertising); (2) analysis of sales has revealed that there are large sales in certain areas and little in others; (3) the prize contest is to induce the housewife to ask specifically for Eatmor; (4) to influence the trade to push Eatmor and (5) to have flexibility in the program to shift plans if necessary.

Floods and flood damage that have occurred in many parts of the country are reminders that there is still much to do to hold water on farms in the nation's watersheds. Through proper conservation practices both soil and water can be held on farms to a far greater extent than at present.

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Fresh From the Fields

(Continued from Page 5)

bumble bees, reason for this probably being the abundance of clover and wild flowers on the uplands. Growers are using cultivated bees very extensively for pollination this spring.

NEW JERSEY

Light Bloom on Late-Held Bogs

Cranberry bloom seems to some observers to be generally light on bogs drawn May 10, or later, while bogs drawn earlier have a heavy bloom. However, if the set is good for the later drawn bogs they may still make a good crop. In spite of some extremely hot days, both wild and honey bees have been working in large numbers and industriously. Bumblebees have been conspicuously numerous.

Insects

Sparganthis and girdler millers appear to be more abundant than usual.

Expect Lighter Blueberry Crop

In the blueberry fields, cherry fruitworm is being especially severe in some properties. Maggot flies have been late in emerging so that the first dusting was recommended for June 27. There has been considerable fertilizer burn, which seems to have been due to fertilizing while the ground was saturated with water. Under this condition, blueberry leaves will show the same symptoms of burn as occurs when fertilizer is applied just before, or dusting a drought period.

Some Areas Dry

As of first of July, the Chatsworth and Hammonton areas are suffering from some drought injury on the lighter soils. Growers generally report a shorter crop than usual.

Personal

Two well known Ocean County cranberry growers participated in this year's "Bermuda Race", Edward L. Crabbe, Vice-President and Daniel M. E. Crabb, Secretary-treasurer of Double Trouble Company sailed the 635 mile Ocean race from Newport, R. I., to St. David's Head, Bermuda.

Edward L. Crabbs was aboard

William T. Moore's famous 56 foot yawl, "Argyll", the 1950 winner of the racing classes. Daniel M. E. Crabbe was aboard New Jersey's only entry, Sylvester C. Smith's beautiful 43 foot sloop "Teal" of Bay Head. Both yachts finished among the leaders, although neither was able to capture a prize this year.

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120 Puerto Rican Workers for Mass. Bogs This Year

A total of 120 Puerto Rican agricultural workers is to be sent to Massachusetts in September for use in the cranberry harvest. The number imported last year was 240, one reason for the smaller number expected to be required this season being the small crop anticipated now after the unfavorable July weather.

This decision was made at a meeting of the Labor Committee of Cape Cod Cranberry Growers' Association at the Makepeace Company office, Wareham, July 28. Frank Butler is chairman of this committee and J. Richard Beattie, secretary.

The islanders will be flown to Cape Cod, September first and will be housed in facilities provided by various growers. The Massachusetts Division of Employment and Security Office is assisting in the bringing in of the help.

CRANBERRY WEEK

"National Cranberry Week" has been set this year for September 28 through October 4th, with main

events in Massachusetts. Features of the festival will include the gigantic chicken and cranberry barbecue which has proven so popular the past two or three years, the election and crowning of the 1952 cranberry queen.

Plans for this event are still nebulous and committee meetings will begin shortly to work out the details.

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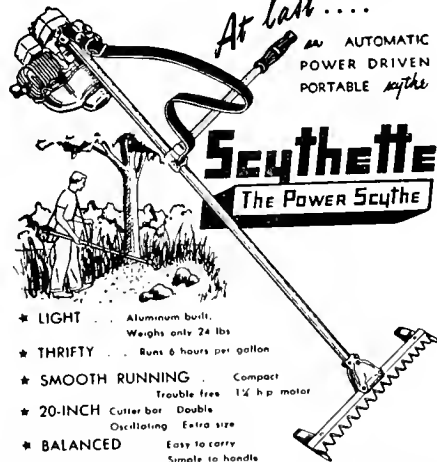
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The Drought

The weather is the chief topic of conversation among cranberry growers. To say that it is hot and dry is stating it mildly. Many growers are considerably more specific in discussing the situation. In any event, records for consecutive high temperatures and drought were broken for the month of July. During the first 28 days in July there were 11 days when temperatures of 90 degrees or above were recorded in the weather shelter or above were reported on the lowland near the blueberry patch, and 16 consecutive days when temperatures exceeded 90 degrees. 102 degrees was the maximum recorded during this period. From May 30 to July 28 we have had only 2.42 inches of rain which is definitely below normal. The last rain of any consequence was June 30 when .47 inches fell in this area.

Overhead Irrigation Pay Off

The question of the amount of damage to the crop has been asked a good many times during the past few weeks. A quick estimate of damage observed while making regular bog visits would place the loss to this year's prospective crop somewhere around 20 to 25 percent as of July 28. Just what August holds in store for us is another question. Certainly the rainfall in August can be an important factor in determining the size of the crop. The drought of the last few seasons has taught us among other things that it is too late to irrigate after the damage becomes apparent. Once a peat bog becomes dry, it is extremely difficult to wet it up again using the conventional method of raising the water in the ditches. Overhead irrigation equipment has

really paid dividends during the past few weeks. We have seen several bogs where sprinklers have been in operation during the drought, and the crops are in good condition. Some growers have portable irrigation equipment and have moved them constantly over their bogs regardless of temperatures and sunlight. Very little damage to the berries and vines could be detected. Many growers have been experimenting with flash floods; such floods may increase fruit rots, but that is one of the gambles that has to be taken when a bog is "burning up" from lack of moisture.

Insects

The fruit worm season to date (July 28) has been more active than for several years. Fruit worm millers were unusually abundant on many bogs during most of June. Egg counts have been running higher than normal, and there has been considerable spraying and dusting to control this pest. However, control measures have been very effective judging from most reports. The lack of rain has resulted in maximum control from our insecticidal applications. Each year a few growers are adopting Dr. Franklin's technique of counting fruit worm eggs in order to properly time their control measures. The second brood of the blackheaded fireworm has been active on many bogs. The new brood of weevils appearing about mid-July has been a problem on many properties. The blunt-nosed leafhoppers are still too plentiful throughout the cranberry area. Grub-flowed bogs should be carefully checked for cutworms 10 to 12 days after the grub flow has been removed.

August Weed Control

Dr. Cross has kindly prepared some brief notes on weed control for the month of August. They are as follows:

"This year's extended drought has killed out patches of vines, and thinned out the vine cover. These areas are likely to be filled with such weeds as corn grass, barnyard grass, pitchforks, fireweeds, and other annuals next year. This problem can be checked by preventing these weeds from fruiting this year on the bog, in the ditches and canals, and on the shores. Directions for killing these weeds among the vines with copper sulfate and sodium arsenate solutions in August are found in the Weed Chart. Stoddard solvent, fuel oil, ammate (2-½ lbs. per knapsack of water) and sodium arsenate (½ lb. per knapsack of water) can all be used effectively but to prevent the seeding of these weeds in canals, ditches and on the shores. Mowing these weeds is only a temporary help; they sprout new shoots which flower and fruit, unless the plants are killed by weed chemicals." Before leaving the subject of weeds, growers are reminded again that Dr. Cross' new weed bulletin is off the press.

"Dr. Franklin Day"

The 65th Annual Meeting of the Cape Cod Cranberry Growers' Association will be held Tuesday, August 19, at the Cranberry Experiment Station in East Wareham, beginning promptly at 10 a. m. It will be known as "Dr. H. J. Franklin Day". Dr. Franklin will be honored for the tremendous service that he has rendered the cranberry industry during his 43 years as head of the Cranberry Experiment Station. President E. L. Bartholomew announces that all cranberry growers and their friends are cordially invited to attend this very special occasion.

Personal

Mr. and Mrs. Charles N. Savery of Cotuit have announced the birth of a daughter, Judith Ann. Mr. Savery has bogs in East Sandwich and Cotuit and is secretary of the Upper Cape Cranberry Club and a director of Cranberry Growers' Mutual."

What Is New!

The hot dry weather in Massachusetts has done considerable damage to cranberry bogs and has unquestionably reduced the crop. The amount of crop reduction for the state will not be known until the first crop report is released, but the following will give some of the results and some of the factors other than heat and drought which have contributed to the damage.

Some growers have said their damage was only ten percent, others have said 20 to 25 percent and two growers have reported that their bogs would not be picked. This Spring the Massa-

chusetts bogs were in excellent shape and it was felt that the Massachusetts crop would be the largest ever, possibly 100,000 barrels over any previous crop. Now the same people are of the opinion that the crop will not be an average one and may even be below 500,000 barrels.

As stated above, the hot dry weather reduced the crop, but if we accept this as the only factor there is nothing which can be done to prevent such losses in the future if similar conditions arise again. On the other hand, if we look for other factors which the grower can control the next hot, dry spell may have less damaging effect on the crop. In many bogs the first spots to be injured were infested with

grubs or girdler. These insects had weakened the vines, so the weather conditions killed them, whereas in a normal year these vines would have produced some crop. Bogs with very shallow root systems were also injured. Some bogs which were very weedy suffered because the weeds developed deeper roots than the cranberry. Of course the high spots suffered in many of the bogs. One grower said his trouble was from lack of sand. The bog had not been sanded for many years and it appeared that many roots had developed in the trash which dried out and the vines died. Therefore, it would appear that many of the berries which have been lost could have been saved if the bogs had had the proper care and had been in better grade.

THE EASY WAY to install a pump



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NCA MEETING

A change in place, but not in date for annual meeting of National Cranberry Association is announced. Date, as before published, will be August 15, but the place will be at the Onset plant, Routes 28 and 6, Onset, rather than the main office at Hanson. Session will open at 10:30 a. m. Luncheon will be provided at 12:30 for those who let the Hanson office know they are expected.

Change in place was made so that members and visitors might see the Onset plant in operation and inspect the improvements that have been made this Summer.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF AUGUST 1952 - VOL. 17 NO. 4

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FRESH FROM THE FIELDS

Compiled by C. J. H.

Combination of Record July Heat-Drought Cut Mass. Crop

July, 1952 will go down in Massachusetts cranberry history as being the hottest and driest month on record, to date. Heat was unmitigated all month long. Rainfall totalled .4 of an inch. Of this .06 fell on the evening of the 10th and the rest not until the afternoon of the 29th, a brief shower. These are the figures for the Experiment Station at East Wareham. There would be some general deviation at other points, as in Barnstable County, which was the least hard hit, of the three principal cranberry counties, Plymouth, Barnstable and Bristol.

These, incidentally, were the three most effected in the entire state. Everything was powder dry, and increasingly so as the month went on.

To even approximately estimate the damage done to the coming crop, let alone vines completely burned into the ground, or less damaged, is difficult. By the middle of July estimates were as high as 20 percent, Dr. C. E. Cross giving that figure. As the month came to an end some were saying as high as 30 percent, others somewhere between, with perhaps 25 percent a safe figure.

Dr. H. J. Franklin called the drought and prolonged heat the worst he had experienced since he came to the Station in 1910. He said he thought at least 20 percent damage had been done. It was the combination of continual heat and lack of rain that make the situation so bad.

May Keep Better

However, if heavy rains come early in August the injury to the total crop might not be quite as serious as seemed possible at end of July. Dr. Franklin pointed out that berries can size rapidly during August and some "come-back" was still possible. Again on the favorable side are the studies which tend to show that a dry July is favorable to keeping quality and Dr. Franklin said he thought the month might have been favorable in that respect. The July heat might also be one favorable factor toward a heavier crop next year, but would probably be adverse as to keeping quality of the '53 yield.

Normal rainfall for the Middleboro, Plymouth, Hyannis base, would cover the greater part of the cranberry area, compiled for every year since 1887 is 3.41 inches. Boston normal is 3.27.

Lowest previous July rain as recorded in "Weather and Water as Factors in Cranberry Production," Massachusetts Bulletin 433 was .84 in 1944. But the heat was not so intense then. July this year averaged about 6½ degrees a day above normal, and there were as many as 12 consecutive days when the temperature was 90 or more in the shelter at the State Bog.

There have been only five other Julys since 1925 when rainfall was less than two inches, these being

(Continued on Page 19)

NEW JERSEY

Feeling is Crop Looks Good

The general feeling among the cranberry growers is that the crop will be as good, if not better than last year.

1952 Spring plantings seem to have rooted and made growth more quickly than usual. This is probably due to the wet planting season and the return of New Jersey's normal water table.

No Serious Heat Damage

In spite of the excessive heat in July, there seems to be no general feeling of serious damage among the growers. There is, however, the usual disturbing blossom blast.

Damage from girdler injury has shown up this season more severely throughout the state than for several years back. There will be need in many cases to flow in August or September after harvesting Early Blacks, water supplies permitting. Dusting with DDT has been very effective in killing the girdlers millers.

Several growers are making a second airplane application of fertilizer on bogs that show insufficient vine and leaf growth.

(Continued on Page 18)

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

Preliminary Report on the Development of Cranberry Fruit

By F. B. Chandler

Fruit of Early Black, Howes, and McFarlin varieties of cranberries were harvested several times in 1946 in order to study their development. In 1951, these varieties were harvested at the State Bog where the Winter flood had been drawn early. The Early Blacks were also harvested from the Railroad Bog, and Howes from Wankinco, which bogs had the Winter protection removed late. The first harvest from the early drawn bog was on July 18, and from the late drawn bogs, July 30; however, cup samples on the late water bogs were not collected until August 29. The average berry weight, average volume and cup count (number of berries per cranberry cup, which is approximately a half pint) were determined at intervals until October 15; late water Early Blacks, however, could not be sampled after September 14.

The data for average berry weight plotted in Figure 1 indicate that in 1951 all berries from the varieties studied from the early drawn bog had about the same weight, half a gram or about 900 berries per pound on July 18.

However, on all samplings on July 30 and thereafter, the large variety, McFarlin, had a greater weight than Early Black and Howes. The average berry weight of the first sampling on the late drawn bogs was the same for Early Black and Howes, about one-eighth of a gram or about 3,800 per pound on July 30.

Between the 18th of July and the 25th of August the Early Black and Howes from the early drawn bog increased in weight at the rate of 0.0185 gram per berry per day, whereas the same varieties from late drawn water increased at the rate of 0.024 gram between July 30 and August 29. Therefore, the berries on the late drawn bogs grew about 30 percent faster. The fruit grew much slower for the remainder of the season. The rate for the early drawn bog was 0.0005 gram per berry per day, and the rate for late drawn bogs was 0.005 gram per day. During the latter part of the growing season, the late drawn bogs were developing berries at a rate ten times greater than the fruit development on the early drawn bog; nevertheless, the

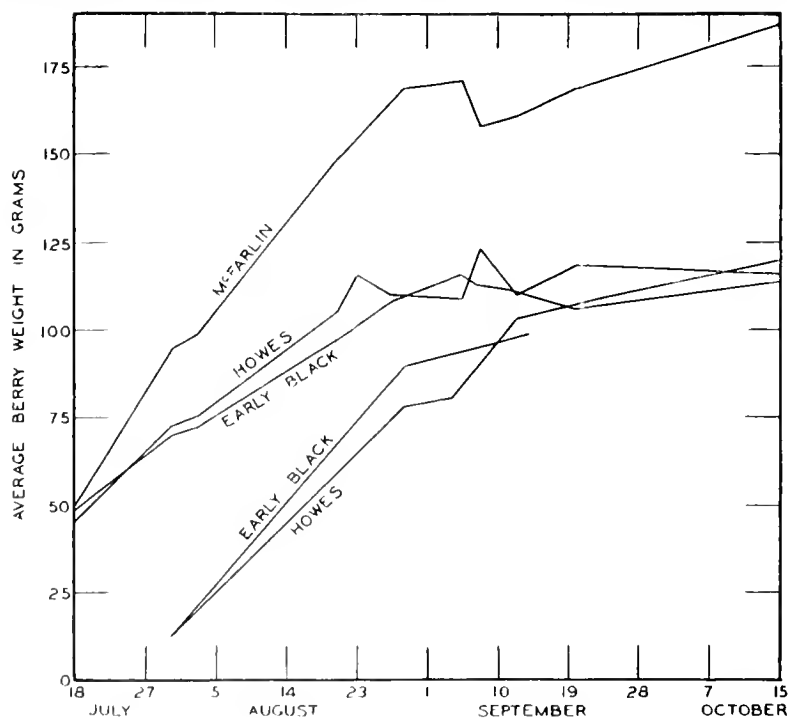
magnitude of the development was much less than it was in the first part of the season.

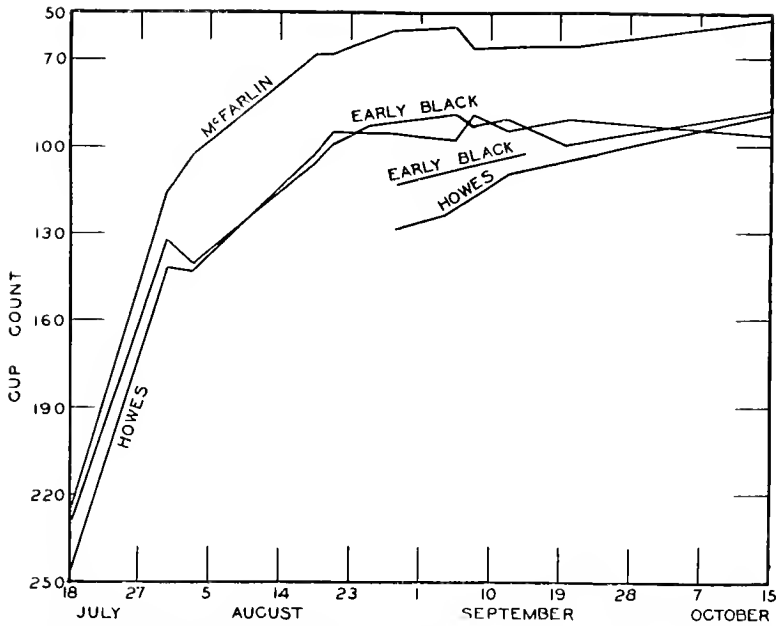
The data on cup count are presented in Figure 2, which indicate a slightly smaller number (larger berries) for McFarlin at the start and continuing through the study. The cup count for Early Blacks and Howes was about the same for fruit taken from the bogs where the Winter flood had been removed early. The number of berries per cup for Early Black and Howes from the late drawn bog was not quite the same as the count for the early drawn bogs. The cup counts for samples from late drawn bogs were larger than that for early drawn. Generally, growers expect larger berries (smaller cup count) from bogs where the Winter flood held late, but this was not evident in this study.

The curve for the average volume of the berries is nearly the same as the curve for the weight. The daily increase in volume ranged from 0.02 to 0.06 cubic centimeter from the beginning of the study up to September 10. In the latter part of the season there was very slight increase in volume, ranging up to 0.004 cubic centimeter per day.

Aldrich and Work studied the effect of evaporation, leaf area, and roots on the enlargement of pears in Oregon. The results of their work were reported in the Proceedings of the American Society for Horticultural Science in 1934. From their results it would appear that the growth of the pear and the cranberry may be different. However, they found a decrease in growth rate when evaporation rate was high, even with the soil moisture well above the wilting point. If this is true for cranberries, the growth in July, 1952, would be less than normal because of the very dry season.

As cranberries are always sold on a weight basis, growers should consider the increase in weight in determining whether they should





be picked when fully colored or left on the vines to "size up." In 1946, Howes was the only variety studied through October 22, and if the September 5 weight is taken as 100, the increase to September 20 would be 2 percent; to October 5, 4 percent; and to October 22, 11 percent. That is, the crop increased about one-tenth of 1 percent per day. In 1951, the Howes berries on the early drawn bog increased in weight at the rate of two-tenths of 1 percent from September 5 to October 15. The Early Black on that bog increased at the same rate. However, the Howe berries on the bog that was drawn late increased 1 percent per day. Studying the growth from September 5 to October 15 gives a long growth period and might be considered to indicate the growth during the entire harvest. Therefore, it might be interesting to study the growth from September 20 to October 15. During this period the percent growth per day was Howes 1946 early water, 0.002; Howes 1951 early water, 0.000; Howes 1951 late water, 0.005, and Early Black 1951 early water, 0.000. Because of the increased risk and the increased cost of protecting the berries, it is questionable whether a grower is justified in postponing harvest after September 20 for small increase in weight.

Weather Data

The following tables summarize the weather data obtained at the Cranberry Station, East Wareham, Mass. It will be noted in the July table that 1949 had the same maximum as this year, but there were less days the temperature was above 90 degrees. Both of these years had high averages of the maximum readings and high monthly mean temperatures. The precipitation for July 1952 was very low and 85% of this came in one shower at the end of the month. New Bedford reported this as the driest July in 134 years.

The data for August is also included in order that Massachusetts growers may know the monthly averages and totals and thus make the comparisons during the month. It will be noted that both 1948 and 1949 had high maximum temperatures which gave high average maximum and high mean. However, when the precipitation is

JULY WEATHER DATA FROM CRANBERRY STATION, EAST WAREHAM

Year	Temperatures			Mean	Precipitation		
	Highest	No. days 90 or over	Ave. Max.		Total	Days with 1/10 inch or over	Greatest No. consecutive days with less than 1/10 inch
1948	91	1	82.6	71.0	2.79	5	7
1949	96	8	85.9	74.9	1.97	4	12
1950	90	1	82.4	71.9	1.22	4	12
1951	89	6	82.5	72.5	1.49	7	12
1952	96	13	87.5	75.9	.40	1	29
AUGUST							
1948	100	4	83.7	71.8	0.74	3	13
1949	100	4	83.0	71.4	2.34	5	11
1950	92	1	80.1	70.4	3.44	4	11
1951	87	0	80.5	70.3	4.45	8	9
1952							

studied it will be noted that 1948 was the poorer year for growth and production. Nevertheless, August 1948 was a better month than July 1952. August this year has started with 0.19 inches of rain on the first day.

Bryant Sees Crop Of More Than 900,000 Barrels

ST. LOUIS, MO., AUG. 4

A cranberry crop of over 900,000 barrels was forecast today by Harold E. Bryant, General Manager of the American Cranberry Exchange, speaking at the 58th Annual Convention of the International Apple Association.

Bryant said the outlook is highly uncertain at this time as a result of drought conditions on the east coast, with growers' estimates pointing to a slight increase in Wisconsin and Oregon. Favorable growing weather for the balance of the season, he commented, will be necessary if the crop is to reach or exceed last year's total of 932,500 barrels.

The cranberry executive expects that prices, in line with the upward trend for other fruits, will be

(Continued on Page 18)

GOOD RAINS IN MASS. FIRST OF AUGUST

In the first seven days of August a total of 4.30 inches of rain fell, or more than enough for the entire average August precipitation, which is 3.49. Most of this was on Aug. 6th when there was 2.71 inches. Rain was recorded on four days.

This was "good" soaking rainfall, which certainly must have been beneficial to the water-starved crop on the vines, and offset to some degree, at least the record dry July weather.

THE STRONGER THE DEMAND, THE BETTER THE NET RETURN

Promotion and Not Production the Answer to a Successful Industry, is the Conviction of Morse Bros., Massachusetts Independents—Consistent Advertising-Merchandising in Their Auto Business Convinced Them of Its Necessity—Offer Constructive Thoughts.

By Clarence J. Hall

"Promotion, more promotion and then more promotion is what the cranberry business needs," says George Howard Morse of Morse Bros., of Attleboro, Mass., independent growers and distributors. "And adequate promotion and merchandising is all it needs." He firmly believes that the potentials of cranberry marketing are not being reached.

"There is no question of the future of the cranberry industry. Why, we'll never be able to grow enough cranberries if we do the job of merchandising we could do. The future will indeed be bright." He continues, "when all growers fully realize that their net return from either fresh or processed fruit, is determined by only one factor. That factor is demand!"

The Morses are exciting cranberry men to talk with. They believe more money must be spent on advertising and general promotion than the average grower thinks. Their enthusiasm indicates they are convinced this "merchandising dollar," has got to be larger in proportion than it ever has been—enough larger to "scare" those who are opposed to extensive advertising.

Morses Know Promotion

The Morses know something about promotion—really extensive,

intensive promotion. They know how proper advertising builds up sales and how sales builds up business. George Morse has been sales manager of an Attleboro jewelry manufacturer. He and his brother, Clarence E., have built up Morse Motors (Cadillacs and Pontiacs) in the famed jewelry city of Attleboro, to car sales of between 700-800 a year and with car service and accessories are doing a million-a-year gross, which is quite an automobile business in a town of about 24,000 population.

Their success they lay to live-wire, pains-taking promotion. This has cost money, but, it has brought results. More of their hard-hitting views on promotion in the cranberry industry will be set forth later.

Independent Marketers

Although independent in marketing, Morse Bros. are charter members of Fresh Fruit Institute. They are convinced the industry needs both the two major co-ops, ACE and NCA, and try to "play along with them" in every move which is constructive.

The Morse cranberry growers of Attleboro consist of George H., generally called Howard, and Clarence, who has been known as "Finn," since boyhood; Howard's son, George Howard Morse, Jr., also known as Howard, Louis E., and Richard. The late father of Howard and "Finn," Louis E., and Richard pioneered the way in cranberry growing, although Louis had other interests as well.

Howard was born in North Attleboro, Feb. 26, 1904, and is married, his wife being the former Francis Rioux of Attleboro. Clarence, born in North Attleboro, January 1, 1907, is married to the former Janet Scott of North Attleboro and the couple has one child, Louis was born in 1897 is married.



Vine Setter and Crew at work on a rebuilt Sharon section. (CRANBERRIES Photo)

Richard was born Oct. 26, 1906, is married and has two children.

Howard, Jr., was born Oct. 13, 1922, attended grade schools in Attleboro and was graduated from Tabor Academy, prep school at Marion, Mass., which has nautical training, and later attended Massachusetts Maritime Academy then at Hyannis on Cape Cod. He attended Babson Institute at Wellesley Hills, graduating in 1948, there taking a course in business administration. He is married to the former Joan Smith of North Attleboro, daughter of Mr. and Mrs. Roland Smith.

Howard in Jewelry

After High School in North Attleboro, Howard, Jr., went to Bryant and Stratton Business College in Providence, R. I. From 1933 until 1948 he was in the jewelry business engaged as sales manager of one of the largest gold-fill jewelry companies in the country. In this position he did extensive travelling over the country and learned a good deal about promotion and sales. Clarence went to Bentley School of Accounting and worked later for an insurance company and then for Bird and Son of East Walpole. Their father had been prominent in the jewelry business, was interested in the fur trade as a young man, when he became first interested in cranberries, and was then in cranberries as a side line for about 40 years until his death.

Morse Motors was instituted in 1925 and two years later moved into its present large quarters on Falmouth Street. It was not until comparatively lately that Howard and Clarence became so deeply interested in cranberry growing and sales of fruit.

Morses Make Up Well-Balanced Team

The Morses make up a well-balanced cranberry team. Howard's particular flare is for sales and finance. Clarence is concerned with sales, too, but is also intensely intrigued by the growing end. Howard, Jr., is primarily devoted, at present at least, to cranberry cultivation and, his father says, "wouldn't even consider going into any other business." Of Clarence's interest in the bogs, Howard declares, "There is hardly a day when

the Winter flood is off, that "Finn" doesn't take a couple of hours to "sneak" off to look over the bogs. Clarence, himself says, "I personally get a bigger kick out of cranberries than the garage business."

The Morses, still relatively small in the Massachusetts cranberry picture have in mind quite a bit of expansion. They are also fairly young in the game, but scarcely strangers, with the long experience of their father, they all knew about cranberries since they were boys, had picked cranberries, and for years gave serious thought to prospects of getting in themselves. Their decision to become growers and to sell cranberries is nothing sudden.

One Bog Old—One New

Their cranberry holdings at present are about 33 acres, in two bogs, one in Sharon, 20, the other, 13, in adjoining Wrentham. The Sharon bog is an old one—original building there was actually as long ago as the Civil War, by a grandfather of the late Roy Turner, well-remembered grower. This makes this bog one of the oldest in Massachusetts. Wrentham bog is quite to the contrary. Begun in 1947, it is just now getting into maturity.

As an interesting "by-product" of their old bog in Sharon, there is located upon it the oldest house in that ancient town. Owing the oldest house in a New England community is something of a distinction in itself. This building, built in the 1700's, is now utilized by the Morse Bros., in part as a storage place. That is, the house has been added to and the barn reconverted to use for storage.

The building was once a tavern on the coach road from Boston to Providence. Local history has been verified that, during the time of the Revolution a Boston Tory buried treasure on the present Morse cranberry property—silver and jewels.

Both Sharon and Wrentham are in Norfolk County. Of the possibilities of cranberry growing in that inland district the Morse Bros. are enthusiastic. They point out that the area is natural cranberry country. There are still many patches of wild vines producing each year. Years ago, they say, there were many cultivated bogs

and they can point out probably a total of 200 acres. They are not wrong in this, for "The Cranberry Industry in Massachusetts," State College bulletin 332, gives Norfolk 269 in 1895, 289 ten years later—its brief peak—and then a drop in 1915 to 60. But in the last decade the curve has started up again.

They share the same cheerfulness of the other few growers of Norfolk—that the county grows berries—big, sound and plentiful. There surely are comparatively vast acreages of good potential bog. There is, however, the drawback there is usually not enough good bog sand around present bogs, or future ones. Sand at the Morse properties is either too fine, clay or it is gravel, with stones too large to be screened economically. The Morses buy their sand.

Norfolk County is also probably colder than Plymouth or Barnstable counties. But the Morses, as do other growers of Norfolk, think there is more sunshine during the year. This is due to absence of as many, foggy, cloudy days as occur in the coastal counties. There is plenty of deep peat. The Morses have a peat bed from 6 to 15 feet deep at Sharon. Water is plentiful and there are springs in the bog itself for additional water.

Sharon bog, as originally built had no ditches. Seven acres have been completely rebuilt, with ditches, and four more now in process of renovation. Vines are being set with vine setter and a crew broadcasting. Except for one small piece, all new plantings are Howes. The small patch of Blacks is being put in more for a check plot than for anything else. The new Wrentham bog is set entirely to the late variety.

The ancient Sharon bog has been re-made several times. It was as much as four feet out of level, dish-shaped. The low center has been refilled, material being taken from higher areas, pushed in, as an experiment.

Both bogs are protected for frost and irrigation, by gravity flow. Sharon water is from three reservoirs. Wrentham is supplied from Rabbitt Hill Stream. One section of the Sharon property has overhead irrigation, which the Morses like.

As noted, with exception of the patch of Blacks, plantings are Howes, this late variety being considered more favorable for Norfolk County condition. The Morses have gotten some excellent crops. From one piece of the re-built Sharon bog, a 3-acre piece, they harvested last Fall 1,056 picking boxes, which is a rate of production of 117 bbls. to each acre.

"Leck" Handy Influence

The late L. B. "Leck," Handy of Wareham was one of the earlier growers of Plymouth County to venture up to Norfolk for bog building. He was a staunch advocate of Howes for Norfolk.

Probably it should have been mentioned earlier that Mr. Handy

—who turned more than one man's thoughts towards becoming a cranberry grower—was actually the "Godfather," of the Morse interest in cranberry culture, Howard says. The late Lewis, many years ago became acquainted with Handy through fur buying. The Morse family acquired some cranberry investments with Mr. Handy in Carver and Marion, and Richard Morse, a brother, is still interested in Handy estate holdings. Mr. Handy also induced the late J. E. Tweedy and the Maintiens of North Attleboro, in Plymouth County cranberry growing years ago.

Last year saw the largest crop of the Morse Bros. to date, 1650 barrels, but they confidently expect

this figure to go up this Fall and thereafter, as the renovation program takes over and the new bog matures.

As independent distributors last year they merchandised approximately 10,000 bbls. They represent about 15 growers, who are mostly in the Plymouth County area. Their fruit is sold under the label "Paradise Meadow, brand, Vine-Ripened Cape Cod Cranberries." Original name of the Sharon bog was "Paradise Meadows." Howard believes they were the first to use the descriptive "vine-ripened" designation.

Prefer Cellophane Pack

"We ship only in cellophane packages or quarter barrels," he explains. "We never ship window boxes. In our opinion, purchasers of cranberries by consumer, represent so-called "impulse buying." A woman shopping, buys what she sees and the color of cranberries themselves is the best means of catching the purchasers' eye.

"The cellophane package definitely shows a great deal more of the fruit than does the box. Further, the box is a more expensive means of packing and since the first law of merchandising is to be competitive, we do not believe that volume buyers would pay a premium for the window box.

"Experience has borne this out and we feel that the net result of shipping berries in the window box, means a lower return for the grower."

He adds, he has no quarrel with those who think window boxes are more desirable to some of the consuming public. He has made surveys among his outlets which prove to his satisfaction they prefer the cellophane.

Howard A True Salesman

Howard Morse is the salesman type, the extrovert, whose enthusiasm in promotion and merchandising is contagious. Both he and Clarence are salesmen themselves. That is one reason why they are independents. They have no axe to grind with the co-ops. In fact, the opposite. ACE and NCA are necessary in the industry. "But," Howard says, "we are well content to be our own salesmen. We can produce more net for ourselves and our small group of growers.



Howard Morse and constant companion, "Spot", at Sharon Bog.

(CRANBERRIES Photo)

We can do the promotional job as we see it best ourselves."

Howard does much of his selling by telephone, but goes out on the road for about seven weeks each year. For a time Morse Bros., put out a premium pack under the vine-ripened label. They advertised nationally, in mediums such as House Beautiful, Home and Garden, Country Gentlemen, New York Times and so forth.

They had no trouble in selling this premium fruit, at a premium price. They received repeat orders year after year from the upper-bracket class. Fine fruit can be sold at a premium price, but they found there was so much work involved that a justifiable net was not forthcoming.

Morse Bros. believe no worthwhile cranberry market should be neglected. Howard, a year or so ago, made a survey of small groceries, the so-called "neighborhoods," in the Attleboro area. He found that only a few carried cranberries at any time of the year, and that even at Thanksgiving not more than half had cranberries on sale. He said he went after this angle on a test basis, and found that by putting cranberries in such stores, the stores began to make sales. "Your market is not only in the chains and supermarkets," he declares, "but in smaller markets, as well. You've got to have cranberries on display everywhere to sell them."

Morse Bros. harvest their own crop with three Western Pickers and package their own fruit and that of most of the growers in their group. As concerns the Western, they says it has been their experience, the machine does not bruise and does pick clean. They pick for about 60 cents a barrel, and under the most favorable conditions, for as little as 24 cents per barrel.

Their packing house, a short distance from their main garage, was formerly a unit of the Attleboro street department. They enlarged it, until it is 180x40 feet, single story of brick and cement block construction with doors at either of the two sides for easy entrance and unloading. The building is adjacent to a railroad



Oldest House in Town at Sharon Property. — (CRANBERRIES Photo)

siding, should they decide to ship by rail rather than by truck. They have two Hayden separators and four Baileys. Their packaging machines are St. Jacques (Hayden Separator Comanp.) They utilize Matthews conveyors and have streamlined all operations as much as possible. More remodeling is going on at present, and 2 Speed-Dee Fillers being added. The garage furnishes mechanics, in case of need.

Views of the Future

As to the future of the cranberry industry here their opinion in their own words follows:

"As far as the future is concerned, we feel that cranberry prospects will be bright when all growers fully realize that their net return from either fresh or processed fruit, is determined by only one factor. That factor is demand. Too many growers think that price should be determined by the cost of production. Cost of production is in no way, shape, form or fancy, related to the selling price of any product. Demand alone wholly determines price. When growers realize this thoroughly enough, ways and means to increase demand will be found, and the present demand for both fresh and processed berries

can be broadened and enlarged to a great enough extent to take care of any possible increase in production.

"Many growers think of advertising as an attempt to sell only by means of radio, television, billboards, newspaper and magazine displays, etc. Actually advertising is only one tool of selling, and promotion. Merchandising, and publicity are other tools, and a combination of all has to be employed in the selling of any product if maximum results are to be attained.

"Some promotional type of advertising will lend itself well to the cranberry business. Basically, however, advertising in any of its forms is no better than the ideas behind it. Many products are extensively advertised, promoted, and publicized well in advance of the introduction of the product itself. Why? To create in advance, that all-important demand, to insure the desired good return for the product. In fact in a great many lines of business it's promote, advertise, or die.

"Ocean Spray's team Chicken with Cranberry is a wonderful example of the well conceived promotion. The thought back of their promotion campaign is not just to

sell a can of sauce but to sell again and again and again by making it a habit to associate chicken with cranberry. This promotion is an absolute natural and the industry is just starting to receive its benefits.

"Only the surface has yet been scratched and, provided the promotion continues on a regular basis, the benefits will increase for many years.

"The coming Eatmor Giveaway campaign is another good type of promotion. This has been used of course in many fields and very successfully, and while it costs money, demand should be strengthened sufficiently to get back all costs plus a profit for the industry.

"If we want a strong demand for our fruit with the resulting strong price, we must expand to the fullest extent possible, our markets—not just one, but both fresh and processed, and at the same time. Remember, stronger the demand, the better the net return. Anyone who will study the Ocean Spray sales record of the last few years and will also look at the constant advertising expenditure, can plainly see that promotion money pays very big dividends. Prices have been increased twice on the cranberry sauce, but

the thing to remember is that it could not be increased until the demand had been strengthened—and the promotion strengthened the demand.

"Exactly the same results can be obtained in promoting fresh fruit sales. Those growers who despair of the continued large volume fresh fruit market, simply don't realize the huge volume of profitable business that can be developed by consistent, well organized, and well financed promotional campaign in the fresh fruit field. This whole field of fresh fruit and vegetables, not just cranberries alone, are just waking up to their profit possibilities through better merchandising and promotion. If the cranberry industry doesn't step up to this market and promote their cranberries, the boat will be missed.

Their Opinions Merit Consideration

"The nature of any product in the final analysis, determines its sales policy and the percentage of an industries product that should be put into advertising or promotion of course varies. Cranberry growers in the main, are too apt to think of quarters and half dollars per barrel as enough for advertising. When the day comes when they all realize to the

marrow of their bones, that demand alone, not cost of production, determines price, this industry will each and every year, willingly spend one or two dollars per barrel on promotion in its various forms. When they do, raising cranberries will be a profitable business and will continue to be profitable just as long as the product is properly merchandised."

These are strong, carefully thought-out ideas for the future of cranberries. They merit consideration.

Great Woods Fire Sweeps Valuable Mass. Cranberry Area

With woods tinder-dry during July all cranberry growers in Massachusetts were fearful of fires. On July 24 at 12:30 noon the worst Massachusetts fire of 1952 to date broke out near Bump's Pond in South Carver, not far from the Wareham-Carver town line. The area is filled with acres of cranberry bog. Black and white smoke rolled an estimated 8,000 feet into the hot sky.

Before the fire was under control late that afternoon, an area four miles long by a mile wide had been swept by flames driven by northeast winds which varied wierdly, from time to time. Estimated loss was \$100,000. No bogs were burned, but much pine land, including 75 acres of the A. D. Makepeace company and 75 by the Smith-Hammond company, also owned by Makepeace interests were destroyed.

This was part of the "Tree Farm," of Mr. Makepeace, for which he had received the first Bay State award going to a cranberry grower, as reported in the June issue of CRANBERRIES. Loss was estimated at \$20,000 by Makepeace interests alone.

Four hundred men from 28 Plymouth County communities fought the blaze, directed by a plane from Plymouth County Conservation Service and by Mrs. Alida Barns, 56, fire watcher atop the 75 foot tower at the State Myles Standish

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Reservation. She is the only woman fire watcher in Massachusetts. A truck of East Wareham Forest Fire Department was destroyed and many thousands of feet of hose, owned by Middleboro.

State Forestry Director Raymond E. Kenney, who was in charge of fighting operations, called it one of the worst in his experience. No vines were burned, but some were scorched by the heat. Some bogs in areas were flooded, including the Harwich bog of the A. D. Makepeace Co. This was a treacherous fire with so many and such valuable bogs throughout the area. Cause was unknown. There had been a fire in the same locality on the 20th but this had been officially declared out.

Annual New Jersey Meeting August 28

President Archer Coddington has announced that the regular Summer meeting for this oldest of New Jersey growers' associations will be held at Stanley Switlik's layaway Plantation at Prosper-town, N. J., on August 28. The meeting will begin at 10:30 a.m.

The following program will be presented:

Opening remarks by the president; New Jersey's appreciation for Dr. H. J. Franklin's research career by Isaiah Haines and Charles Doehlert; results of applying dormant sprays against cranberry scale, by Martin T. Hutchinson; research with the Steri-Cooler, by Ernest G. Christ; lunch; colored illustrations of cranberry insects with emphasis on their natural enemies, by Walter Z. Fort.

A large attendance is expected. Friends and families of members customarily come. Growers who wish to learn about the organization—which exists solely for the exchange of information—are cordially invited.

MASS. STATE BOG BLUEBERRIES PICKED BY THE PUBLIC

Cultivated blueberries at the Massachusetts State Bog this year

were harvested in a new manner, neither by the Station itself, or by contract. Instead the public was invited by Dr. F. B. Chandler, who had charge to come in and pick their own fruit at 25 cents a quart.

The crop was not large this

year, as, for one thing, there had been considerable replanting. However, many read advertisements of the offer and from day to day, except on Sundays, there were pickers in the field, and as August came in the crop was being harvested.



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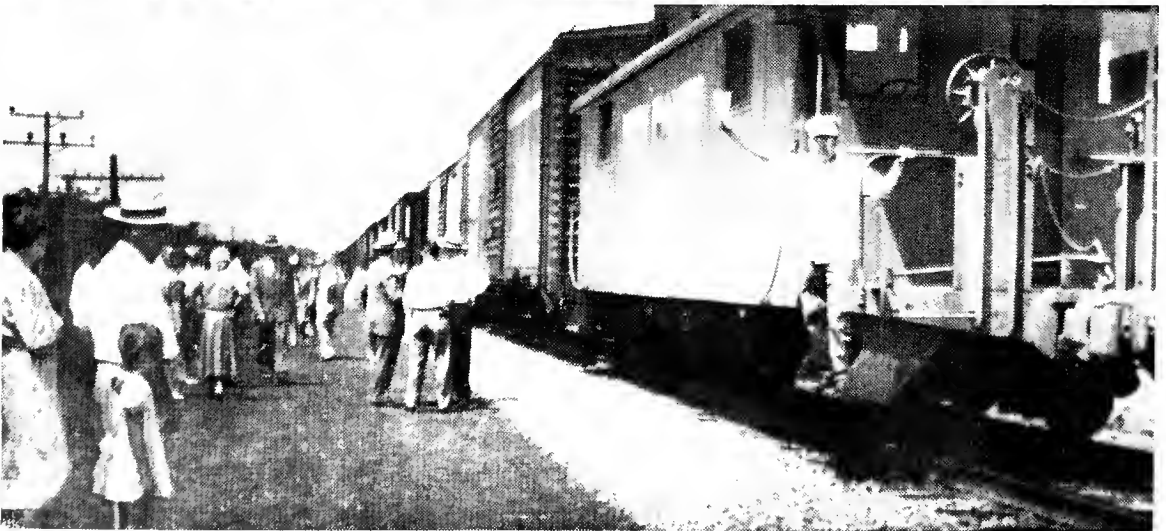
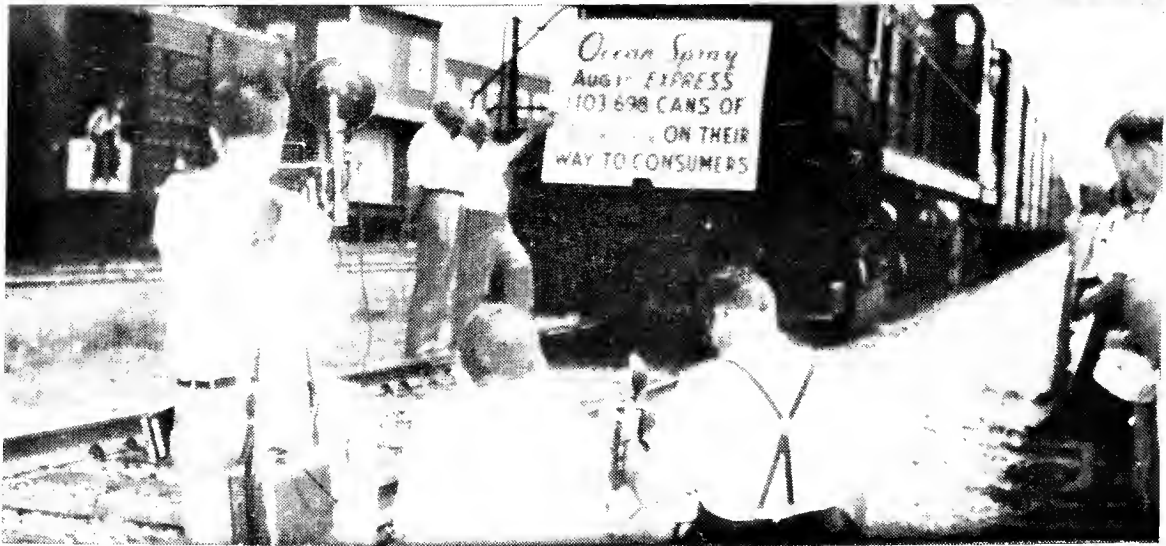
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Growers Of

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Phone 147

WAREHAM, MASS.



LARGEST SHIPMENT OF CRANBERRY SAUCE STARTS OUT

Upper photo shows official view, the group including: P. J. Murphy an official of the New Haven Railroad on the engine, Mr. Urann, E. V. Murphy another railroad official, Walter A. Piper, Arthur Ceirren, Jr., and Arthur Ceirren, Sr., of Boston, early Ocean Spray brokers covering Boston, New Hampshire and Vermont. Brokers Newton McClure, Rhode Island and Connecticut, and Broker John T. Kennedy, New York City. Center shows photographers in action, including cameraman Dave Crawley, representing Life, (wearing suspenders.) Lower, trainman waves from caboose as the long train pulls out.

(CRANBERRIES Photo)



This air view shows the dangerous Carver-Wareham, Massachusetts fire shortly after it had started. In the foreground, right, is the "Round Bog," and left, the "Harwich Bog" of A. D. Makepeace Co. Above, left, is Bumpus bog, on the shores of which the blaze began. Above that is the Edwards bog. Above that and to the left and center, bogs of E. L. Bartholomew and Smith Hammond Company, respectively. Wooded area in the foreground was later burned over.

This was an extremely dangerous fire with so much valuable bog and woodland all through the area. All who had charge of the fight say it was worst, or one of the worst, woods fire they had ever experienced.

(Wareham Courier Photo)



BOGSIDE CLINICS in Massachusetts have proven of high value to growers who attend them during the Spring and Summer—and many do. They are called by County Agents, and researchers from the Cranberry Experiment Station give talks on insect and weed control.

This particular scene shows growers comfortably seated in shade of pine trees at edge of bog of William Stillman near Hanson, on one of the scorching days of last month with temperatures in the 90's. They are listening to "Joe" Kelley of the Station talk on fruit-worm and other insects. Fourth from right in background is Assistant County Agent Dominic A. Marini, who called meeting. (CRANBERRIES Photo)

THE GREAT DROUGHT

JULY was a month of discouragement to the growers of Massachusetts. It is not a happy experience to see so many thousands of barrels of cranberries burn on the vines because there is simply no rain, and the sun shines down relentlessly day after day with such extreme highs in temperature. This was the hottest and driest July weather ever recorded in Massachusetts cranberry records.

The damage to the Massachusetts crop has been severe. In a report elsewhere in this issue, the story of the great drought and heat is told. We have not intended to over-emphasize the loss, nor can it be minimized. Estimates are often dangerous things to make. Such as in this case of per cents—per cents of what? Obviously nobody knew even before this disaster struck what the crop would be next fall. However, the situation for Massachusetts is admittedly bad. It may improve in August or get worse—all depending upon the weather.

While growers were practically helpless in July against the weather, they could do something about insects and they did. The dryness favored insecticide applications, especially dusts. This, of course, cost money, too.

DO WE REALLY ADVERTISE ENOUGH?

ARE cranberry growers, as a class, too cautious in their evaluation of advertising? That would be one of the points raised in the interesting comments of George H. Morse in the article upon the Morse Bros. in this issue. Do too many growers merely regard an advertising assessment as simply an extra cost of cranberry growing per barrel?

With Mr. Morse's contention that the stronger the demand the greater should be the net return, there can be little argument. And he is not the first to state that cost of production has no effect upon price; that price depends upon demand. Demand may be created by effective and adequate "advertising" and by "advertising" is meant all forms of promotion.

NCA and ACE, or at least the officials, have long favored strong cranberry advertising as bringing returns and being worth while. The Fresh Cranberry Institute or-

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Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,
New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

ganized last year was a long step in the right direction. But couldn't we, as an industry, be less inclined to hide our light under a bushel?

SOME months ago we requested growers to indicate types of material they would like to see in CRANBERRIES. One of these was more scientific articles. We have begun such a series by Dr. F. B. Chandler of the East Wareham Experiment Station, beginning last month with "Poor Draining Peat", and this month, "Preliminary Report on Fruit Development." We trust you will find these instructive and worthwhile.

Dr. Franklin Day At Annual Cape Meeting Aug. 19th

Place a check mark against the date Tuesday, August 19. That will be "Dr. Franklin Day," sponsored by Cape Cod Cranberry

Growers' Association at its annual meeting. Held at the Cranberry Experiment Station as customary, this promises, of course, to be a far more interesting day than usual.

Special honors are planned for Dr. H. J. Franklin as his retirement draws near. Work has begun

on an addition to the station which will be known as the "Dr. Franklin Room." This will not be completed in time for the meeting, but it should be framed in.

Morning session will begin as usual at ten with the business matters first to be taken up. Addresses, election of officers and the first U. S. D. A. official crop estimate by C. D. Stevens will be given. Committee in charge of the observance of "Dr. Franklin Day" consists of Dr. F. C. Chandler, chairman; Gilbert T. Beaton, secretary; E. L. Bartholomew incoming president of the association; J. Richard Beattie, Dr. C. E. Cross and Dr. Franklin himself. Luncheon will be served at noon.

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- Nationwide Distribution for Cape Cod Cranberries
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Longest Train of Cranberry Sauce Moves August 1

The largest shipment of cranberry sauce ever to be made, pulled out from Ocean Spray plant, Onset, August first. There were no less than 27 cars, behind a New Haven diesel bearing placards. The train had 1,103,698 cans of sauce on board, representing a value of more than \$150,000. About a dozen trucks also were loaded, and left the plant that day.

On hand were a number of guests including officials of National Cranberry Association, New Haven railroad, Walter Pieper, State Farm Marketing Specialist, Ocean Spray brokers from Boston, New York and Connecticut, growers, reporters and cameramen, including representatives of Life magazine.

The train, to be broken up later, was bound for New England and Southeastern markets. Probably the most remarkable fact was the size of the shipment in mid-Summer, when cranberries have not been in heavy demand. The shipment was four times larger than those customarily made just prior to Thanksgiving.

FRESH FROM NEW JERSEY

(Continued from Page 5)

The program for August 28 meeting of the American Cranberry Growers' Association has

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been announced and can be found elsewhere in this issue.

Jersey Blueberry Harvest Early

The blueberry harvest will end sooner than usual; it is 7 to 10 days ahead of normal schedule at time of writing (August 1).

Jersey July Weather

Pemberton experienced the hottest July in its more than 20 years of weather recording. There were 22 days in the month in which the temperature sizzled to 90°F. or more, and the average maximum temperature was 90.1°F. The average minimum temperature was 63.9°F. and the average temperature was 77°F. A total rainfall of 5.60 inches, 1.38 inches in excess of normal, somewhat mitigated the harmful effects of the excessively high temperatures and prevented undue damage to cranberries and other crops in this area.

Records kept at Chatsworth by William S. Haines show that the temperature in that area was almost identical with that of Pemberton. However, less rainfall was recorded there, the July total being 3.81 inches.

The Pemberton June precipitation was 2.70 inches, considerably below the normal, and the average temperature was close to normal. Over the two month period (June and July) we have had 8.39 inches of rain at Pemberton, which is only .46 inches below normal. Our accumulative 7 months precipitation for 1952 is now 31.39 inches, about 6 inches above normal. Our ground water and soil moisture reserves as a result are in fairly good condition.

Philip E. Marucci

WASHINGTON

The 1952 season is quite late, and two thirds of the bloom was still hanging on the vine in mid-July. This normally means smaller berries, that is, a late set does. There is also apt to be a poorer set and usually the bogs become drier later on in the season. While forecasting is still risky it seemed likely in the opinion of D. J. Crowley that the crop prospect was not for any larger production than last year, and probably for

about the same.

Growers continue to do more work under the improved market outlook, cleaning up bogs and a few adding new pieces.

BRYANT SEES CROP

(Continued from Page 7)
slightly higher than a year ago. Keeping quality is expected to be good with consumer demand for both fresh and canned cranberries at an all time high.

Bryant's talk at the Apple Convention followed a two and a half hour cranberry meeting at which 200 buyers and brokers witnessed the unveiling of a new type of advertising and merchandising program sponsored by the American Cranberry Exchange. A glamorous, cranberry costumed "Miss EAT-MOR", and movie actor Bruce Cabot, took part in these ceremonies.

DROUGHT

(Continued from Page 5)
1939 with 1.42; 1937 with 1.02; '36 with 1.87; '34 with 1.26 and 1932 with 1.94.

Greatest damage seemed to be being done, perhaps in Carver-Hanson area, also, Wareham and Plymouth, Middleboro, and these towns are the very heart of the industry. As stated before Barnstable (the Cape) seemed to have had it slightly easier. A half inch of rain fell in the Harwich district on the 27th. There are also cooler winds on the exposed Cape and more fog at night contributing to the easement.

Prospects Very Good Just Before

Massachusetts bogs started into the season with good prospects, (may be 600-650,000 bbls.) especially just before the heat-dry spell settled down for the month. There was generally better water supplies, even after frost flowing than in many years. However, vines were particularly tender from a lush growth. A simile of the result would be something like taking a quart of ice cream from a store freezer and then carrying it a long way in your car on a boiling day. The bogs just couldn't take it.

Of course growers tried every means possible to give their bogs



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moisture. Those who had sprinklers used them. Many kept their ditches full, but toward the end of the month many reservoirs

were failing, and some were practically dry. Growers placed hose in ditches and used fire pumps, and at least one grower proposed

filling a spray tank to capacity and then spraying the water upon high places. Dryness was considered, however, somewhat more of a surface dryness than a severely low water table.

While some drought damage was as severe as 100 percent on a few small bogs, and some growers have already made up their minds not to harvest at all on certain bogs, it is hoped substantial rains may come as the Summer goes on and some recovery be made, and the July picture be brightened up considerably. However such berries as are gone are gone and conditions may not improve fast enough. Vines which are killed are killed, too.

The Massachusetts blueberry crop was injured to some extent by the hot, dry weather, and while at the start of the season prospects were good, it is now expected that when the harvest ends in early August the crop will be down quite a bit.


Rain Worth "Million Dollars An Inch"

Cranberries and blueberries were of course not the only Massachusetts crops injured. Practically everything was burning up during the month. So serious had the state-wide situation become that on July 29th Governor Dever had asked Secretary of Agriculture Brannan to declare Massachusetts a crop disaster area which would make federal loans available to stricken farmers, and a special state board was convened to consider the possibility of calling in professional rainmakers to drench the parched countryside. Walter Piper, state farm marketing specialist, well known to Massachusetts cranberry growers, was quoted as saying "the actual value of rainfall now is at least a million dollars an inch."

Insects Well Controlled

The dry weather enabled growers to combat insects with maximum efficiency from dusts and sprays. This growers did. There was more material used than in several years. There was quite an infestation of fruitworm, as anticipated, this probably being more severe than last year. There

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was some second-brood fireworm and there was flooding for grub. These were the major trouble-makers.

Growers did this insect control, sanded, and worked on ditches, during the month, neither of the first two contributing any to the size of the current crop.

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Membership in this Company automatically admits a grower to membership in the Exchange and Cranberry Growers Council.

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The New England Cranberry Sales Company

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It's no wonder that grocers across the country are making more money by displaying Ocean Spray and Swanson side by side in their stores.

AND It's no wonder that Ocean Spray sales went over 200,000 cases and broke the record for July!

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The Season Is Here!

1952 Cranberry Season is here, and the outlook for help is very poor. The small grower, who finds it harder to get help than the large grower, owes it to himself to buy a Western Picker. Going through a picking season without labor headaches should be worth the price of a machine.

The Western Picker will pick cleaner, faster and more economically than any other method. It does not get sick or have to go to Grandma's funeral or a ball game. You don't have to pay it off every night or figure deductions. The first payment is all for years ahead. A little cleaning after the season is over and you are ready for the next year.

We know the money for the Cranberry Grower the past few years has been very tight. Why not see your local banker? You will find him more in favor of financing you in buying a Western Picker than in the past. He knows that picking cranberries mechanically will become a must, if you intend to stay in the cranberry business.

We have had growers tell us they would not be raising cranberries today if they had not bought Western Pickers in 1949. Some of these growers are buying machines again this year to add to their present string. The Western Picker has proven itself to be a money-saving item in the cranberry industry.

Western Pickers

Incorporated

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(ADT)

Freezing to Be Theme of Fresh Fruit Institute

By
Robert Knox

Several of the largest and best-known makers of home freezers will cooperate this fall with the Fresh Cranberry Institute in staging a nation-wide cranberry freezing contest among students of home economics.

With almost two million girls enrolled in these classes in high schools and colleges, the contest holds real promise as an educational activity. It is the beginning of what we hope will become an annual Institute program.

As this is being written the following companies have agreed to donate one home freezer each to the schools from which the best recipes are selected in each of five groups of states: Westinghouse Electric Corp., Kelvinator, Sanitary Refrigerator Company, International Harvester Company, and The Ben-Hur Manufacturing Company. Several other companies are considering participation in the contest, and at least one or more is expected to take part.

The home freezers will constitute the principal prizes to be awarded. While these freezers will be given to the schools, matching scholarships of \$100.00 each will go to the winning students in each of these schools. Smaller cash prizes will be awarded to runners-up.

Grand Winner Goes to New York

From among the district or regional winners a grand prize winner will be selected, who, together with her teacher, will be awarded an all-expense trip to New York some time in December.

Emphasis this year is being placed on the freezing of cranberries because it is our belief here at the Fresh Cranberry Institute that no other fruit or vegetable is so well adapted to freezing. Our own General Electric Freezer is crammed with frozen pies, relishes, and other dishes as a part of our own background research on frozen recipes. These are being checked at regular intervals to determine freezer life span, and should give us a great deal of information

which should be helpful.

Almost everywhere we have discussed the freezing contest we have met with enthusiastic interest. For example, the National Rural Electrification Cooperative Association and Rural Electrification Administration in Washington have promised cooperation in giving wide-spread publicity to the contest. Much help has already come from the National Electrical Manufacturers Association here in New York. Other agencies—both private and government—have indicated their desire to help make this contest a real success.

Cranberry Freezing

Research work here in the test kitchen has already resulted in the compilation of an 11-page memorandum on cranberry freezing. While this is being made available to publications, and radio and television stations, it is also going out to home economists employed by public utilities throughout the United States, as well as state home demonstration agents throughout the country.

Recently we mailed a letter to about 340 home service directors. Already more than 250 have replied, saying they could make use of this special material. Home service directors are in close touch with literally hundreds of thousands of women throughout the country. They hold regular demonstrations on the use of electrical appliances and the idea of freezing

(Continued on Page 16)

WATER WHITE KEROSENE

For use on Cranberry Bogs

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



In spite of the prolonged drought and heat experienced in July, Massachusetts growers are apparently going to pick a fair crop of cranberries this Fall. The official crop estimate of 520,000 barrels, made by the New England Crop Reporting Service, surprised some, but it came reasonably close to the unofficial estimates (guesses) of many. The heavy rainfall in August certainly relieved a very serious drought problem for many cranberry growers. A total of 6.61 inches of rain was recorded at the Cranberry Experiment Station during the first 28 days of August, which is well above normal for the month. We expect that harvesting will begin about Sept. 8; however, the cool nights experienced the last week of August may advance this date a few days.

This brings up the subject of Fall frosts. Water supplies are critically low and many bogs lack adequate frost protection. However, plans have been completed to send out frost warnings as usual. The Cape Cod Cranberry Growers' Association is again sponsoring the popular telephone frost warning service. The radio schedule will be the same as last Spring, which is as below.

We are indebted to Dr. Franklin for the splendid frost warning service that he perfected and administered so capably these many years.

There has been some indication that pickers will be a little scarce this Fall, but the situation has apparently improved the last week

or two. A special Cranberry Labor Committee has been meeting regularly since early last Spring to consider the problem. It was decided that some imported labor would be necessary to supplement our regular harvest forces. As a result of the committee's endeavors, working closely with the Massachusetts Division of Employment Security, 120 Puerto Ricans will be imported this Fall. They will be employed by 10 growers who have signed the necessary contracts. We hope their period of employment will be a pleasant one and profitable to all concerned. The employment offices in New Bedford, Brockton, and Hyannis are establishing local headquarters throughout the cranberry area for the convenience of growers in recruiting and placing local help. In order to be of service, the employment offices must know the growers' labor requirements as early as possible.

Fall Suggestions

A few suggestions for the Fall season are outlined for the growers' consideration: Every effort should be made, according to Dr. Franklin, to flood a bog as soon as it had been picked regardless of whether the floats are to be salvaged. The vines have been subjected to rough treatment as the result of the scooping operation which was preceded by prolonged drought. A good drink of water immediately after picking will help revive these injured vines. There is another important benefit from such a flooding—it removes much of the harmful trash

that accumulates on bogs each year, and reduces the possibility of smothering the vines. Dr. Franklin refers to it as the "Fall cleanup flood". The float boat, particularly the airplane propeller type, driven over the flooded bog does excellent work in bringing up the trash to the surface of the water where it can be collected and disposed of in a suitable manner.

The work of the Cranberry Girdler can now be seen on bogs where this pest is a problem. Patches of dead or dying vines are an indication of the presence of this insect. Dr. Franklin and Joe Kelley recommend a Fall flood where Girdlers are a severe problem. Such a flood should be made between September 15 and September 26 and held for 6 days. It is sometimes necessary to hold this flood with the berries still on the vines. The Howes variety should stand this treatment and still be suitable for the fresh fruit market, while the Early Blacks usually have to be sold to a processor.

Dr. Franklin and Joe Kelley believe that it is a sound practice to postpone until next Spring pruning, raking, and sanding operations on bogs that lack a proper Winter flood. Apparently the mechanical injury to the vines from these operations make them more subject to Winter killing.

There are still many growers who have not secured their copy of Dr. Cross' new weed bulletin. They are available through the County Agent's office, the Mailing Room at the University of Massachusetts, or the Cranberry Experiment Station. Speaking of bulletins, Dr. Franklin's new supple-

Station	Place	Dial		Aft'n	Evenings
		AM	FM		
WBZ	Boston	1030 k.	92.9-46.7 mg.	2:30	9:00 wkds. 9:30 Sunday
WOCB	W. Yarmouth	1240 k.	94.3 mg.	3:00	9:30
WBSM	New Bedford	1230 k.	97.3 mg.	3:00	9:00

Vernon Goldsworthy

Cranberry Specialist and Grower

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ment to Bulletin No. 445, Cranberry Insects in Massachusetts is just off the press. This completes Dr. Franklin's work on cranberry insects. Every cranberry grower should secure a copy of this Supplement.

A new marketing season has arrived. Real progress was made last year in establishing greater confidence with the trade by furnishing them with a good pack at fair prices under relatively stable marketing conditions. It is growers' responsibility to furnish the marketing agencies with a high-quality pack that the trade will find profitable to handle and that will satisfy Mrs. Consumer. As we all know, this means careful handling of our crop from harvest through the screening and packing operation. Avoid as much bruising of the fruit as possible, remove field heat quickly from the picking boxes, attend to the details of proper ventilation in our screenhouses, and screen and pack carefully. The first shipment of cranberries is carefully judged by jobbers, wholesalers, retailers, and Mrs. Consumer. Let us be sure that the first shipments are favorably judged, and continue to main-

tain a high-quality pack both fresh and processed throughout the season.

Finally, the writer would like to express his appreciation to Dr. H. J. Franklin for his assistance in supplying matter for these monthly articles. His kindly suggestions and criticisms are deeply appreciated. It has been a distinct privilege to have worked with him. With the near completion of his new quarters, we at the Cranberry Experiment Station trust that his wise counsel will be available for many years to come. To his successor, Dr. Chester Cross, the writer extends his congratulations and pledges his sincere cooperation for the years ahead.

Cranberry Sales Company Appoints New Manager

The election of a general manager for New England Cranberry Sales Company was announced August 27 by president Homer L. Gibbs of the company. He is L. A. Blake of Presque Isle, Maine.

Blake comes to the cooperative as a business administrator with a background of experience in cooperative sales work. He is presently employed as project manager for general contractors, T. W. Cunningham, Inc., and Stewart

and Williams, Inc., at the Presque Isle Air Base. Previously, Blake held positions as comptroller and office manager, Maine Potato Growers', Inc., and assistant to the president, Atlantic Coast Fisheries Company. He is expected to begin his new duties at Middleboro about Sept. 15.

In making the announcement, president Gibbs said, "The appointment of Mr. Blake is an important step in our long-range program to revitalize the New England Cranberry Sales Company. We feel fortunate in being able to secure a business administrator of his ability to take over the general managership of this cooperative and look forward to a period of sound development and growth under his leadership."

"The association", he continued, "feels greatly indebted to Miss Sue Pitman for her capable administration of the company's business affairs as acting general manager and believes that her valuable experience in the sales company, combined with the overall administrative ability of Mr. Blake, will assure the success of the New England Cranberry Sales Company in the future."

The election of Blake by the Board of Directors at a meeting Tuesday night followed the unanimous recommendation of a special committee composed of George Briggs, Paul E. Thompson, Russell A. Trufant and E. W. Burgess, which had been assigned by president Gibbs to interview candidates and select a suitable administrator for the position.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

With the heavy rainfall of August, 6.64 inches, whereas the normal for the State Bog at East Wareham is but 3.49 and a precipitation of .34 inches on the night of Labor Day (the tail end of the season's first hurricane) the outlook for the crop improved considerably over that previously foreseen. However, most seem to consider it rather doubtful if the forecast of 520,000 bbls. for Massachusetts is reached. On the other hand, it must be admitted, some feel it will be.

Another favorable factor was the coming of cooler weather the third week in August when the berries (after rains) began to take on color and size. Nights were chilly and days warm, ideal "cranberry weather" for the time of year. On the morning of August 22 there were even some thoughts of early frost, with temperatures around 36 being reported at bogs in South-eastern Massachusetts and at one in Holliston in Middlesex county of about 30.

Picking Began Last of August

Very light, scattered picking began the last week in August, that is, snapping, a little hand picking, and some scooping on high spots and along ditches. There was some picking the first week in September, but the bulk will not get really underway until the week of September 8th. What little harvesting has been done, some of it with machine, has been too little to really give any indication. A better idea was expected to be gained at the meeting of N. E. Cranberry Sales Company at South Carver, September 6th, but too late to report in this issue.

Cranberries 1952 Crop

U. S. Department of Agriculture in its preliminary forecast of production has estimated total yield as 908,200 barrels—slightly less than the 1951 crop, but 18 percent above average. Larger crops are expected for New Jersey, Wisconsin and Oregon, smaller for Massachusetts and Washington.

Massachusetts was forecast as 520,000 barrels, compared to 560,000 last year. New Jersey 90,000 as compared to 76,000 last year; Wisconsin, 225,000 as compared to 196,000 last year; Washington, 48,700 as compared to 57,000 last year; Oregon 24,500, compared to 20,800 last year.

Last year's total was 910,300. Ten-year average 769,660.

Crop of Massachusetts is estimated at 7 percent less than last year but 5 percent above average. Up to July 1, this year, report states growing condition were generally favorable for development of the crop, but during July weather was abnormally hot and dry, which was adverse. Berries are smaller than either last year, or average. Since August 1, ample rains fell. (Dr. Stevens in giving his report at annual meeting of Cape Cod Cranberry Growers' Association said the size was being helped by this fact daily.) A crop of 56 percent Early Blacks is expected, 36 percent Howes and 8 percent others.

New Jersey weather this year was generally favorable, prior to August. Berries were sizing rapidly, but were expected to be late because of uneven ripening.

Wisconsin is predicted as 15 percent above last year and 53 above average.

Washington is below average. Bloom was late. Oregon production is expected to be a record.

Preliminary Allocation 40-40-20

The Cranberry Growers' Council meeting at Hanson, Massachusetts, the week of August 11 made a tentative allocation of the forthcoming ACE-NCA crop on a 40-40-20 basis, which means, of course, 40 to the fresh market, 40 for processing and the 20 to be swung to either market. This swing would be as the quality of the fruit becomes more determined and market prospects develop.

Pickers Scarce

Pickers were not expected to be plentiful, in fact decidedly on the scarce side, and it is believed that the 120 Puerto Ricans who arrived in two contingents, September 2nd and 6th, would definitely be needed.

Water Supply Down

Water supplies, despite the heavy August rainfall, were down as concerned frost flowage.

WISCONSIN

Harvesting Earlier This Year

Harvesting was starting earlier this year than in any of the past three. Berries were larger and riper, and quality is expected to be better than last year. Production has been estimated at between 200-225,000 barrels. Frost damage

(Continued on Page 18)

SANDING EXPERIMENTS

By F. B. Chandler

The merits or advantages of sanding do not have to be explained to cranberry growers, and most growers are competent judges of the proper time to sand. Because this practice is a very expensive one and often reduces the crop the following year, it would be desirable to sand less often or to have a cheaper cultural method. However, it is impossible to have a substitute until the functions of sanding on plant growth and fruiting are known. Studies to determine this function will be completed this Fall. Then it will reduce or eliminate sanding. Until such experiments have been completed, sanding will still be practiced as it has been for more than a century.

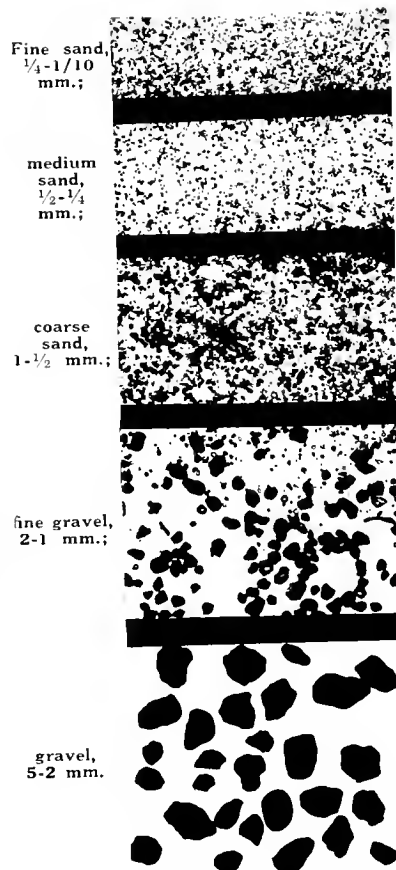
The purpose of this article is to present some of the information obtained from the studies of sand collected from sand pits and cranberry bogs. The samples collected on bogs were from high and low production bogs or sections. Sieving or mechanical analysis of the samples has permitted the description of them in percentages of very fine sand, fine sand, sand, coarse sand, etc. Water or hydrometer studies have permitted a description in terms of sand, silt, and clay. All samples studied so far have some clay, most of them having two to three percent. The samples with more than ten percent clay created a problem in water management, but one of these bogs had excellent vines and very good production. The amount of silt (particles larger than clay and smaller than very fine sand) varied more than the clay, from less than one percent to over nineteen percent. Generally, as the amount of silt increased, the growth of vines and the yield decreased, but this was not always true. The next largest particle, very fine sand, was present from two percent to over forty percent. The fine sand varied about the same as the very fine sand, and the percentage of both was generally higher on bogs with thin

vines and poor production. Bogs that had high percentages of fine materials and still had good vine growth and good production were found to have a different water management than the bogs with high percentages of fine materials and poor vine growth and production.

When vigor and production are studied in relation to the largest-sized groups of sand, little or no relationship is found. This probably is true because no growers have opened sand pits that had high percentages of coarse gravel or stones; moreover, much of the sand applied to bogs has the stones removed before spreading.

The bog with the best vine vigor and production had fifty percent or more of particles classified as sand or coarse sand (about $\frac{1}{4}$ to 1 millimeter.) This particle size also has the easiest management.

Growers who plan to sand this Fall are welcome to bring samples of the sand to the Cranberry Station for analysis. The sample should consist of at least a pint of sand and should represent the pit. Samples taken from the surface generally are not representative.



Sand actual size separated mechanically by sieves. The adjective describes the relative size and the range of dimension is given in millimeters. Two samples of gravel are also included.

WEATHER DATA

The weather during August has been much wetter than average, with 6.64 inches of rain. This has rejuvenated many of the cranberry vines which were injured during the July drought, but the rainfall has not been sufficient to get all the reservoirs back to normal. The rainfall on August 3, 7 and 13th was heavy, falling at the rate of 0.12, 0.18 and 6.09 inches per hour. On August 13th the rain accumulated faster than it could be absorbed or run off, causing the lower part of one bog to be under water. It is not known whether this bog also had water accumulate on the surface on August 3 and 7th, but the bog may have been dry enough to absorb the precipitation early in the month.

In September growers hope for weather which is cool at night to aid color development, but not cool enough to cause frost. During the day it is desirable to have dry mornings and afternoons which are not too hot and to have a slight breeze. On October 1st in 1950 the maximum temperature was 83 without a breeze. Harvested berries in boxes exposed to the sun reached a temperature of 114° and possibly higher. The top boxes were covered, but the exposed berries in the lower boxes were killed by the heat. This type of injury may occur in September when the temperature climbs to 83° and there is no wind. Therefore, growers should see that berries are covered in unusually warm weather.

WEATHER DATA FROM CRANBERRY STATION, EAST WAREHAM

Temperatures

Precipitation

Year	Highest	Temperatures			Total	Precipitation	
		No. days 90 or over	Ave. Max.	Mean		Days with 1/10 in. or over	Greatest No. consecutive days with less than 1/10 inch
August							
1948	100	4	83.7	71.8	0.74	3	13
1949	100	4	83.0	71.4	2.34	5	11
1950	92	1	80.1	70.4	3.44	4	11
1951	87	0	80.5	70.3	4.45	8	9
1952	87	0	81.7	71.6	6.64	9	8
September							
		No. days 85 or over					
1948	86	4		62.1	1.13	3	10
1949	85	1		62.3	3.37	8	13
1950	81	0		60.3	2.21	5	16
1951	83	0		65.0	1.03	3	16

What is New!

Most cranberry growers deposit their money in a dependable bank and withdraw the money or draw checks as needed. How many have considered the soil as a bank in which to deposit fertilizer, plant nutrients, (except nitrates) to be withdrawn later by the plant roots? Soil have a miracle material which performs this banking function. The miracle material is very fine, (10,000 particles placed end to end would cover 1/25 of an inch) and holds the nutrients (except nitrates) against washing out by rain. The nutrients are held in such a way that only the plant roots can get them and this must be done by an exchange of material which is of little or no use to the plant.

The withdrawal by the roots is relatively certain, as most plants have a tremendous root surface. A rye plant about four weeks old may have over 5,000 square feet of root surface.

When applications of large amounts of fertilizer are made, the quantity which is not held by the miracle material may be fixed in complex compounds that will become available later. In comparison to the bank, this is similar to investments such as bonds which the bank may cash when necessary. The soil is also like a bank in that withdrawals cannot be made until there has been deposit.

The above is a very simple explanation of the complexities of base exchange and other reactions in soils which was developed by

Dr. Emil Truog of the University of Wisconsin.

Cranberry soils are not like most soils because a large percentage of the growing medium is sand. However, there is a small amount of clay and usually there is peat below the sand, so that above comparison with banking will still hold true. Because of the relatively small amount of base exchange material, cranberry soil will hold less fertilizer, but cranberries use a much smaller amount of nutrients to produce a crop than most of the other cultivated plants. The above attempts to explain how fertilizers are held in the soil until used by the cranberry plant.

REFRIGERATION IMPORTANT IN FRESH FRUITS VEGETABLES

Improved methods for prepackaging fresh fruits and vegetables are coming from extensive tests conducted under the Research and Marketing Act of 1946, say scientists of the U. S. Department of Agriculture. The tests emphasize the importance of refrigeration in keeping packaged commodities fresh.

Results are giving precise information on the type of films best suited for packaging different fruits and vegetables, on the need for ventilation in films used to package certain products, and on the temperatures required to maintain freshness. The work is an important phase of the Department's studies on the handling and transportation of fruits and vege-

tables.

The recent findings, by the Bureau of Plant Industry, Soils, and Agricultural Engineering, which emphasized the importance of refrigeration, show for example that apricots in sealed film will maintain satisfactory quality up to 6 days when stored at 40°F. but will develop bad orders and off-flavors quickly if held at 65°F. Newly harvested and cured packaged sweet potatoes can be held satisfactory for 4 weeks at 55°F. but only 2 weeks at 70°F. Carrots packaged in some types of film can be held for 6 days at 70°F., 2 weeks at 40°F. and 3 weeks at 32°F.

Onions, sweet corn, and broccoli spoil quickly when packaged in film that is not ventilated with small holes. Nutmeats, on the other hand, maintain freshness best when packaged in strong film that is moistureproof, airtight, and not affected by the nutmeat oil.

The tests, under the direction of W. T. Pentzer, show that packaging in the right kind of film protects apples, oranges, and lemons from losses in weight. Liners of this film in fiberboard cartons reduced wilting and softening and enhanced the appearance of Golden Delicious apples. There was little shriveling in lemons packaged in moistureproof film. Weight loss in oranges held at 70°F. and 50 percent humidity for 6 days was 6 percent for those in mesh bags but only 2 percent for those in film bags.

SOUTHEASTERN OREGON CLUB MEETS

A picnic dinner was scheduled for members of the Southeastern Oregon Cranberry Co-Op at the Wilson and Wilson bog at Bandon, September 7th. All other cranberry growers were invited to attend.

Three million acres or approximately two-thirds of the land area of Massachusetts are covered with forest land. To a forester, these trees are just like money in the bank.



A dramatic moment came when Dr. Franklin, concluding his farewell speech, called in Dr. C. E. Cross, naming him successor as director of the Cranberry Experiment Station. All felt the solemnity of the occasion, as expressed by the sober expressions of G. T. Beaton, Association secretary, left, and president E. L. Bartholomew, center. (CRANBERRIES Photo)

Industry Honors Its Beloved Scientist on "DR. FRANKLIN DAY"

Record Attendance Pays Tribute at Annual Meeting of Cape Cod Cranberry Growers' Association and Hears Him Announce Dr. C. E. Cross His Successor.

Dr. Henry J. Franklin, who retired as director of Massachusetts Cranberry Experiment Station, East Wareham, on September 1st, after serving 43 years was honored August 19 by cranberry growers of the nation and others with "Dr. Henry J. Franklin Day" sponsored by Cape Cod Cranberry Growers' Association at its annual meeting. This was his day, except for a brief opening business session, and the customary official preliminary forecast of the coming crop by C. D. Stevens of the US DA, and the presentation of Dr. Chester E. Cross, associate in research at the Station, as his successor.

This was Mr. Steven's 25th report before the association and it is given elsewhere.

"Dr. Henry J. Franklin Day," was an event growers had been anticipating with mingled feelings, regret over his retirement at reaching the age of 70 and pleasure in being able to honor him

with gifts and other tributes. The principal gift is the building of an addition at the State Bog, now nearly completed, to be known as the "Dr. Henry J. Franklin Room," giving the retiring director a place in which he may do any type of further research he wishes. Through the auspices of the Cape Cod association, a special committee, headed by Gilbert T. Beaton, a fund has been raised from cranberry growers of the country to make this possible.

Tributes

Tributes to Dr. Franklin included a special commendation and check from American Cranberry Growers' Association representing all growers of New Jersey; traveling bags for Dr. Franklin and Mrs. Franklin from the Cape Cod Association; a set of bound volumes of his own works from University of Massachusetts; and a color photograph of cranberries from E. G. Hudson, Brockton photographer who has done special work with Dr. Franklin. Mrs. Franklin also received an orchid corsage, which was presented to her by Mrs. Fred B. Chandler. Mrs. Joseph Kelley presented the travelling bags to Mrs. Franklin, and paid tribute to her in a brief talk.

Officials Attend

Most of the day was devoted to expressing appreciation to Dr. Franklin, who has been in continuous service at the station for 42 years and 11 months. Greetings came from growers, old friends, the University of Massachusetts, the State Agricultural Department and Massachusetts Governor Paul A. Dever. Commissioner Henry T. Broderick represented the state directly. Speakers from the University of Massachusetts were, Alden C. Brett, chairman of the Board of Trustees and Dr. Dale H. Sieling, dean of the College of Agriculture and head of Massachusetts Extension Service.

Dean Sieling succeeded Dr. Fred J. Sievers, a year ago. Mr. Sievers, now retired, also appeared on the program, "welcoming" Dr. Franklin into retirement. Others included Harold Thompson, founder of the Massachusetts Field Station at Waltham; Congressman Donald W. Nicholson, John C. Makepeace, Marcus L. Urann, Chester Vose, Marion, Attorney Franklin E. Smith of Boston.

President E. L. Bartholomew, who had charge of the meeting was compelled to limit most speakers to only a few words as a long program had been arranged. Mr. Bartholomew said even as it was,

he did not believe a quarter of those who should have had a part in the program did so.

Program Impressive

However, the program was a most impressive one and so intense was the feeling of the day that more than one speaker had to pause while fighting off emotion. It was a great day for the greatest of cranberry scientists, whose name is known the world over in scientific circles and to all concerned with cranberries. His research was said to have added many millions to the value of the cranberry crop and that in his writings he had laid down an enduring memorial to himself.

Other guests of honor included, Prof. James W. Dayton, in charge of Extension Service at the University of Massachusetts; Dr. Carl Fellers, in charge of food technology; Dr. A. E. French, Prof. Herbert Stapleton; Dr. Fred E. Cole, marketing and former state agricultural director; Dr. H. F. Bergman, senior U. S. plant pathologist; Miss Edith Felton of the University who has had charge of the publishing of Dr. Franklin's bulletins; Carleton Pickett, secretary Massachusetts Farm Bureau; Prof. John S. Baily, pomologist; Walter Piper, State division of marketing; Joseph T. Brown, manager Plymouth County Extension Service; County Agent Bertram Tomlinson, Dr. F. B. Chandler, Dr. Cross, J. Richard Beattie, Joseph Kelley and George Rouns-ville of the station staff, and others.

Most of these had known and worked with Dr. Franklin over many years, and warm indeed, were the words they spoke.

Dr. Sievers, in one of the major addresses said he believed that Dr. Franklin had enjoyed himself in the years of service he had given to cranberry culture. He commended growers of former generations with being patient when Dr. Franklin first came and laid the foundations for the research station.

Makepeace Speaks

In introducing Mr. Makepeace, Mr. Bartholomew said that when Dr. Franklin came in 1910 he literally had no place in which to work, but Mr. Makepeace gave him space in his own office. Mr. Makepeace told of Dr. Franklin's efforts over the many years. "He came to look over the bogs, became interested in our problems and has stayed here ever since. He has waded in waters with boots and without boots. He has worked Sundays and holidays. He has worked night and day. He has written bulletins to guide us that are marvels of clarity.

"He is a good citizen, a good scientist, a historian, a good friend and the only first-class humorist

the industry has so far produced."

Tribute by Urann

Mr. Urann in beginning his remarks, said he believed he had the honor of having Dr. Franklin spend his first day on Cape Cod with him. He then continued:

"Nothing can be said that will add to the illustrious career of Henry J. Franklin. My hope is, in some small way, to add another voice to show that Dr. Franklin came to the cranberry industry when it had no research program to combat cranberry disease, insects, or weather, and he leaves it with a successful record of achievement in all these directions.

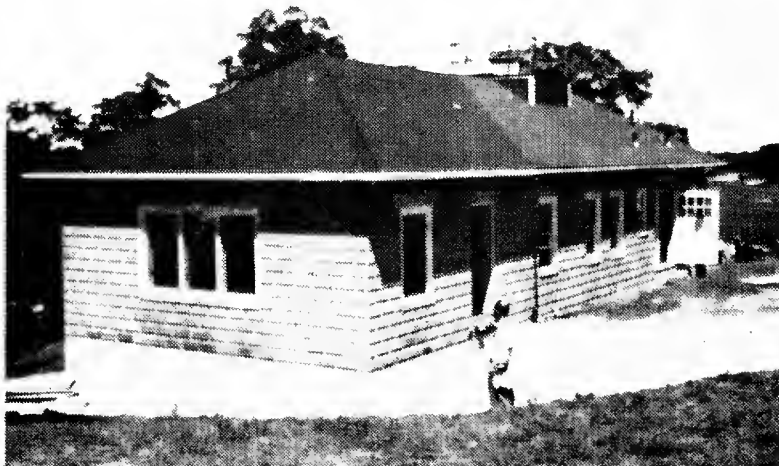
"He has built up an organization, a staff, and an ideal of service to continue the work he has so successfully developed and carried on to the everlasting advantage of

the cranberry industry and the great benefit of every cranberry grower.

"He retires enveloped in a halo of respect, love, and the gratitude of all of us. We here dedicate a memorial to him as a small expression of the deep feeling we have for the man who has so generously given his all to us for many long and pioneering years.

May he happily live long, near us, that we may continue to express to him the deep and sincere regard we have for him and our appreciation for his work; that we may continue to drink from his fountain of knowledge, experience, and ideals of unselfish service."

Commissioner of Agriculture Broderick, in addition to bringing the greetings of the State and the Governor said: "Another Franklin



Upper photo shows new wing (nearest part of building) to the Cranberry Station at East Wareham, which will contain "Dr. Henry J. Franklin Room". Gilbert T. Beaton, chairman of Dr. Franklin Day Committee, looks it over on the day of annual meeting.

Lower, growers gather around equipment during noon recess. In foreground is a new sand loader by Hayden Mfg. Company, while in back of that is display of C. & L. Equipment Company.

(CRANBERRIES Photo)

did great things for electricity and Dr. Franklin has done great things for cranberries. I hope a cranberry variety will be named after him some day."

Franklin's Early Life

Mr. Brett sketched in some of the details of Dr. Franklin's early life. He said Dr. Franklin led his class at then Massachusetts Agricultural School at Amherst, was elected as a member of Phi Kappa Phi, and was editor of "Index," a school publication. He played varsity football for three years as left guard. He led his class in oratory.

He said he wrote his master's thesis upon the bumblebee and this is still regarded as a monumental work. He said Dr. Franklin first came to the Cape to study insects in 1906 and 1907. In 1909 he took charge of the Station consisting of two small buildings. In 1913 a state bog was built and this has produced more than a million dollars in cranberries." Dr. Franklin in his own remarks, later said that for seven years he lived as a bachelor in a room at the station.

Dr. Sieling said Dr. Franklin through all the years has been an inspiration, and had made monumental contributions.

In response Dr. Franklin replied, in part "I shall always regard this day as sacred. I hope I shall be able to make such use of the room that you (growers) will never regret the gift." He said it was with humility and spiritual searching that he came that beautiful afternoon in the afternoon of his life. "I find it difficult to give adequate expression to my deep feeling."

Dr. C. E. Cross

Calling in Dr. Cross, and clasping his hand he told his successor "If you fail to do a better job than I have, I shall be disappointed."

"Dr. Franklin has been my boss since 1937 and my good friend," replied Dr. Cross. "My first duty and one of the most pleasant of all is to do my best to see that Dr. Franklin is doing what work he pleases in the new room you growers have so thoughtfully provided. I will do my best, but I will relish, cherish and require some assistance from him from time to time on my new job."

Born in Boston, May 5, 1913, Cross became a resident of Wareham when his family moved there and he was graduated from Wareham High School in 1931. He attended Massachusetts State College, now University of Massachusetts, majoring in botany, and did minor work in chemistry, geology and entomology. He received his Bachelor of Science degree in 1935

and with it Hill's Botanical prize for an herbarium of plants he collected in Massachusetts. He remained at Amherst for two years, accepting a laboratory assistantship in botany. In 1937 he was elected to Phi Kappa Phi Honor Society and after completing a thesis on fossil pine cones received his Master of Science degree.

Attending Harvard Graduate School of Arts and Science on a George Emerson scholarship he continued his studies in paleobotany and wrote his doctor's thesis in this field. In June of 1949 he received the Doctor of Philosophy degree in biology.

Weed Control Work

Dr. Cross began work at the State Bog during Summers on chemical weed control programs. In 1941 he remained on after the Summer session and was appointed permanently there, Dec. 1, 1941. He has since specialized in weeds of cranberry bogs and their controls, and has spoken at a number of meetings of scientists in Boston, New York and elsewhere. While at Amherst he met Miss Shirley Gale, who took a bachelor of science degree at Bates College and then entered Radcliffe, where she received both her Master of Art and Doctor of Philosophy degrees in biology. They were married in 1939 and have since lived at Spring Hill, East Sandwich.

Re-elected Bartholomew

At the business session Mr. Bartholomew was re-elected president. Vice presidents newly-elected were Frank P. Crandon, Acushnet, and 2nd vice-president Arthur Handy, Cataumet; re-elected secretary, Gilbert T. Beaton, Wareham; secretary, Mrs. Gilbert T. Beaton; directors, Melville C. Beaton, Ferris Waite, John Shield, R. C. Hammond, F. J. Butler, Lewis E. Billings, Ansel Drake, Charles Savery, and ex-officio, F. E. Smith and Chester E. Vose. Reporting for the nominating committee was E. C. St. Jacques.

It was reported the association had increased its membership to 244, but Russell Makepeace, chairman of membership committee said this was not as large as it should be and asked continuance of the "every-member-get-a-member" campaign.

The treasurer reported the association was in sound financial condition with deposits of \$5,266.44 in cash and U. S. bonds.

Frank Cutler, of the labor committee, said 120 Puerto Rican workers were coming. This is less than half needed last year, but some are coming in individually.

At noon a chicken pie lunch was served by ladies of the Wareham M. E. Church.

Name Prof. Bailey To Cranberry Experiment Station

Prof. John E. Bailey, assistant research professor, University of Massachusetts, has been appointed to the Cranberry Experiment Station by Dale H. Seiling, dean of the University of Massachusetts college of agriculture. Prof. Bailey, who is a pomologist, will continue the studies he has been pursuing at Amherst.

The transfer to East Wareham is to bring Prof. Bailey nearer to centers of his research, which concerns chiefly blueberries, beach plums and strawberries. In Southeastern Massachusetts he will be in the area where the major crops of these small fruits are produced.

"Jack" Bailey is well known to cranberry, blueberry and strawberry growers of the Cape area. Stationed at Amherst since 1923, he has spoken at many gatherings of small fruit producers, particularly blueberries, in Southeastern Massachusetts.

He is expected to bring his family to the Cape section. He will be permanently engaged in his work by March 1, and probably will have started some temporary work by November, after his present Amherst activities have reached a point where he may leave.

Conservation practices that reduce soil erosion also mean less silt in streams to kill fish.

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More People Don't Eat Cranberries Than Do — Says Treasurer Cape Co-op

Louis Sherman Believes It is Duty of Grower to See that More Promotion Is Done—He Believes that Every 25 Cents Expended in Advertising Brings \$1.00 in Returns.

By CLARENCE J. HALL

Dominant thoughts in the mind of Louis Sherman of Plymouth, Massachusetts, cranberry grower (more or less by accident,) and now treasurer and clerk of the the Cape Cod Cranberry Cooperative, Inc., are that growers should be more awake to what happens to their berries once they are in the hands of their distributors and realize more vividly the true importance of promotion and merchandising.

There is nothing exceptionally original in this. But, Sherman thoroughly believes the general public should be eating more cranberries and it is the job of the grower, himself, to see that this is done. And, his experiences in the business world have taught him that action, and not delay, is vital. With sufficient promotion, the demand could always be kept ahead of production and there would be no need to worry about selling all the cranberries we raise, at prices showing a good return to the grower.

More People Don't Eat Cranberries Than Do

"It is my opinion that there are more people who have never eaten cranberries than those who have. With the right type of promotion to get more people to use cranberries, we could not grow enough to keep up with the demand." As a merchant (furniture) with 30 years experience in merchandising and promotion in the furniture, hardware, and appliance business, he states, "Instead of less money, more should be spent for cranberry advertising, with every 25 cents spent in advertising (promotions in various forms) we would get back a return of a dollar or more. We have cranberry juice cocktail, frozen cranberry juice, Cran, cranberry relish, dietetic cranberry sauce, and jams, the sales of which have as yet not been exploited."

Louis Sherman is no longer in the furniture business in Plymouth, having sold out his share to his brother last Fall. He is now interested only in real estate as a minor activity and cranberries as his major. He disassociated himself from the store when his 50 acres of bog on Pond Street in Carver had come into a proper state of rehabilitation to justify this step. He has done a lot of rebuilding. He hasn't delayed. In

the past three years he has re-sanded 40 of his 50 acres, which is a rather unusually large proportion.

All Promotion Plans Can't Succeed

It was said he got into cranberries more or less by accident. This is true. He swapped a Summer cottage on Wenham Pond, Carver, for a piece of bog. He really intended to sell the bog as soon as possible, but he found himself liking the business. Instead of getting out from under his first bog of six acres, he expanded.

Louis was born in Plymouth, October 21, 1906, the son of the late Abraham and Sarah Sherman. He attended schools there, but worked from time to time in the furniture and hardware business from the time he was 10. In 1922 his father was stricken with a long illness and, at 16, he left school to help out. When his father passed away in 1930 he took over the business. His brother, Hyman, is much younger, and Louis carried the load.

He learned—in fact was forced to learn—the hard way, by experience. From salesmen who came to his store he learned merchandising. His professors were the salesmen, and he listened to all they said, adopting all the best ideas, trying them out, and discarding the rest. "Every promo-

tional idea won't click—anybody should know that," he says. "If I really succeeded with 7 out of 10, I was satisfied. Cranberry growers must try many ideas of promotion, of campaigns of advertising. If all do not succeed, what of it?" He has carried over his faith in promotion to the cranberry business.

How He Got Into Cranberry Growing

More explicitly as to how he got into cranberry growing. On a late September day, with a cold north-easterly drizzle, he was riding aimlessly through Carver to "think out some problems". He decided he would stop in to see an old friend, Frank Barrows, who was then selectman and assessor of Carver. He thought Mr. Barrows might be able to dispose of his cottage for him. Instead Mr. Barrows made a counter proposition; that he buy a cranberry bog, "relax from your business worries. Get on a bog, get some dirt under your finger nails. Get some of God's sun on your back. You'll live longer," he quotes Mr. Barrows as saying. A deal was put through that he swap his cottage for a bog, even though he admits he knew nothing about cranberry growing. He became the possessor of a six-acre piece owned by Thomas Reynolds. This was the first of his holdings along Pond Street. In 1943 he bought an adjoining bog from Newton K. Hartford, about 35 acres, a third piece in 1946 from Henry Lucas, and a fourth piece from Arthur Wade, a final total of his 50 acres, all four in the same area.

He obtains his water from the beginnings of the Weweeantic River and has control of all water flowing from Wenham Pond, holding this in reservoirs. All flowage is by gravity. His varieties are still divided about half Blacks and half Howes, but he eventually plans approximately two-thirds of the early variety for the fresh fruit market. The properties were more or less run down, but, he has weeded, rebuilt, and reset, making heavy use of sand, as stated. His sanding is done from converted Ford Model A "jalop-

ies", which he runs out over the bog on planking.

Mr. Sherman was first a member of New England Cranberry Sales Co., and then of NCA—and still is, for his processing fruit. "But," he says, "I get tired of so much of my fruit being held in storage year after year. I believe that no cranberries should be held in freezers over the current year."

Wanted a Mutual Before It Was Begun

He is a member of the Cranberry Growers' Mutual, in fact, a director, and an enthusiastic one. Actually, he says he was in favor of some such growers' group, the main interest of which would be marketing, and so attempted to form one before Mutual was organized two years ago. When the idea of the Mutual came along, he was an eager convert.

As told, Sherman is treasurer and clerk of the Cape Cod Cranberry Cooperative, Inc. Not completely satisfied with the sale of fresh cranberries by the existing co-ops, he helped organize this new one. He explains that one afternoon he happened to meet Orrin G. Colle, now president and general manager of the co-op, in front of Plymouth Rock. They discussed the idea of a new group for several hours. The thought developed that a meeting of interested growers might be called, and steps taken to assure that end.

Two days later on July 5, 1949, a meeting was held at the cottage of Bruce Arthur at Clew Pond. Shortly another meeting was called and it was decided to form this new co-op, with the primary idea of it being a fresh fruit organization. A policy committee was given two days to draw up regulations, it being so late in the season, and it being considered desirable to sell that very Fall. An attorney was retained for legal aspects. "We felt that this co-op was needed and it was organized, and fast," he says. "So fast that about August first, Mr. Colley was out on the road ready to take orders for berries of that Fall's crop."

A Co-op Begun Without Capital

This was a co-op, he declares, which was started with practically no capital. At first, about 20 growers were interested, then about 35. Membership fee was \$10. An order for \$40,000 for containers was placed, the first shipment amounting to \$6,000. As the Co-op had no assets, it could not give a financial statement. However, shipment of containers was made with the promise by Mr. Sherman to the manufacturer to prepay him before any member received a cent for his berries. Each member was assessed 10 cents per barrel (a loan to the Co-operative) on what his average crop had been, and this money is used for working capital.

Membership in the Cape Cod Cranberry Cooperative, Inc., this year is 46. About 30,000 barrels were sold the first year, he says, and more could have been disposed of. Business of the co-op in the past two years has totalled nearly three-quarters of a million, which Mr. Sherman considers "pretty good, for a co-op having no money to start with." The Cape Cod Cranberry Co-operative is a member of the Fresh Cran-

berry Institute, and Mr. Sherman says it was the first to vote the 8 cents per bbl. for use of the Institute when it was organized. He believes that there must always be a fresh market. "But, we growers must ship only top quality," he says, and admits that while such a statement is commonly accepted as an ideal, it is not always lived up to by every grower. "All tender and small berries should go to processing. This is another recognized desirability, but it is not always carried out in practice."

Don't Be Impatient to Ship

Mr. Sherman urges the grower not to be impatient, that is, not to be in a hurry to get the berries off his hands and to market too quickly, early in the season. "It is best to ship in small lots, rather than in full cars, to insure good quality when the berries are delivered to the stores. Don't let the wholesaler or retailer get loaded up so that the berries will get over-ripe or unsound before sold. Our Co-op ships mostly by truck, and we encourage drop shipments, or part of a truckload, in several markets, rather than

You can have confidence in the Cape Cod Cranberry Cooperative Inc.

- Nationwide Distribution for Cape Cod Cranberries
- Aggressive sales planning and control
- Efficient and economical operations
- Simplified accounting — prompt payments
- Cooperating with other agencies to correct present weaknesses of the cranberry industry.

MEMBERSHIP OPEN

write or phone

CAPE COD CRANBERRY COOPERATIVE, Inc.

17 Court Street, Plymouth, Mass.

Tel. Plymouth—1760

a full load in one market. Last year the Massachusetts industry shipped green berries which spoiled before they were sold. This should not be permitted to happen this Fall.

10 to 15 Percent Profit

As concerns price, Mr. Sherman believes a grower is entitled to a ten or fifteen percent profit, this being necessary because of the fact that cranberry growing is a hazardous occupation—whether or not the grower will get a successful crop is a gamble. Some years he will. Some years he will not. Therefore he is entitled to a higher average profit. Sherman figures that a \$20 opening price for cranberries only nets the grower about 10 percent, after interest on his investment, real estate tax, insurance, growing expense, selling expense, packing, shipping, advertising, and all costs have been figured in. And that \$20 figure, in today's depreciated money value, is, of course, only equal to about \$8 per barrel of 12 years ago. However, most of this worry by the grower about what returns he will get can be forgotten, he believes, if the grower will let himself go all out in promotion; create sufficient demand. "Demand will take care of price for us. This is just as true in our business as in any other."

Balance

Between Fresh and Processed

Sherman recognizes the importance of a proper balance between fresh and processed sales, but he seems more interested in the fresh fruit end. And in that respect he may be described as a "finicky" grower. He wants quality. He wants the utmost he can get in modern equipment to achieve that end. In his screenhouse on Pond Street, he has lined his hoppers with rubbers, against bruising fruit. He picks with machine, three Westerns, which he has found, in his own experience, do not bruise if properly operated. In his opinion, ninety percent of any bruising is the fault of the operation of the machine, and not of the machine itself. He loses fewer berries by machine than by scooping. Picking in bags, he then

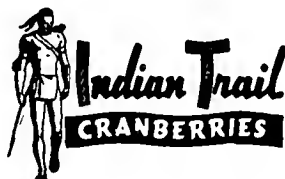
spreads these out when filled to avoid bruising through pressure of weight.

Should Standardise in Cello

He packs his berries with a portable Triangle machine and a Doughboy sealer. Last year, the Co-operative packed 80 percent in

cellophane. He feels that there is nothing to worry about if the berries are packed in cellophane, as far as keeping quality is concerned, and that growers should standardise the pack in cellophane with a premium for the window

(Continued on Page 20)



1. Growers of a seasonal specialty such as cranberries should have organized marketing. **THEY HAVE JUST THIS IN INDIAN TRAIL!**
2. Growers should have the economies, benefits, and proven advantages of the "private enterprise" way of doing a job. **THEY HAVE JUST THIS IN INDIAN TRAIL!**

Cranberry Growers, Inc.

Mead-Witter Bldg.

WISCONSIN RAPIDS

WISCONSIN

DECAS BROTHERS

Growers Of

Cape Cod Cranberries

Phone 147

WAREHAM, MASS.

Higher Processed Returns to Growers Are Foreseen

So President Marcus L. Urann Tells More than 500 at Annual Meeting of NCA.

More than 500 growers at the annual meeting of National Cranberry Association at the Onset (Mass.) plant heard president Marcus L. Urann say that this year's canning crop may pay members earnings of \$15 a barrel—plus, and that total canning sales might rise to \$20,000,000. Last year's sales, he said, totalled \$17,000,000.

Mr. Urann, who was one of the first to foresee the million barrel crop, which has been reached already, for all practical purposes, also said his present forecast is for a crop of a million and a half barrels "any year now." He continued, "there is sufficient acreage in good shape, so that with our modern equipment, insecticides, weed controls, given favorable weather conditions in all the areas in any one year, we could produce that many barrels. Our job is to have a market ready for such a crop when it comes."

This forecast of a million and a half barrels of cranberries as being possible as a "minimum", rather than a "maximum", was the opinion of Charles Lamb, president of the Springfield Bank for Cooperatives. Mr. Lamb said, that after having taken a trip to the West Coast cranberry areas, and seeing the new marshes in Wisconsin and having been familiar for many years with the bogs of Massachusetts and New Jersey, he believed the profits the industry had earned in the past are "as nothing compared as to what you have ahead of you in the future."

The meeting was opened at 10:30, the location of the Onset plant having been chosen rather than Hanson, that growers might see what improvements had been made. First business taken up was in making changes in two by-laws and the election of officers of the corporation. By-laws changed were, an amendment to eliminate the power of the corporation to set aside reserves, other than so-called valuation reserves, the change being recommended by council in view of new Internal Revenue laws; the second to change the date of the annual meeting from June to the 3rd Tuesday in August, this being due to the fact that more accurate current crop information is available later in

the season, and the auditors have a longer time to prepare all figures. Both amendments were voted unanimously. It was also voted that this year there be 24 directors.

Directors

These, elected by ballot were: Elthia E. Atwood, Carlton Barrows, Frank P. Crandon, George Briggs (American Cranberry Exchange Representative), Kenneth Garside, Harrison F. Goddard, Samuel R. Gurney; Robert S. Handy, John C. Makepeace, Russell Makepeace, Bertram Ryder, Carl B. Urann, Marcus L. Urann, all of Massachusetts; Enoch F. Bills, John E. Cutts, Isaac Harrison, Vinton Thompson (Exchange Representative), all of New Jersey; Albert Hedler, Fred N. Lange, Charles L. Lewis, Guy N. Potter, Lloyd Rezin (Exchange Representative); all of Wisconsin: Leonard Morris, David Pryde of Washington.

Officers

Directors, in turn, following the meeting elected these officers:

President, Marcus L. Urann; vice-president, Carl B. Urann; secretary-treasurer, John C. Makepeace. Appointed officers included Miss Ellen Stillman, advertising manager and publicity manager and vice-president, Marcus L. Havey, vice president, western division; W. B. Jacobson, vice-president Pacific division; H. Gordon Mann, vice-president in charge of sales; Ferris C. Waite, vice-president of growers' relations; M. S. Anderson, vice-president Pacific sales and John F. Harriett, assistant secretary-treasurer.

Present at the meeting were representatives from every cranberry area, the delegate from farthest away being Leonard Morris of Long Beach, Washington.

New NCA Movie

A feature of the day was a new movie, showing the operations of the cooperative, chiefly in its advertising, promotional, merchandising fields. The high light of this was a filming of the departure of the 27-car train from the Onset plant on August first, which, with trucks leaving over the road at the same time, was the largest single shipment of cranberries ever made. Emphasis was upon the fact that this was in mid-Summer, when cranberry shipments and consumption have always been at their lowest.

As at last year's meeting, there was a distinct note of cheerfulness by all the speakers. Assistant treasurer John F. Harriett declared: "We have licked the carryovers. We are moving ahead." But at the same time, it was emphasized that mistakes of the past which brought about the troubles of the previous few years must be

avoided, and that only by the most alert kind of advertising and merchandising could the cranberry co-op hold its present high position in the marketing world.

Ocean Spray in 89% of All

Retail Stores

Mr. Urann in his opening, said Ocean Spray products are sold in 89 percent of the retail grocery stores of the entire nation today. NCA, he asserted, is exceeded in this respect only by Campbell's soups, which has a percentage of 90 and sell a good many more items than does NCA. He ran over the "Blessings" of the Cranberry growers, citing as a major fact that in NCA there are now 1824 growers, all working together.

"NCA Financially Sound"

"Last year," he continued "was our year of rehabilitation. We have been through some bad years. We must see that they do not re-occur. We growers have our feet upon solid ground again."

He said the co-operation is financially sound. "We have plenty of financial resources when we want to use them." Mr. Harriett, in his talk, said the co-op borrowed less last year than the year before and this year would borrow \$5,000,000, but probably would use less during the marketing season, and in four years would be entirely out of debt.

Mr. Urann then went on to list the resources of the co-op with its nine departments, the heads of which meet weekly, or oftener, to make necessary decisions; 93 brokers all over the country, and these had more than 200 men working under them.

He pointed out that Ocean Spray has more than 5,000 customers, including practically all of the big chains and supermarkets, and the price is now \$2 a case, raised from \$1.70, last December, while producers of many other fruits were finding no markets, even at reduced prices. He said the brand "Ocean Spray" alone, could probably be sold for enough to get back total investments of the co-op.

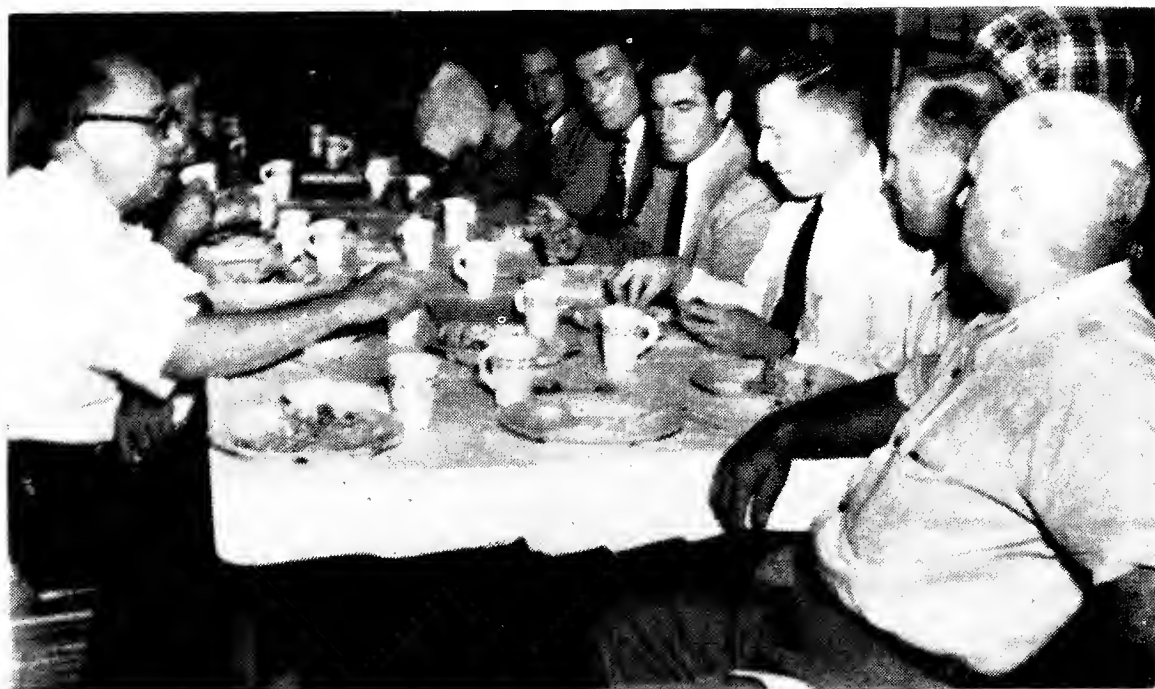
Statistics show, he said, that in 25 years the nation will have a population of 197,000,000 and that "every youngster born should be able to have cranberry sauce, and to be eaters of cranberries the rest of their lives."

Essentials of Good Advertising

Program following was to demonstrate to members how advertising campaigns were developed and carried out.

Miss Ellen Stillman, vice-president in charge of advertising was the first speaker. She spoke rather briefly upon the essential of good advertising and promotion, as in general and as it concerned Ocean

(Continued on Page 16)



Top: Miss Ellen Stillman, in charge of advertising and promotion and executive vice president of NCA, tells members at the August meeting of plans for the coming season, standing before a huge map of the U. S. on which a figure in nearly every state represents brokers, with canning plants also shown. Below, a part of the delegation from New Jersey—from right to left, Rogers Brick, Walter Z. Fort, Ed V. Lipman, Bill Haines, John Lee and Vinton N. Thompson. Across, left, is E. Clyde McGrew of ACE.

(CRANBERRIES Photos).

HIGHER RETURNS

(Continued from page 14)

Spray.

Very shortly, she said, statistics will prove that one of every three married women after marriage work. This means they will want foods, prepared to serve with a minimum of effort. She said that women are getting married earlier than they formerly did, that of last year's brides, half were less than 20 years old. These have been brought up to expect "push button" methods in preparing a family meal. She paid tribute to the foresight of Mr. Urann in as long ago as 1912, in associating the slogan "Ready to Serve" with Ocean Spray.

The last ten years have brought about a purchasing trend toward "convenience foods," she added, against which it has proven impossible to prevail. Canned cranberry sauce is such a "convenience food," and in that respect cranberry growers are very fortunate.

Following Miss Stillman was Lawrence E. Proesch, production manager. He said the duties of production were to serve as a sort of "middle man" between the ideas of advertising and actual selling, to keep sales department, including brokers, constantly on their toes.

H. Gordan Mann, vice-president in charge of sales, said he expected a million and a half cases of Ocean Spray would have been sold by the end of August, the largest ever in any year.

He introduced "Tom" Hodgkins in charge of sales in New England and the Eastern states; William D. Drury, Mid-West district; David Wieties, in charge of southern district and M. S. "Andy" Anderson Pacific Coast.

Luncheon of lobster salad and strawberry shortcake ended the meeting, except for an announcement by Mr. Urann of the directors elected for the coming year.

FREEZING TO BE THEME

(Continued from Page 2)

cranberries or freezing cranberry dishes fits naturally into their own activities.

In addition to the special emphasis on freezing, the routine activities are becoming greatly accelerated as the fresh cranberry season begins.

Fruitful Publicity Year

If early indications prove out, the 1952 cranberry season should be as colorful in print as in the bog. As was the case a year ago, a number of leading national food adver-

tisers are again featuring cranberries in connection with their own brand products. It is another confirmation to us that cranberries are good salesmen not only for themselves, but for other foods as well, because several of these advertisers have featured cranberries in the past.

Among the companies which are planning to use cranberries in their fall promotion are California Walnut Growers, Rath Packing Company, General Foods, Kellogg Company, McCormick Spices, Armour and Company, Reynold's Aluminum Foil, and many others.

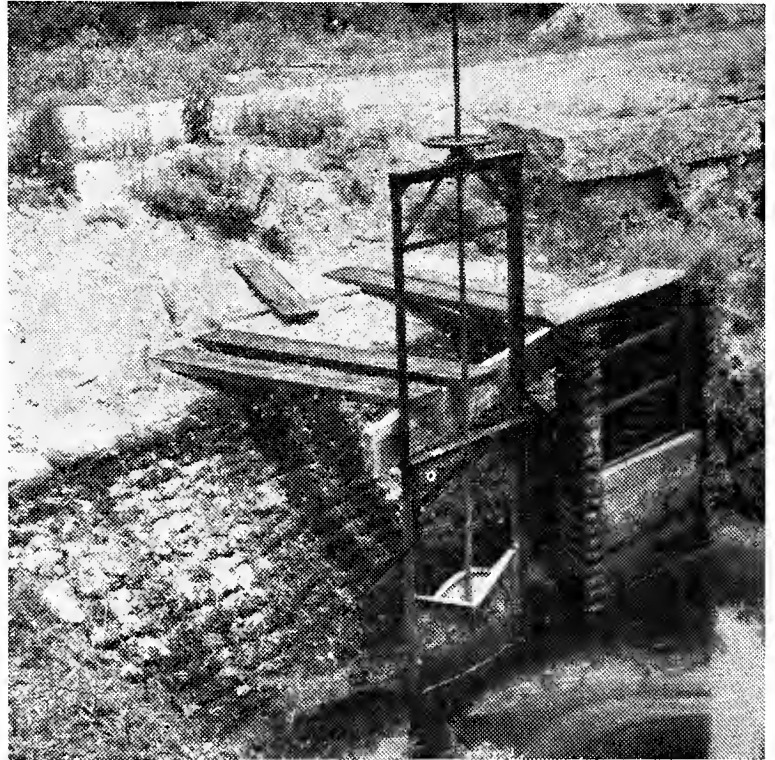
Fresh cranberries will also add appetizing color to Sunday supplements during the fall. Among those which have scheduled four-color photos are American Weekly, Newark News, Atlanta Journal, Philadelphia Inquirer, Houston

Chronicle, Chicago Tribune, Los Angeles Times, Milwaukee Journal, etc.

With the groundwork which was laid last year, we are now confident that this year will prove the most fruitful of all in regard to cranberry production.

While cranberry freezing will be a central theme, and while a great deal of added effort will be put into this campaign on freezing, we must still depend in great measure on our routine work on recipe testing and development—plus the all important follow-through—for the bulk of our promotion results.

Publicity is simply another aid to those who actually sell the cranberries you grow. It is an important tool in their hands and we regard our own efforts at all times as another facet of the general sales campaign.



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NORTH CARVER, MASS.

DR. FRANKLIN'S "DAY" WILL NEVER END FOR CRANBERRY GROWERS

DR. Henry J. Franklin, whom the industry honored August 19th with "Dr. Franklin Day", sponsored by the Cape Cod Cranberry Growers Association, seems to be a man born with a mission and fulfilled that mission. Cranberry growing needed such a man as "Ben" Franklin, and he needed such a work as he has been engaged in for the past 43 years.

As the "Number One" cranberry expert, he has held a unique place. He has laid a foundation for scientific research, and the structure will remain after his retirement.

His first concern was the study of insects, and in September 1909 when he arrived at East Wareham, Massachusetts, growers needed help in learning how to control insects. They needed research and help along other lines, too. As time passed, Dr. Franklin developed these. For instance, the unique frost warning service. Although an entomologist, in 1918 he began to develop such a service. No one will dispute its value, and frost forecasting has spread to other cranberry states than Massachusetts.

The publications of Dr. Franklin, from "Cranberry Insects in Massachusetts" in 1928 to the more recent bulletins, such as "Cranberry Weather" (to which others contributed), are lasting tributes to his profound ability in research. These included his recent revision of "Cranberry Insects in Massachusetts", with the color plates, which are the text books of cranberry culture. In time research will uncover additional knowledge, but he laid the groundwork. His quality forecast was another boon to the industry, his entire build-up of the station.

The cranberry industry was singularly blessed in finding such a man as Dr. Franklin. It might have been that he chose another line of endeavor. But 43 years ago he recognized the need of the growers, saw the opportunities, and has made cranberries his major life work. Year in and year out, he has lived "cranberries". Few can become so engrossed in a subject as Dr. Franklin. He has utmost patience, tenacity and great ability. He has been the friend and "father adviser" of all within the cranberry industry, loved by all.

While retiring as Director of the Station, it is pleasant to know that he will go

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Editor and Publisher

CLARENCE J. HALL

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CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.

Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY

Cranberry Specialist

Long Beach, Wash.

ETHEL M. KRANICK

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DR. HENRY J. FRANKLIN

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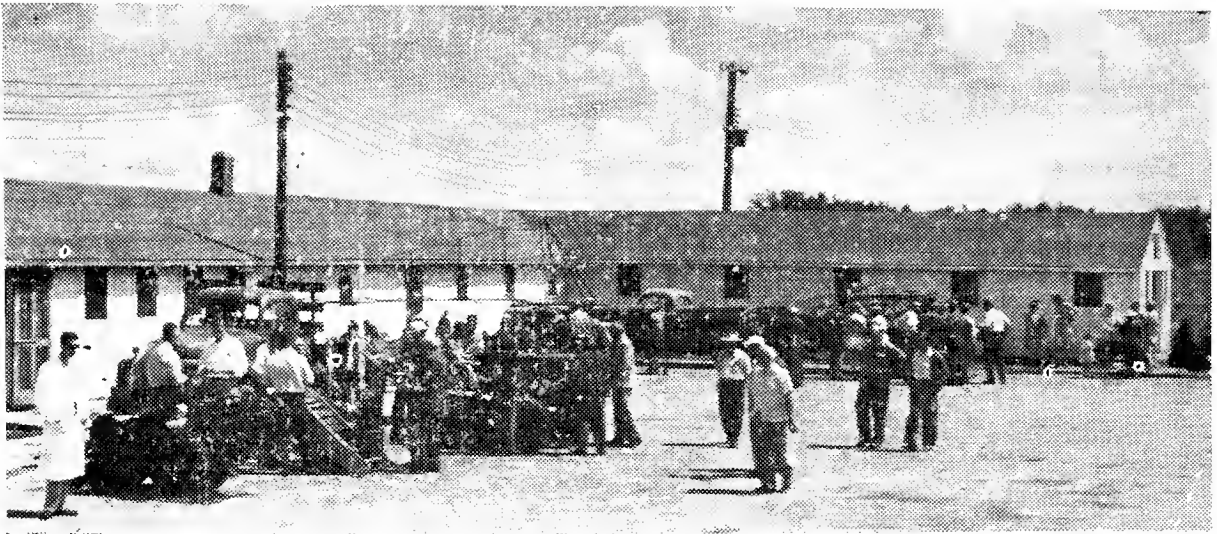
New Jersey Cranberry and Blueberry Station

Pemberton, New Jersey

on with further cranberry studies, and studies of his own of other nature. The industry did well to provide the "Dr. Franklin Room" at the station for him to work in, still in the very heart of the cranberry world.

WE recommend reading the "freezer campaign" article in this issue. This plan is one more definite idea which should promote cranberry sales.

TO Dr. C. E. Cross go our congratulations upon his appointment as successor to Dr. Franklin. He is able, and we know will do his utmost to carry on the work the one and only Dr. Franklin began.



Growers attending summer meeting of Wisconsin State Cranberry Growers' Association gather around equipment display in the drying yard at the Huffman Marsh, Aug. 6. In Wisconsin, as in all other areas, growers show intense interest in what is placed on view in the cranberry equipment line.

(Photo Wisconsin Rapids Daily Tribune).

GROWERS OF WISCONSIN HOLD ANNUAL MEETING

Annual meeting of Wisconsin State Cranberry Growers' Association at the Huffman Marsh, Biron, Wisconsin, August 6th, was attended by about 150. With an exhibition of equipment in the morning, a speaking program, business meeting, box lunch at noon and discussion of technical problems, a major address by Dr. C. E. Cross, Massachusetts weed specialist, the meeting was called one of the most successful.

Adding to the day was the fact it turned out to be warm and sunny. Presiding at the meeting was President William F. Huffman, Jr., president. C. D. Hammond, Jr., secretary, gave a preliminary crop estimate for Wisconsin of 200,000 to 225,000 barrels, whereas last year's production of that state was 196,000. It was also announced this season's total yield may be about 700,000 bbls., due chiefly to the heat and drought in Massachusetts in July.

Speakers, beside Dr. Cross, included Dr. A. R. Albert, extension soils professor of the University of Wisconsin, who described a fertilizer experiment the college is conducting on the Huffman marsh. Results will not be known for sev-

eral years. Dr. George Peltier, who is employed by the Indian Trail group of growers, was also a speaker.

Others were E. L. Chambers of Madison, State Entomologist, E. H. Fisher, University of Wisconsin, entomologist.

Weather was discussed by L. A. Joos, a forecaster for the U. S. Weather Bureau, and Meteorologist Arthur Wolford, assigned by the Weather Bureau to Wisconsin for the frost season.

B. T. Zeigler, Wisconsin Rapids Chamber of Commerce, gave details of the annual "Cranboree" which this year will take place September 26-27.

Machinery displayed included equipment by Central Electric Service Company; Wiesman Implement Company; Speedee Packaging Company; Harmsen Mfg. Company; Western Picker; Case Picker; West Bend Aluminum Company; Jet Crop Dryer; Fletcher Crop Improvement Service; and Kittle Aerial Sprayers and Dusters.

Fresh From the Fields

(Continued from Page 5)

was very light this season. There will be an increased number of mechanical pickers on the marshes this year, probably about 85 in all.

Fruitworm Damage Heavy

There was very little damage from fireworm, but quite a bit from fruitworm, which proved the

worst enemy pest this year. It is estimated that damage by this insect will total between 10-15,000 barrels.

Marshes Getting Better Care

Growers this year are, and have been giving their bogs much more care than in the past few years. Amount of insecticides used probably hit an all-time high. One reason was a build-up of fireworms and fruit worms caused by the curtailment of this work the past two or three years due to lack of funds during that time. More attention is being paid to drainage, weed control, fertilization, insect control and frost control. In other words this year bog management has been much improved and is back to normal.

Studies of American agriculture indicate that under ideal conditions farm production could be pushed up about 60 percent. This assumes top-level management to every farmer on each acre.

Read
Cranberries
Advertising

National Cranberry Harvest Festival September 27th

National cranberry harvest festival ushers in National Cranberry week this year September 27, with observations at Edaville, South Carver and Plymouth. The climax at Edaville will be the chicken and cranberry barbecue and the selection of the National Cranberry Queen from contestants from all cranberry areas.

For visitors there will be contests of all kinds, with attractive prizes. Contests include those for the best cranberry dish, an amateur photo contest for best pictures taken at the carnival, a contest for the biggest cranberry of the 1952 crop, and a cranberry eating contest for children.

Start of the festival will be a morning parade at Plymouth, with several bands, cranberry floats, and children in cranberry costumes to follow the 3-mile route from North Plymouth to South Carver. The parades will be led by the cranberry queens of Massachusetts, New Jersey and Wisconsin.

THANKS TO DR. FRANKLIN EXPRESSED AT NEW JERSEY MEETING

Summer meeting of American Cranberry Growers' association was held at Prospertown, N. J., Thursday, August 28th, with a good attendance. This was at Stanley Switlik's L a y a w a y plantation. Archer Coddington of Toms River presided.

Dormant sprays for controlling scale were discussed by Martin T. Hutchinson of the Cranberry-Blueberry Laboratory of Pemberton. Colored slides, depicting cranberry insects and their natural enemies, were shown by Walter Z. Fort, manager of Growers' Cranberry Company.

Research with a "Steri-Cooler", which cools fruit by means of a cold spray, was reported upon by Ernest G. Christ of the Department of Horticulture, Rutgers University.

Charles A. Doehlert of the Cranberry Laboratory and Isaiah Hanes of Whitesbog expressed New Jer-

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75 Iyanough Road
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THE Clapper Co.
1121 WASHINGTON STREET
WEST NEWTON 68, MASS.

NCA Recieves Vote of Thanks From Poultrymen

A commendation from the Pacific Dairy and Poultry Association, a non-profit industry-sponsored association representing the processing and distribution of the dairy and poultry industry of the western United States, has been received by Miss Ellen Stillman, vice president in charge of advertising of NCA. The commendation was drawn up by the directors of the association at a recent meeting.

The communication received by Miss Stillman also stated the association is pleased to extend its offer of assistance and cooperation in carrying on chicken and cranberry promotions in the future.

The association commendation follows:

"It is moved that the Pacific Dairy and Poultry Association compliment the Cranberry Association for its exemplary promotion work in behalf of the turkey and poultry industry and call to the attention of all con-

sey's appreciation to Dr. H. J. Franklin for his assistance during the many years he was at the East Wareham, Massachusetts experiment station.

cerned the fact that the Cranberry Association innovated, promoted, and carried to a satisfactory conclusion the "Dad's Day is Chicken Day" motif in a manner that benefited the poultry industry greatly and established precedent to carry this event on in years to come. For this service, our Association extends a vote of thanks and congratulations to the Cranberry Association."

MORE PEOPLE DON'T

(Continued from Page 13)

boxes. He is certain in his own mind that there is need of a new type of separator, just what he doesn't know; as there is too much bruising in the bounce principle.

In his real estate business, Mr. Sherman is remodelling big, old houses in Plymouth into apartments. He is interested in making apartments out of these Colonialials without spoiling their Colonial appearance.

He is a charter member of Plymouth Rotary, a member of Cape Cod Cranberry Growers' Associ-

Humus in the soil results from natural gums which are produced when vegetable material decays. Humus enables sandy soil to hold more water and aids in loosening heavy soils.

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Forestdale, Cape Cod, Mass.

Tel. Osterville 719

ation, South Shore Cranberry Club, the Mutual, Plymouth Taxpayers' Association and the Plymouth Chamber of Commerce. He is married to the former Miss Ruth Putnam of Boston, and they have one son, Allan, 14, who wants to become a "good" cranberry grower.

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SEPTEMBER

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Western Pickers wishes to publicize the fact that on August 19, 1952, they were granted United States Patent No. 2607180.

This, in brief, prevents anyone else **making, using or vending** a cranberry picker which uses the principle of sloping tines with a hold down roller beneath said tines and movable picking elements above said tines with a cutting element located anywhere between the hold down member and the picking element.

To the best of our knowledge there is not a **legal** competitive cranberry picking machine of this type in the United States and possible purchasers of such infringing machines are warned that legal action will be taken against them should they purchase such an infringing cranberry picker.

Please investigate this possibility before you buy, as contrary to popular belief, no one can make a patented article, even for his own use.

Signed,

WESTERN PICKERS

An Oregon Corporation

(ADT)

Two

How Many Pounds Water to Raise Pound of Berries?

(EDITOR'S NOTE: The following was prepared by Joseph H. Palmer, New Jersey grower, who has long been interested in water problems of the industry. It appeared in the Proceedings of the American Cranberry Growers' Association, and is a part of the present discussion concerning the threatened water supply of the growers of that state by industry.)

By Joseph H. Palmer

How many pounds of water are required to produce a pound of cranberries over and above what is necessary for other crops? To arrive at a fair figure do not consider rainfall or irrigation during the growing season. Take an acre of cranberry bog with its Winter flood and consider 18 inches the necessary depth. Add to this 6 inches for frost flows and you arrive at 2 foot acres of water. This amount will vary from property to property and anyone could easily adjust it to their own conditions. Two foot acres contain 651,700 gallons or 5,428,660 pounds of water. Now take a yield of 20 barrels to the acre and you come up with the figure of 2,714 pounds of water to produce a pound of cranberries. Bear in mind this is in excess of what is required for the general run of farm and orchard crops.

To get an idea of the large amount of water cranberry growers use in New Jersey as a whole, just compare their needs with Wanaque Reservoir, the largest in State. Wanaque has a daily yield of 85,000,000 gallons. New Jersey is reported to have 11,000 acres of cranberry bogs in round figures. If the above figures of 651,700 gallons per acre are average, the total 7,168,700,000 gallons is the total peculiar to the State cranberry crop. If this 7,168,700,000 gallons is divided by the daily yield of Wanaque, it will equal 84 days' supply from this reservoir which is used as both potable and industrial water, water of high value.

If Wanaque were to be reproduced at 1950 costs, it is estimated that it would cost \$57,000,000. Considering its daily yield of 85,-

000,000 gallons, the investment in this reservoir is \$675,000 for each million gallons produced per day. Each grower can figure his own water investment in order to make his comparison.

In analyzing these figures many interesting things are evident. The most important to me is that the water in cranberry use must be prevented from increasing in cost to the grower. If our water-sheds are handled properly, this should not occur.

Four good tomato plants per person should provide all the tomatoes needed for eating and a few extra for canning. Double the number of plants if extensive canning or juicing is planned.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The cranberry harvest began quite generally September 8th. Weather conditions have been favorable for the picking season. Early reports indicate that our crop is substantially below the August estimate. Apparently, the July drought took a heavier toll of our crop than we first expected. Only three frost warnings were released up to October 1st. We did experience temperatures as low as 22° on the night of September 8th, and some damage was observed in the colder locations where the berries were very light in color. Joe Kelley and the writer have been studying the fall frost problem and are collecting some very interesting data on the subject.

Growers will be interested to know that the Directors of the Cape Cod Cranberry Growers' Association have asked Dr. Franklin to be a frost consultant this fall whenever it meets with his convenience. He will advise with George Rouns-ville, Technical Assistant at the Cranberry Experiment Station, who is now responsible for the preparation and release of frost warnings. Dr. Franklin has carefully trained Mr. Rouns-ville for this responsible task and has the utmost confidence in his ability to handle the assignment. Incidentally, Dr. Franklin's new room is nearly completed. Growers will soon have an opportunity to visit him in his spacious quarters.

We have a few reminders on late fall management: Fairy rings should be treated after harvest. We are referring to those unsightly circular areas of dead or dying vines that are so conspicuous on logs at this time of year. Dr. Bergman's recommendations for the control of this fungus disease are carefully outlined on the Insect and Disease Control Chart. Fall

fertilization is practiced by many growers. Special attention is in order for those areas on bogs injured by drought. Application of fertilizers at this time of year will stimulate vines without encouraging annual growth of weeds. Dr. Chandler suggests a high-phosphorus fertilizer, such as 1-2-1 ratio. Amounts might vary between 200-500 lbs. per acre, depending on the condition of the bog. Dr. Chandler is available to discuss fertilizer requirements with growers. If a bog cannot be flooded for the winter, pruning, raking and sanding should be postponed until next spring, according to Joe Kelley. Apparently, the mechanical injury to the vines from these operations makes them more subject to winter killing.

Wherever water is available, the importance of the fall clean-up flood should not be overlooked. It not only gives the vines a good drink of water after the rough picking operation, but rids the bog of much of the harmful trash that accumulates each year, and incidentally may float many weed seeds ashore. Dr. Cross believes there may be another possible benefit from this particular flood. His weather studies indicate that the October rainfall is important in determining the size of the next year's crop. In other words, the heavier the rainfall in October, the better the prospects for a good crop the following year. An early fall clean-up flood would insure sufficient moisture during the critical period in the development of the prospective crop.

We have some timely suggestions on fall weed control, as outlined by Dr. Cross: "Growers should be warned that sanding of areas where poison ivy, small bramble, and cut grass is growing stimulates the

growth of these weeds to such an extent that they become serious problems. In the case of poison ivy, the area should be left unsanded, or the sand should be spread over PDB as recommended in the Weed Control Chart. The PDB treatment is more effective if the woody, upright branches of the ivy are pulled off beforehand. With the small bramble, experiments show a kill of 90% or more when Stoddard Solvent is sprayed at 7½ gallons per square rod. This treatment cannot be recommended yet for general use, since we have only experimental results as yet, but it is worth considering as a treatment of small areas or edges of sections that are to be sanded. Generally speaking, it is better to defer the sanding of low spots where cut grass is growing until drainage problems have been solved. Spot treatment of grass clumps, and tussocks of sedges and rushes with kerosene or Stoddard is always helpful.

"The summer drought, in addition to reducing the crop, has killed many vines, particularly in areas of thin vine cover. These thinly-vined areas are very vulnerable to invasion by corn grass, barnyard grass, pitchforks, and fireweeds next year. If the above weeds are cleared off the bog and ditches this fall, there will be less seed available for invasion of thin spots."

Woodlots on the farm provide nesting places, protection and feed for game and song birds. They also become a haven for wildlife.

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
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3. Hail insurance
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5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

Plastic Tubing Provides Drainage

A plastic tube with perforations has been successfully used for drainage. This tube is pulled into the soil with a mole plow which disturbs the surface of the soil only slightly. The cost of the plastic tubing is less than the cost of drainage tile and the cost of installation is less than that of installing drainage tile. This plastic tubing appears to be of great promise in the cranberry industry. For lateral drainage, two-inch diameter is probably sufficient.

Berry Selections Being Studied

This year many visitors from other sections have been interested in the cranberry selections growing in Massachusetts. Mr. John Cutts, one of the co-operators in New Jersey, and William Haines, 1951 president of the American Cranberry Growers Association, Mr. E. L. Eaton and Mr. Burgess, a cranberry grower, both from Kentville, Nova Scotia, observed the selections. Mr. Eaton is on the staff of the Dominion Department of Agriculture and has charge of cranberry work in the eastern

provinces of Canada. Mr. H. F. Bain of Wisconsin Rapids, who made many of the crosses and obtained the data which was used to make the first selections, was in East Wareham in mid-September. Mr. Bain made comparisons of the vine and fruit characters with the corresponding plants growing in Wisconsin.

It is hoped that the selections (about 150) may be selected further so that only about 20 will be studied from now on. There are 93 of the selections which are being studied in all sections of the country and it is anticipated that these may be reduced to about ten. There are about 20 of the selections which at present are only grown in part of the testing areas and it is hoped that these can be reduced in number. Some selections are still in the seedling bog and these will be reduced to a smaller number and tested on a number of bogs.

The breeding program was started in 1929 by Mr. Bain in Wisconsin and in 1930 by Dr. Bergman in Massachusetts. Up to the present time three of the selections have been named—the Beckwith, the Stevens and the Wilcox.

Economy and Convenience

Whether or not the family food bill can be reduced by use of a home freezer depends on the way food is obtained for storage, according to a report by the Production and Marketing Administration, U. S. Department of Agriculture, and the University of Arizona, which cooperated in a study of home freezers in two Arizona cities.

Home freezer owners in Tucson, Ariz., who cooperated in the study, purchasing frozen meats and commercially frozen fruits and vegetables in quantity, actually made little or no saving in their food bills on the average, when compared with families not having a home freezer. However, home freezer owners reduced by about 12 per cent the time required for shopping and for preparing food for cooking. The advantage of the freezers to them was found to be convenience rather than economy.

"It is more economical to freeze and store home-grown fruits, vegetables, or meats and home-prepared dishes than it is to purchase the same foods in small quantities at regular retail outlets", the report says. "Likewise the purchasing and freezing of quantities of fresh foods when in season or when prices are temporarily depressed will perhaps afford some economy over normal retail purchasing. Neither of these situations, however, offers a great deal of attraction to the home-maker from the standpoint of convenience because of the time and work required in processing and packaging".

On the basis of this study it was concluded that if the fullest benefits of economy and convenience are to be derived from a home freezer, foods should be stored in quantity and in wide variety. It is usually more economical to purchase commercially frozen fruits and vegetables in quantity from firms that offer complete varieties and assortments at quantity discounts than it is to make frequent purchases of identical frozen products at retail. When home freezer owners purchased meats in quantity, such as a side or quarter, the more desir-

(Continued on Page 19)

Your screenhouses with their separators, belts, and packaging machinery are in shape to run this season's crop through to market—but is your insurance geared to a modern and efficient plan?

We have fire insurance that has been expressly developed for cranberry crops in storage, its small cost will astound you as it has your neighbors.

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

The weather for the month of September was quite normal. There were only two frost warnings sent out. On September 9th a minimum of 37.5 degrees was recorded in the shelter at the State bog, and the bog minimum on the same night was 28.5 degrees. Temperatures in the lower twenties were reported to have occurred on some bogs.

The U. S. Department of Agriculture for October is 95,700 barrels lower than the August estimate. This difference is probably greater than has been observed for many years. The October estimate in relation to the August estimate by states is: Massachusetts down 70,000; Wisconsin down 30,000; New Jersey up 5,000; Washington up 300; and Oregon down 1,000. There have been two occasions before when the Massachusetts crop was estimated 65,000 to 70,000 barrels higher in August than in October. In 1938 the crop estimate dropped 70,000 bbls., and in 1949 it dropped 65,000 bbls. A study of the weather conditions during the growing period does not show any common relationship between these three years.

The dry, hot weather in July damaged the crop more than the growers anticipated earlier. Not only do the berries average smaller in size than usual, but many bogs set a light crop. Looks were deceiving on some bogs, with the set good on top of the vines, but very few berries underneath. Fruit worm damage is worse than usual. The keeping prospects and quality are reported about average. By October 1 most growers had finished harvesting Early Blacks and

some had started harvesting Howes. October 1 reports indicated 54 percent of the crop would be Early Blacks, 41 per cent Howes, and 5 per cent other varieties.

The entire Early Black crop will be shipped earlier than in previous years. The present price is \$5.50 a case or \$22 per barrel and the growers are looking with interest to the opening price of Howes.

WISCONSIN

The month was very dry, with precipitation ranging from .25 to .90 inches total, mostly at mid-month.

There were 12 nights with frost reported. Moderate to heavy frost was reported on Sept. 16, 20, 21, 23, 24, 26 (NW). Numerous other nights produced temperatures in the middle thirties. Warm periods above 40 degrees were 5-6, 8-14, 18.

No damage has been reported due to frost.

October began rather cold and on the 3rd bog temperatures of 11 to 18 degrees were reported without damage.

A. F. Wolford
Charles Doehlert
Assoe. Research Specialist

NEW JERSEY

Progress of Harvest as of October 1

Most growers are somewhat behind because of shortage of scoopers and long dewy mornings. Lack of rain and frost did not give the opportunities to scoop that might be expected.

No frost damage has been known to occur in September. There was very slight damage on the night of Aug. 23, when minimum bog temperatures ranged from 31° to 28.5°.

Some damage from June drought

is showing up in the form of small berries on Early Black bogs. This is occurring on both early and late drawn bogs.

A good many growers feel that New Jersey will reach the August estimate of 90,000 barrels.

The annual summer meeting of the American Cranberry Growers' Association was held at the home and bogs of Stanley Switlik at Prospertown. Attendance was about 80 persons. Talks on Dr. Franklin's contributions to the cranberry industry, the control of cranberry scale, the possibility of using the Steri-cooler for better storage of cranberries, and a showing of Walter Fort's colored slides on cranberry pests and their parasites were highlights in the speaking program. After this there was a tour of Mr. Switlik's home bogs, which are bearing a beautiful crop.

The weather at Pemberton during September was very close to normal. The average temperature was 67.4°, 0.8° cooler than normal, and the rainfall was 4.51, which is .34 inches above normal. Records kept by William S. Haines at Chatsworth show that the temperature was approximately the same as Pemberton, but only 3.11 inches of rain fell there.

Pemberton weather for August was normal as to temperature, but was exceedingly wet. The average temperature was 74.4° and the rainfall was 8 inches, which is 3.24 inches above normal.

A few weeks ago the Army's technical services asked permission to destroy a mountain of files dating back to 1940. The request was granted, but with the condition "that copies be made of everything to be destroyed".

Is Our Production Increase in Line With Nation's Growth

Production Increase

Sometimes it is of value to look back. We learn from the past as well as the present. It will only be 15 years now until we will have a century of crop statistics.

Earliest satisfactory record of production appears to be that of 1867—just after the Civil War—when the United States produced 62,500 barrels of cranberries. (Mass. Agricultural Experiment Station, Bulletin 332, published in 1936, is the authority for that figure).

Of that production New England, which included New York State, grew only 12,000; New Jersey 35,000, and "The West", principally Wisconsin, had 15,500.

The 100,000, or above mark was first reached in 1877. Then the pattern of production was quite different. New England had 54,743; New Jersey was in second place with 50,700; "The West", 26,500; and New York State, 1,666. Total of the country was 133,609.

The 200,000, and more, crop was reached in 1885. New England had 93,626; New Jersey 66,042; but "The West" had 88,144; New York none recorded specifically; making a total of 247,812 barrels.

In 1893 production went to more than 300,000 barrels. New England produced 191,667; New Jersey had 108,333; "The West" 33,333, for a total of 333,333.

By 1901 Massachusetts was producing 264,000; New Jersey 105,000; Wisconsin 40,000, the total being 409,000.

Half Million Mark

Cranberry growers achieved the half-million stage in 1909. Massachusetts was up to 402,000; New Jersey to 165,000; Wisconsin 30,000, making a total of 597,000.

The year 1914 saw Massachusetts growing to 471,000; New Jersey, 210,000; Wisconsin, 32,000, for a total of 713,000 barrels. The 700,000 figure was not reached again until 1926, when the crop was 751,660. Then Massachusetts had 438,000; New Jersey, 210,000; Wisconsin 80,000, and the Pacific Coast

23,600—Oregon and Washington had come into the statistical picture two years before.

The 800,000, and better, production came true in the well-remembered year of 1937. Total crop then was 877,300. Massachusetts had 665,000 barrels; New Jersey, 175,000; Wisconsin, 115,000; and Washington and Oregon, 22,300.

The year 1948 brought the production of more than 900,000, the 967,700 crop, divided as follows: Massachusetts, 605,000; New Jersey dropping to 69,000; Wisconsin going up to 238,000; and the West Coast bringing in 55,700.

Then came the record yield of all, 1950, of 984,300 barrels, and last year's third largest of 932,500.

We have this year's production, except for final historical record, pretty accurately known now.

This brief run-over of production of cranberries in nearly a century may raise different questions in the minds of different people.

We have only increased our production about threefold since 1893. Is that enough? We have not yet doubled our production over 1909. Are we keeping pace in cranberry growing with the new rapid growth of the nation?

The foregoing may be suggestion for thought.

REMEMBER?

The earliest fall frosts to cause severe and general cranberry loss on the Cape occurred the nights of September 10-11 and 11-12, 1917. Bog temperatures ranged down to 22 at cranberry observing stations and to 18 in other places. Because of a backward spring and early summer, cranberries were very late in ripening and were still green or only partly colored when these frosts came. The estimated cranberry loss was 60 per cent in Massachusetts and 25 per cent in New Jersey.

DID YOU KNOW?

Severe and widespread winter-killing occurred on the Wisconsin bogs in the winter of 1874-75, destroying about three-fourths of the prospective crop on the exposed areas.

U. S. D. A. 1952 YEAR BOOK ON INSECTS

The U. S. Department of Agriculture has announced publication of the 1952 Yearbook of Agriculture, a 952-page volume entitled "Insects".

The new Yearbook is designed to be a practical aid to farmers and city people in identifying insects, making better use of the helpful ones, and controlling the pests that cause an estimated 4 billion dollars of damage each year.

An outstanding feature of the new Yearbook is a section of 72 color plates of the important insects of the United States. The drawings depict the life stages of the insects and the damage they do. Opposite the drawings are descriptions and control recommendations. In addition, 8 black-and-white photographs and more than 200 line drawings will help readers identify insects.

Secretary of Agriculture Charles F. Brannan in a foreword points out: "In helping us combat our insect enemies it (the Yearbook) helps us produce more food, feed, fiber, and wood. . . ." But he adds that the book is also a disturbing one, since he says, "Although the science of entomology has made great progress in the past two decades, the problems caused by insects seem to be bigger than ever. We have more insect pests, although we have better insecticides to use against them and better ways to fight them. Effective though our quarantines are against foreign pests, some of them are slipping through and require vigorous attention. Many aspects need to be considered in the control of insects. We must stop the destruction of our crops and forests, but the insecticides we use must leave no dangerous residue on foods, destroy no beneficial wildlife, and do no damage to our soils."

Flowering shrubs with their vigorous growth many times get in the way of people as they walk through garden paths. Now is a good time to remove such branches. Cut well into the inside of the shrub or better yet, right down to ground level. The work should be done with pruning shears rather than with hedge shears.

War Of The Rebellion Was No Obstacle to Cranberry Men

By
CLARENCE J. HALL

On the Contrary, Higher Prices Stimulated New Acreages—
A Real Start was made in Wisconsin—First Cranberry
Organization was Formed in New Jersey—Yankee Sol-
diers Ate Fresh Cranberries and a Canned Product was
Developed.

(This is the 15th Installment of the Cranberry History)

The bombardment of Fort Sumpter, beginning at 4.30 a. m. on April 12, 1861, brought the travail of a terrible civil war to the nation. But the upheaval of ordinary living in the United States did not too much disturb the steady expansion of the cranberry industry—any more than had the "great panic" of 1857. Rather it brought the stimulation of higher prices for the products of the growers, both in Massachusetts and in New Jersey. Also increased acreage and a boom, just as in recent World War II.

The war did mark the beginning of the end of Cape Cod's maritime prosperity. Cape Cod sent its quota of sons to battle. But all interested in cranberry culture, as in other lines of endeavor, did not become soldiers. Many of those on the Cape who did not go and who had looked to the sea for a living could no longer do so, with Confederate privateers harrassing Northern shipping and Southern ports blocked as the war went on. Many turned to the prospering cranberry business. Money was sunk into the ground in Massachusetts and New Jersey, not for security, but to bring forth greater wealth.

In February, 1861, the **New England Farmer** had quoted the **Democrat** of Camden, New Jersey, as saying: "There is much attention being paid to cranberry cultivation in Burlington County, about 150 acres having been planted this season." The account mentioned a farmer, Chetfield by name, who had set out 25 acres. Another G. Gowdy, who was one of two New England brothers who had gone to Jersey to build bog, as planting 17 acres, and a Mr. Allen planting 10.

Mr. Allen, according to the **Democrat**, was selling his fruit for \$4.00 a bushel, "delivered at the house." One Joseph L. Daniels, writing to the **Farmer** in April, reported cranberries were never in such demand and were selling for \$10.00 to \$20.00 a barrel and "never less than \$8.00. The export trade is increasing every year, and the fruit has been known to keep for 20 months with extreme care—"this is what makes it so valuable to ship. . . . to Europe and California."

Threw Down Turf Axes at "Double Trouble" to Take Up Arms

The famous "Double Trouble" cranberry interests, now operated

by Edward Crabbe of Toms River, New Jersey, and his sons, had its start during the first of the war. The first piece was being put in by Thomas Hooper of Toms River. This was one of 19 acres, as it still

is. The story has come down to Mr. Crabbe that when the men at work on the bog got news of the war they threw down their shovels and turf axes to take up arms. Adjoining this bog, and operated by the Crabbes, is one built by Ralph Gowdy, of the Gowdy brothers, reputed to have been started just prior to the war. It was a piece of 7 acres. (The complete story of "Double Trouble" and the Crabbes was told in February, 1943 issue).

The Wilkinsons of New Jersey

If there had been no Civil War there might not have been any C. Wilkinson's Sons, which concern, until 1939, was one of the most noted of produce houses, handling cranberries among its other fruits and vegetables. As it was, the War of the Rebellion was the immediate cause for Charles Wilkinson, who was a large New Jersey farmer, to transfer his main interests from his farm at Bridgeport on a tributary of the Delaware river to the city of Philadelphia. The war was beginning to bring him too many difficulties in transportation.

He foresightedly conceived the idea that in the "Quaker City" he could not only sell his own produce to better advantage, but that of his neighbors as well. This farm pro-

(Continued on Page 10)

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Cape Cod Girl Crowned Queen At Annual Cranberry Festival

Miss Joyce Reece, Massachusetts Queen, Is Crowned at Colorful Program Held at Edaville, South Carver.

CARVER—Before a crowd estimated at more than 2,500 persons, Joy Reece, pretty Harwichport High school senior, was crowned National Cranberry Queen at Edaville, Saturday afternoon. The attractive Cape girl, who was selected as Massachusetts Cranberry queen out of a field of contestants from all parts of the cranberry area on Sept. 20, took over the throne which has been held for the past year by Miss Barbara Patterson of Wareham.

The coronation was conducted amid an air of pageantry on a large stage set up in front of the huge screenhouse of the estate of the late Ellis D. Atwood. Present to witness the ceremony were crowds of people from all over Massachusetts and visitors even from as far away as San Francisco and Athens, Greece.

In addition to the honor of representing the national cranberry industry during the coming year, Queen Joy received a check for \$250 presented by the cranberry growers. She will be given a trip to Washington.

Receives Crown

The new queen was crowned by State Senator Edward C. Stone of Osterville, chairman of the judges. The other judges were Norman Cool, executive secretary of the Cape Cod Chamber of Commerce, and Henry T. Broderick, Massachusetts Commissioner of Agriculture.

Miss Reece received her royal robes from the outgoing queen, Miss Patterson. Marcus Urann, president of the National Cranberry Association, presented the gift of \$250 from the growers.

The day-long program began with a gala parade in Plymouth during the morning. Throngs of sightseers crowded the streets of Plymouth to watch a variety of colorful floats go by. Taking part in the parade were the then reigning National Cranberry Queen, Miss Patterson, and the Massachusetts queen, Miss Reece. Bands from the Plymouth and Bridgewater High schools marched in the parade, as a forerunner of a "cranberry bowl" football game between the schools in the afternoon.

Serve Barbecue

Following the parade, the crowds headed for Edaville, where another of the famous chicken and cranberry barbecues was served. The

Ken Dalton was master of ceremonies for the afternoon program. He opened by introducing Marcus L. Urann, whom he described as "Mr. Cranberry". Mr. Urann, on behalf of the growers, welcomed those present. It was a day of thanksgiving for the growers, he said, because they had gone through fire, drought and flood to produce the crop which was then being harvested.



Miss Joy Reece of Harwichport was crowned as National Cranberry Queen at the annual Cranberry Festival at Edaville September 27. Miss Reece is shown above in her coronation robes following the colorful ceremony. (Photo by Abbot)

Mr. Dalton then introduced Mrs. Elthea Atwood, widow of the late Ellis D. Atwood, who developed the famous Edaville estate and established the little narrow gauge "cranberry belt" railroad which has become one of the most famous recreation spots in the state.

Coronation

The highlight of the program was the crowning of the queen. Miss Reece was escorted to the stage by Sen. Stone and was introduced by Mr. Dalton. Senator Stone placed the crown of the cranberry throne on the new queen's head, and Miss Patterson placed the royal robes over her shoulders. Mr. Urann then presented the gift of money from the growers, and the new queen was interviewed briefly.

A feature of the afternoon was a colorful pageant depicting the story of cranberries. With Mr. Dalton narrating, the actors told, in a series of tableaux, how the Indians had been the first to use cranberries for food, and how they had informed the Pilgrims about the berries. Cranberries were widely used by the settlers, and as the pageant moved on, it was shown how the first berries to be exported were some sent to King Charles of England. Henry Hall of Cape Cod was depicted as he began to cultivate cranberries for the first time. The pageant then showed how the berries became a traditional food aboard whaling ships to prevent scurvy, and how berries were exported for sale in New Orleans.

Finally, the pageant told of the development of new bogs until the berries became the principal crop of the area.

Winners Announced

Following the pageant, Dr. Frederick B. Chandler of the State Cranberry Experiment Station at East Wareham, announced the results of the contest for the largest cranberries of the season. Winner was William Stillman of Scituate, whose berries measured 28 to the cup. Donald Isaacs of East Weymouth was second, with a count of 31 berries to the cup. George E. Roberts of Alfred, Me., was third; a Mr. Everetts of Madison, Conn., was fourth, and Ferris Waite of Plympton was fifth.

Winners were also announced in cranberry recipe contest. Mrs. Lyman Parmenter of Plainville won the first prize of \$50. Mrs. Estelle Ames of South Harwich was second and received \$25. Prizes of \$15 went to Mrs. E. R. Mitchell of Wrentham, third; Mrs. Charles Angel of Kingston, fourth; and Mrs. L. E. Gross of Belmont, fifth.

A humorous cranberry jam-eating contest drew a big response from the youngsters present. It was held in two divisions, one for



Miss Reece, left, enjoys the chicken and cranberry banquet at Edaville with Barbara Patterson (center), 1951 Cranberry Queen, and her father, Howard R. Sullivan of Harwich Port. (Photos by Abbott).

boys and one for girls. Winners among the girls were: Betty Johnson, first; Dorothy Fletcher, second, and Jane Williams, third. In the boys' group, winners were Richard Leitch, first; Robert Sturtevant, second, and Donald Wakefield, third.

During the day the Edaville railroad trains were popular with the crowds of sightseers. The little trains ran every half-hour, carrying sightseers on a tour of the Atwood plantation. A touch of color was added by the fact that bogs close

to the screenhouse were being picked during the day, and spectators were able to watch the actual cranberry harvest in progress.

"Perhaps not emphasized enough, however, is the government's inflationary role of spendthrift consumer. The government produces nothing; it consumes insatiably. That by itself is a situation loaded with inflationary possibilities".—Springfield (Mass.) Union.

War of the Rebellion

(Continued from Page 7)

duce could be brought to the city directly by boat.

So in 1861 he established a business at Dock Creek, the location later becoming 132-134 Dock street, when the area was filled in. Mr. Wilkinson, prospering in the business, built it into a large produce house, at one time the largest in Philadelphia. As they became of age, his four sons, James S., Charles W., Joseph N. and Edward S., were taken into the firm. Mr. Wilkinson saw great possibilities in the cranberry trade and became the first of Philadelphia's cranberry commission merchants.

One of his sons, Charles W., was especially interested in and had direct charge of cranberries. In 1881 Charles W. became convinced of the future of the cranberry business and withdrew his interests from the Wilkinson firm to devote his full time to cranberries, and in due course became a grower himself. Philadelphia for some years was the leading cranberry market of the entire United States, exceeding even Boston and New York. Charles W. Wilkinson was to become active later in organizing the Growers' Cranberry Company in 1895, and as secretary and sales manager he was important in the guidance of its affairs from its inception until the time it became a part of the American Cranberry Exchange in 1911. Following that he became general sales counsel for the Exchange.

The marketing end of the cranberry industry owes much to the Wilkinsons of New Jersey.

Bull Run brought its dismay to the North, but life went along, as it does, in that "hour of misery, gloom, strife and war", as the **Barnstable Patriot** put the situation. Time came for the annual Barnstable Fair and the **Patriot** urged attendance: "Give at least one day to the enjoyment of a great social festival by attending the Fair, and rekindle our hearts with patriotic duty to our country." Many did, and Captain Cyrus Cahoon won the first premium for cranberries, an award of \$5.00. His kinsman, Benjamin F. Cahoon, received 50 cents, while Joseph

Smith of Barnstable, Nathan Smith of West Barnstable, and Waterman Crocker of Provincetown each received 25 cent awards. Major Phinney went up to Concord on September 9th, where he extolled the progress of cranberry growing in his own county to those attending Middlesex County Fair. He cited an instance where a single acre producing 100 barrels had yielded its owner \$1,200.00.

In neighboring Essex county, Nathan Page, Jr., complained at the annual meeting of that county's agricultural society that the cranberry growers were "at the mercy of shrewd dealers in Boston and elsewhere, who bought up the crop at their own prices and then shipped off the fruit to other places,

making enormous profits."

Cranberries Begin Making News

Out in Wisconsin

The **Berlin Courant**, in the Fox River Valley of Eastern Wisconsin, said under date of August 20, 1861:

CRANBERRY CROP: We have from the best authorities flattering accounts of the prospects of this excellent fruit. Nearly all of the cranberry-bearing portions of the marshes in this vicinity have been bought up, mostly by residents of adjacent areas. But we know of one man, a Chicagoan, (assumedly Edward Sacket), who owns several hundred acres of the finest cranberry marshes. He has had it ditched so that it can be drained at pleasure, thus allowing him to keep it flooded until all danger of early frosts is past, thereby making the crop

(Continued on Page 13)

THE EASY WAY to install a pump



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WE STILL CAN'T BEAT NATURE—BUT

WE are not going to get a real record crop this year, apparently. But when the final figures are all in it will have been bigger than it might have been.

By that rather contradictory remark we mean that whatever crop Nature originally "planned" for the crop of 1952 and placed, in potential, upon the vines, Nature herself took some of it away, and would have taken more had it not been for the cranberry growers themselves.

We haven't licked Nature yet and never will, but each year we find more and more means of easing off from some of her caprices. We learn more about insects, weeds and rots, and in turn how to control them more effectively. If, during the hot, dry July, the Cape Cod growers had not been alerted and gone to war effectively against fruitworm, fireworm, grubs and weevils, the Massachusetts crop would have been shorter than it is. Our frost warning services become more efficient. We make some use of sprinkler irrigation, but could make more, and doubtless will.

Science is constantly coming to our aid, and we now take achievements which our forefathers wouldn't even have dreamed of, more or less as matters of course. Not long ago we read how modern sex hormones can make virgin heifers start giving milk without ever having calved.

We can look for continuing startling, beneficial discoveries and to producing bigger and bigger crops of cranberries.

Still speaking about crops. When M. L. Urann announced a month or so ago that the million-and-a-half barrel crop can come along any year, and practically almost every year, if all areas simultaneously enjoyed the most favorable weather, no great surprise was evidenced. There is now sufficient acreage to produce that result. It could be that ideal weather conditions would prevail everywhere is a single year.

But of about as much importance as the increased acreage and the weather is the steadily improving skill of the growers themselves. The world never stands still in the acquiring of new technical knowledge and we are a part of the world, and have grown in wisdom and experience as have other industries.

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Pemberton, New Jersey

The marketing end of the industry has come along, too, and this is vitally necessary. Cranberries have been called their own best salesmen—that is, their cheery color and popular appeal in taste. However, they will not sell themselves, at least, 1,500,000 barrels will not sell and distribute themselves. We believe we are making excellent progress in salesmanship. To wit: this fall continuation of "Chicken and Cranberries", "Winmor" campaign, freezer campaign of fresh fruit. A balance between culture and selling must be maintained, with perhaps selling being always a little ahead of production.



L. A. Blake of Presque Isle, Maine, who was recently elected manager of New England Cranberry Sales Company last month, made his first appearance before that group at its annual fall meeting Sept. 6th. Mr. Blake, who is known as "Bill", although his name is Leslie Adams, with Mrs. Blake will live in Middleboro.

(CRANBERRIES Photo)

FRESH FRUIT MARKET STRONG

By Harold E. Bryant

So far this season, we have had an exceptionally fine fresh cranberry market. As most growers know, prices opened at \$19.00 a barrel f. o. b. Within three or four days, we advanced the price to \$22.00 a barrel. At the time of writing this article (October 6th) the market is holding strong at this price level. We have every reason to expect that the market will continue strong at favorable

prices to growers.

Our opening price represented a 27% increase over the price last season, and the \$22.00 f. o. b. price is 47% above our price at this time a year ago. Prices were opened at \$4.75 per case fob because we felt it would make possible a 29c retail price throughout most of the country. Psychologically, we felt that 29c would prove to be a good opening price. At the present writing, throughout most of the country the retail price of cranberries is 29c a pound, with the exception of

the West Coast, where freight charges bring the price up to 35c.

We believe, based on present economic conditions, that cranberries will move readily at 29c. Furthermore, we believe that when cranberries sold at advanced prices start to hit the market, we will obtain a good movement, even though we get into the 30c bracket for a retail price.

Based on our merchandising campaign—OPERATION WIN-MOR—we felt we were in a position this year to increase very materially the quantity of cranberries fresh. Apparently we are doomed to some disappointment in this respect because of the short crop. At the present writing, it appears this crop is sufficiently short throughout the nation so that it will be necessary for both processors and fresh fruit shippers to take a considerable reduction in supplies compared with last year. Thus, with the effects of a real, sound merchandising program and a short crop, we have ample confidence that this fresh cranberry market can be maintained at these high levels. However, we would throw out a warning to cranberry growers to remember that there is a limit as to how far you can go in price and still have the consumers accept your cranberries, regardless of the promotion activity put back of the cranberries and regardless of the supply situation.

Thus, we think it behooves all of us to use good judgment and avoid going over that point which might cause consumer reaction that could hurt our fresh cranberry market not only this year, but in years to come. Don't forget—in the years of short supply, we still have to be building our campaign for those years when we have burdensome supplies. We are going to need in the years of short supply a favorable wholesaler-retailer and consumer reaction, if we are going to get a similar reaction in periods of surpluses. Thus, although prices are strong, and we believe can be maintained, there is a limit beyond which we should not go. We leave it up to the collective judgment of the industry to determine that limit.

War of Rebellion

(Continued from Page 10)

almost a sure one. In favorable seasons this crop pays the owner better than any other crop he can raise.

Thus it appears certain this eastern portion of Wisconsin was awake to the profits of cranberry cultivation by the beginning of the war, and there was a splurge of buying up of natural cranberry marshes. The size of these natural marshes was far beyond any of those of Cape Cod. Again on November 14, the Courant told that a market was being provided for these Wisconsin berries in the local grocery stores, reporting:

LARGE SHIPMENTS OF CRANBERRIES—Reese and Williams (a general store) shipped last week to Chicago over 500 bushels of cranberries which they had taken in during the past few weeks.

Local groceries, then, or at least this one, were acting as wholesale cranberry buyers and then re-selling the fruit. A writer in the New England Farmer that fall declared cranberries were selling at from \$10 to \$20 a barrel.

A Cape Cod Farmers' Club, which had been recently formed, discussed cranberry cultivation, and its swelling possibilities. Dr. George Shove, an early grower of Barnstable, exhibited berries and the group "visited the cranberry plantations of Solomon Hinkley at Dummaquid and others in the vicinity".

FOR SALE

Cranberry land. Approximate acreage: bearing, 6; unimproved bog, 15; pasture, 50.

Sheds, machinery, equipment, irrigation system, small house.

Eugene Atkinson
Sandlake, Oregon

If newspaper readers of Cape Cod carefully scanned their Patriot, issue of June 30, 1862 an advertisement must have struck at least a spark of interest. This ad told them that stock was available through the Peshtigo Company, a corporate body of Green Bay, Wisconsin, in the development of a natural cranberry marsh in Oconto County, the marsh comprising about 1,000 acres, and its crop for the previous season had been estimated at 30,000 bushels of cranberries of the "Cherry" and "Bell" type. The marsh offered not only excellent facilities for both flooding and drainage, but its crop could be sent direct from Pestigo River to Buffalo, Montreal or Europe. Those interested were invited to contact George W. Higgins and Natan Crosby of East Brewster for references.

Essex Grower Tries Smudge Pots

Spring frosts had troubled growers of Essex County, Massachusetts, that year and at Manchester John D. Hildreth, who had let the water off his bog on the 10th of May, on the 24th, found the mercury down to within a few degrees of freezing. Of this night he wrote:

"I commenced lighting my fires about 8 o'clock, all around the meadow, and kept them burning all the night. The smoke rose up in a straight column about 40 feet, and rested there, like a cloud. The frost was as thick by the fire as anywhere. There was not one bud (which had been started) left. The ruin was complete."

From the experiment this Mr. Hildreth deduced that smoke "is no good, unless atmospheric conditions are such that it smudges close over the vines." He had learned, so early in cranberry cultivation, that a smudge on frosty nights is not as effective a protection for cranberry growing as in orchard cultivation.

The Harwich Independent of September 10th asserted that "certain parties" had bought up all the cranberries raised there at \$7.00 to \$8.00 a barrel. The crop for Harwich, the Independent estimated, would be 1,500, nearly double that of 1855.

(Continued on Page 16)

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Turning His Mechanical "Wizardry" To Problems of Cranberry Growing

Tom Darlington of Whitesbog, N. J., Young President of J. J. White, Inc., has had Intensive Engineering Training and a Flare for Inventiveness—Concentrating on Picker.

By Clarence J. Hall

For a young man who has been in the cranberry business for only a couple of years, Thomas Darlington has cut a considerable swath in New Jersey cranberry business. This has been particularly in his efforts toward greater efficiency in cranberry culture through better mechanism. His training is along that line.

Following the tragic airplane death of his brother, Joseph, four years ago, their aunt, Mary F. Darlington took over as head of the famous J. J. White, Inc., property at Whitesbog, for two years, after which the office of the presidency of the White corporation fell upon Tom. This makes him one of the youngest heads of the cranberry and blueberry business in the country.

Has Cranberry Background

He is a grandson of the Jersey pioneer, Joseph J. White and nephew of Miss Elizabeth C. White, whose interest in cranberries and whose work in assisting in the cultivating of high bush blueberries is so well known. Besides being president of the White corporation, Tom is a director of the Exchange and of the Growers' Cranberry Company and at a recent meeting of this Jersey unit of ACE was made second vice-president. He was born in Philadelphia, July 31, 1924, and is the son of Mr. and Mrs. Lewis Darlington.

He now makes his home in a cottage at Whitesbog with his wife, the former Martha Burton of Primos, Pa., and their son, Joseph, 2.

His Interests— Training Mechanical

He was graduated from Swarthmore, College of Engineering, having taken courses in mechanical design, in 1945. When part way through college, his career was interrupted by service in the U. S. Navy for two years and seven months. He was stationed at Norfolk, Va., and his duty included assignment every few days to a new ship scheduled for a "shake-down" cruise to determine flaws, if any. He was engineering officer on 2200-ton destroyers. For a year he taught physics at Naval Academy Preparatory School, Bainbridge, Md.

After school and the Navy he

worked with Westinghouse Electric at Lester, Pa., in mechanical design of automatic fuel systems for jet engines.

The name of White in Jersey cranberry and blueberry culture is too well known to repeat. It might be mentioned, however, that the property of Whitesbog is among the largest in that state and in the industry in general. Total acreage there approaches 3,500, and of this about 450 are in cranberries and about 100 in blueberries.

With his background Tom Darlington has a definite challenge in the future of cranberry growing.

His interests in mechanical projects for cranberries are several. But, his main current ambition is to develop a picking machine, along lines of his own inventiveness which will do what he considers a satisfactory job of harvesting, in all respects. He is devoting most of his time this year to improving models he has already constructed and tried out.

Concentrating on Picker

In an over-simplified description the machine operates in somewhat similar manner to that of a lawn mower, except that in going ahead the moving teeth comb through the vines. They pick the berries, while a roller holds the vines in place more or less intact—more than less, he hopes eventually.

Tom had noticed and been told by older growers of the damage done to Jersey bogs each year by the present scooping methods. He observed himself that scooping

tears up too large a percentage of vines from their roots, reducing the productivity of the bog. His picker was designed to eliminate as much of this wasteful practice as possible.

He has run into two major difficulties, which he is now trying to overcome. One, is that his pickers did not harvest as cleanly as might be hoped for. Two, is that they cannot operate effectively in the long and tangled vines so common on many of the older Jersey bogs. He hopes to adapt the machine to the tangle of vines so he will be able to harvest cleanly and with a minimum of vine damage and bruising of the berries.

The picker does not do any pruning because it does not have to in order to get through the vines, and he feels there are several advantages to making this a separate operation. A pruning machine he has developed will prune and rake well over two acres of bog an hour, but because of the widely varied opinions on how hard cranberries should be pruned it is being used only on test areas at present.

He has made 12 pickers, all of which he used last Fall. They were fine on new planting, but ran into trouble on the bogs with heavy vine growth.

In the reclamation work at Whitesbog started full force last year they have sanded about a quarter of the property.

Sanding Operations

In bringing bogs back they do not go in for complete renovation—that is rebuilding when a bog is beyond hope. They depend upon sanding—and weeding to restore the less run-down bogs to better productivity. They are working on a four-year program. They are covering a lot of the heaviest vine growth to encourage both roots and new growth close to the bog floor, and hope to maintain better growth with heavy pruning and better water control.

For his sanding work Tom has originated and made a fleet of sanding machines. He uses Ford Model A cars. Two of these have interchangeable bodies on which he uses sand spreaders. He has

found the flat bodies more versatile than those with the spreader but not nearly so fast. The hopper bodies and the flat tops are mounted on dual oversize airplane tires, giving wide weight distribution. These are operated on the bog itself, without the use of the usual plank tracks. The flats are mostly for when the sand is too lumpy to be spread well by hoppers.

Under ideal conditions he has found he can sand 3 to 4 acres a day, with a crew of about 12 men. His average, however, has been about 2½ acres a day. He gets some damage to the vines, but figures he puts the sand on at about half the cost of other methods.

Growers Must Discontinue "Slack" Methods

Darlington is considerably encouraged by the effort some of the Jersey growers are staging to make a come-back for that state. But, he is sure, coming into the industry with a fresh eye that the Jersey cranberry growers cannot accomplish this as a whole by continuing the "slack" methods of former years.

He realizes that he is new to the business and perhaps should not criticize, but he is pleased, as now one of the Jersey industry, that some of the older, more careless methods are disappearing and that growers are putting more money back into their bogs. He says that much of the credit for progress that is being made at Whitesbog must go to Harold and Isaiah Haines, who have been there for many years and are the real cranberry men while he is still very much of a newcomer.

The crop at Whitesbog which now runs from 8 to 9 thousand barrels a year is entirely disposed of through ACE and NCA.

Has Four Point Mechanical Plan

Mechanically, and he is establishing a considerable reputation for "wizardry" in the field of mechanics, he is working most diligently upon improving four of the operations of cranberry growing. These are sanding, pruning, spraying with insecticides and fungicides and finally picking.

Although extremely interested and optimistic concerning his picking machine, Darlington doesn't intend to go into the business of making mechanical harvesters. When, and if, his model machines are truly functioning to his satisfaction, and he feels he has something worthwhile to offer the cranberry industry, he will let out his patents to some equipment manufacturing company for actual production. He doesn't intend to be a manufacturer of equipment—he is a cranberry grower.

Thinks Growers Wise

In Taking Note of Water

Concerning the feared water shortage in South Jersey, he does not believe that Whitesbog will be immediately affected, but he, like many others, does not like the situation which may be developing in lessened general water sources. He thinks the growers of South Jersey are doing the right thing in taking steps at this time to see that the cranberry business may not be forced out because of water limitations; by the encroachment of industry, by too much pulp wood cutting or other reasons as "civilization" spreads in "The Pines."

"We just can't sit on our haunches and let these adverse factors come in. Immediate action is required and I feel this is being taken," he says. "The Pine Barrens," represent the only untapped water supply left in New Jersey. Growers are particularly concerned over proposals by State and private interests to purchase the so-called Wharton Estate. This is a property of some 150-170 thousand acres and controls the watersheds of two rivers, the Mullica and Wading, both of which are used by cranberry growers. The Whitesbog watershed is not included in this, and Darlington says Whitesbog supply has not yet been damaged. But he feels all growers of Jersey should be keenly alert to the possible dangers to Jersey cranberry water.

One of the worries at Whitesbog is the growth of Fort Dix. This huge army training camp has taken some of the Whitesbog land and abuts it.

As for his future, Is "Tom" Dar-

lington, mechanical engineer and designer, going to remain in the cranberry business? "I am," he says.

(Editor's Note): It is expected we will have a detailed account of the operations of this machine this Fall with the changes made during the past year. This will appear in November or December issue.

The main reason for heating vegetables in preparing them for the deep freeze is to stop or slow enzyme action. Enzymes in the young vegetable help them grow and ripen, but allowed to keep on working freely, enzymes would cause the food in frozen storage to deteriorate, losing flavor and color. —University of Massachusetts.

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War of The Rebellion

(Continued from Page 13)

New Bog in Harwich

The winter of '62-'63 was a desolate one for those whose sympathies were with the Northern cause. Yet in that period the **Harwich Republican** said the cranberry men had cleaned up nearly 50 acres of new bog in Harwich. There had been plenty of water on the Cape, vines overflowed during the cold months, and there had been no damaging spring frosts.

The tide turned for the Union at Gettysburg, and Vicksburg, the "Gibraltar of the South", fell. This was the year in which the Department of Agriculture of the United States was created by act of President Lincoln—an act which was to mean so much to all engaged in producing from the soil, including the cranberry men. The Massachusetts Agricultural College was incorporated in that year; the Massachusetts State Board of Agriculture having been established the year before. At Barnstable Fair that year the great Swiss naturalist, Louis Aggasis, spoke, and in telling of the formation of the Cape scientifically corroborated the belief the natural

advantages there to cranberry cultivation were favorable.

Down in New Jersey Restore B. Lamb, a brother-in-law of Barclay White, commenced cranberry bog building upon a heath pond near Pemberton, and in three years had finished the planting of ten acres as an estimated cost of about \$100 to the acre. Four years later, with the bog in full bearing, he raised 1,200 bushels, giving him a net income of more than \$3,000.

No, as the country began to get deeper into the war, cranberry culture was not being squelched.

Ice Sanding in Essex County

Just when sand was first spread on ice upon flooded cranberry bogs, to sink through and settle into the vines, was first begun as a practice, it would be hard to say, but at least one cultivator had found out this method and used it in the winter of 1863, during the war. Even before that another had tried it. This former grower was Gilbert Conant of Ipswich (who won the Essex Agricultural Society premium in 1866) and his statement told of it.

The Ipswich pioneer states that he commenced on a meadow of about one acre in 1860, cutting

ditches to drain it, and ploughed it four to six inches deep and installed a small flood gate, at a cost of \$5, by which the meadow was flooded annually, from the first of November to the first of May. Cranberry "bushes" grew by nature on this land, and he neither planted vines nor sowed seeds, "having found by experience that where meadows are adapted to the cranberry the cranberry will "come in spontaneously."

In the winter of 1863 he put two loads of sand upon the ice, which greatly improved the productiveness of the vines on the spots where the sand was applied, he wrote.

In the **Farmer** of May, 1858, a writer with the date line of Weare, New Hampshire, and signing himself "Granite Quill", says that eight years ago he drained and cleared a worthless frog pond. He wrote he set vines and applied a dressing of sand by spreading it on the ice in the Winter, "say an inch deep."

From these two instances, it becomes apparent ice sanding was practiced at least as early as the 1850's.

Harwich Growers Increase

In mid-November of 1863 a list of cranberry growers of Harwich, published in the **Republican**, showed the number who had taken to cranberry cultivation had increased much since the list (published in a previous chapter) of 1859. For Harwich, no less than 151 growers were listed by name, their production given and the prices received. The total crop was 2,597 barrels, bringing to that town the sum of \$26,934. The prices ranged from \$9.25 a barrel to \$10.00. Whether all berries had been dispatched by that date was not stated, and it is likely that higher prices were received later on in the winter. Some growers could well have been holding for top war figures.

Captain Zebina H. Small was still first producer with 203 bbls., while E. Small & Co. (E. Small presumably being his son, Emulous, had the second largest, 162 bbls. Albert Clark of Brewster was third with 127 bbls., Captain Cyrus Cahoon next with 110, William H.

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Underwood had 193, Stephen G. Davis, 92, Moses Hendron 84, Obed Brooks 80, Captain Nathaniel Robbins 64, Anthony Kelley and Freeman Ryder, Jr., 60 each, Gershom Hall 5, Lemuel Hall 4.

Brewster Had 611 Bbls.

Brewster in this same list was given 611 bbls., selling for a total of \$6,031, with 32 growers named and "sundry others". Dr. S. H. Gould was the largest producer, William and Kenelm Winslow produced good crops, and others named were Elisha Foster, Albert Clark and Elijah B. Sears.

Dennis Declines

Dennis grew 423 barrels (less than in '59) and these sold for \$4,054.75. Only 20 growers were named. Largest grower of Dennis that year was Ebenezer Howes with 93.

North Dennis, separated from the rest of the town, produced 402; Yarmouth had 200, Chatham 168, Sandwich 175, Provincetown 125, Barnstable 425.

That was the first year in which cranberry prices became available from a more official source than the newspapers, these being obtained from the annual reports of the American Cranberry Growers Association, as contained in Bulletin 332, Massachusetts Agricultural Experiment Station. Figures given are average prices as reported at Philadelphia, these being \$12.00 as of October 1 and \$15 as of February 1.

Picking Machine Attempts

The year of '63 is also believed to have seen an attempt made to develop a machine to pick cranberries. Barnabas Thacher of

Yarmouth, who was then a resident of Boston, made some experiments. (More will be told about this early machine a little later).

In May of 1864 General Grant fought his way through "The Wilderness", and in September, Sherman took Atlanta, breaking the back of the Confederacy. In November Lincoln was re-elected president.

Cape Growers Have Troubles

On the Cape the "vine worm" had made its appearance and was doing great damage. "It looks like half a crop", said the **Harwich Independent**. "Harwich will have left to come to maturity 2,000 barrels less than last year." In mid-August there was a severe hailstorm on a Sabbath afternoon, cranberry meadows in the Yarmouth area were "completely shorn of the growing crop, hardly any have been left to come to maturity." Losers were Dr. George Shove, Messrs. Anderson and Howes, Thomas Arey, Edward Thacher, Reuben Bray. "Entire cranberry loss is estimated at \$2,000."

Yankee Soldiers Eat Cranberries

Some of General Grant's soldiers had fresh cranberries for the Thanksgiving of 1864. The **Yarmouth Register** told of 75 tons of poultry, several hundred barrels of apples, canned fruit, pickles and cranberries being shipped from New York.

Also, apparently, a processed cranberry product made its appearance during the hostilities. J. J. White wrote in his cranberry manual: "A cheap article—canned cranberries—was manufactured during the war by using half a pound of brown sugar to each quart of cranberries".

\$50 a Barrel Cranberries

In December of that year the **Yarmouth Register** had berries selling in New York at from \$21 to \$25 a barrel, and at retail from 35 to 37 cents a quart. (Figures of the American Cranberry Growers' Association were from \$11 October 1st to \$14. Yet John Webb of New Jersey was reliably reputed to have sold some of his for \$50 a barrel. Solomon Hoxie of Sandwich mentioned that figure in his account book (already dis-

WHY?

When you think of aspirin do you almost automatically think of a certain brand?

(If so, why?)

Undoubtedly you can easily name three popular brands of cigarettes, whether you smoke or not.

(If so, why?)

You can doubtless name a few leading brands of coffee, of bathing suits, of automobiles, of tooth powder, of time pieces, refrigerators, bathtubs, towels.

(A lot more products could be mentioned).

You can easily think of the names of a few air lines and their services, of certain railroads, of life insurance companies.

Why can you do this, and why do you so often buy certain products or avail yourself of certain services?

With all due respect to the merits of these products—hasn't the fact they ADVERTISE, and advertise **consistently**, something to do with this?

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cussed in a previous chapter). William Crowell of Dennis reportedly received that figure. James A. Fenwick of New Jersey sold some for \$45 and Theodore Budd sold a few barrels at \$35.

It seems rather beyond dispute that cranberries did touch the \$50 figure during the Civil War, but that these were more or less isolated cases. In time of war, with money free in the hands of some, at least, just as in the last war, price is not an object, nor is value.

Newtown Bog

Begun in 1864 and finished in '66 was the "Newtown" bog in Barnstable, one of the more famous of the earlier Cape properties. It was 16 acres in size and was said to have cost \$6,800. This was a stock company bog. It was managed by Captain Samuel A. Nickerson of Cotuit. This property, between 1867 and 1882, according to a pamphlet written in 1886 by

James Webb of Cotuit, who handled many bog deals, netted its owners upwards of \$45,000. It still is one of the Cape's better properties.

A Cranberry Association is Formed in New Jersey

With the war nearly over, there was accomplished what was probably the first cranberry organization in the country. This was in New Jersey, where the growers seemed to have a particular flair for cooperative effort. These early Jersey cooperators were, to a considerable degree, to carry the torch of cranberry intelligence for several decades. This was in 1864. Forty-five years later, A. J. Ryder, secretary of the American Cranberry Growers' Association, was to say of that time:

"A young man (Theodore H. Budd) with pluck and perseverance arose and said: 'Boys, let us get together and compare notes. Let us mark these dan-

ger spots or blast them out of existence.' He called a meeting . . . for conference and consultation. This was the budding of this Association, and the man of that occasion, thanks to a kind providence, is with us today—Hon. Theodore Budd."

Mr. Budd himself in 1897 tells the story in his own language:

"The first cranberry meeting held in this state was at Colkitts Hotel in Vincentown, in 1864. The meeting was called by announcement in the county papers over my signature. There were quite a number of growers there, and some comment was made about the business and meeting in the county papers. William R. Braddock and James Fenwick were the oldest growers there, and their experience, given by themselves, was listened to with much interest by the younger growers.

"But Mr. Braddock was much opposed to the meeting on account of the publicity it gave the business, and I do not recollect of his ever attending another meeting. Mr. J. C. Hinchman, (a prominent grower then), refused to attend for the same reason. . . ."

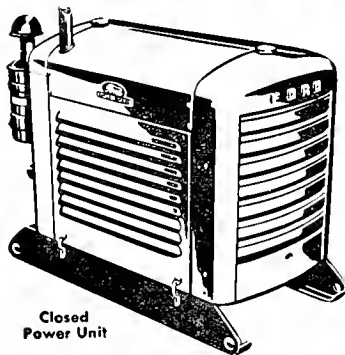
The next meeting was called a year later, at what is now Chatsworth (then Shamong) Station. He said this meeting was more slimly attended and "we were short of talkers". The only talker there was James Gowdy of Toms River. The next meeting was called for Manchester, and growers arrived there, but were told the meeting place was changed to Toms River. "After feeding themselves and horses, the growers drove to Toms River." The time being late, the meeting was held the following day. They visited bogs, including those of Messrs. Davis, Smith and Aumack. These meetings continued until 1873.

Mr. Budd referred to a second group, which, as he recalled, was formed in 1869 or 1870 and was called the New Jersey Cranberry Growers' Union, with its main strength from around Trenton. (These two united were to be combined in 1873).

The War Ends

On April 11, 1865 the Barnstable Patriot in its heaviest one-column type announced the surrender of Lee and his army on April 9, and added "Praise God From Whom All Blessings Flow!"

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The war was over. The cranberry industry had survived, as indeed, there was no real reason why it should not, but instead of barely squeezing through that struggle which so maimed the nation, it had actually waxed more lusty.

Simeon Deyo, in his "History of Barnstable County", quotes the State Census figures of 1865 as showing the acreage had grown five fold in that county from that of ten years previous. These figures gave Harwich, leading in acreage, 209, Dennis 194, Brewster 136, Barnstable 126, Provincetown 110, Sandwich 70, Yarmouth 68, Falmouth 40, Orleans 38, Chatham 27, Wellfleet and Eastham 22 each, Truro 12. Every town in the County was growing cranberries and the crop that fall was placed at 13,324 bushels, the value being \$35,815.

Before going on with the effect of the aftermath of the war upon the cranberry industry, a chapter or two is necessary upon the pioneer growers of Harwich of this mid-century period, for in that town "cranberry fever" burned with an exceedingly high temperature, and the mid-Cape town has a special place in the cranberry chronicle for what was achieved there.

(To be continued)

WORLD TRADE IN APPLES

Increased world trade in apples and pears increased markedly in 1951 over that of the previous year, and the pre-war averages. The volume of apples moving into international trade was a near-record, while that of pears was the largest since 1949. Exports of apples from specified countries, which included all of the more important exporting areas, totaled 35 million bushels in 1951 compared with 23 million in 1950 and the pre-war average of 33 million. World pear exports increased from 7.1 million bushels in 1950 to 8.1 million in 1951.

DID YOU KNOW?

Extensive winter killing occurred on the New Jersey bogs in the winter of 1874-75, destroying about three-fourths of the prospective crop on the exposed areas.

Economy and Convenience

(Continued from Page 4)

able cuts were slightly less expensive than when purchased at retail and the less desirable cuts were about the same price.

Detailed data on 79 families in Phoenix, Ariz., showed that they stored an average of 861 pounds of food per freezer in a year. Of

this, about 60 per cent was meat, poultry and fish; 13 per cent dairy products, mostly ice cream; 11 per cent, fruits; 9 per cent, vegetables; and 7 per cent, miscellaneous items. Of the total stored, about 40 per cent was frozen at the homes, 30 per cent at locker plants, and 30 per cent in other commercial plants.



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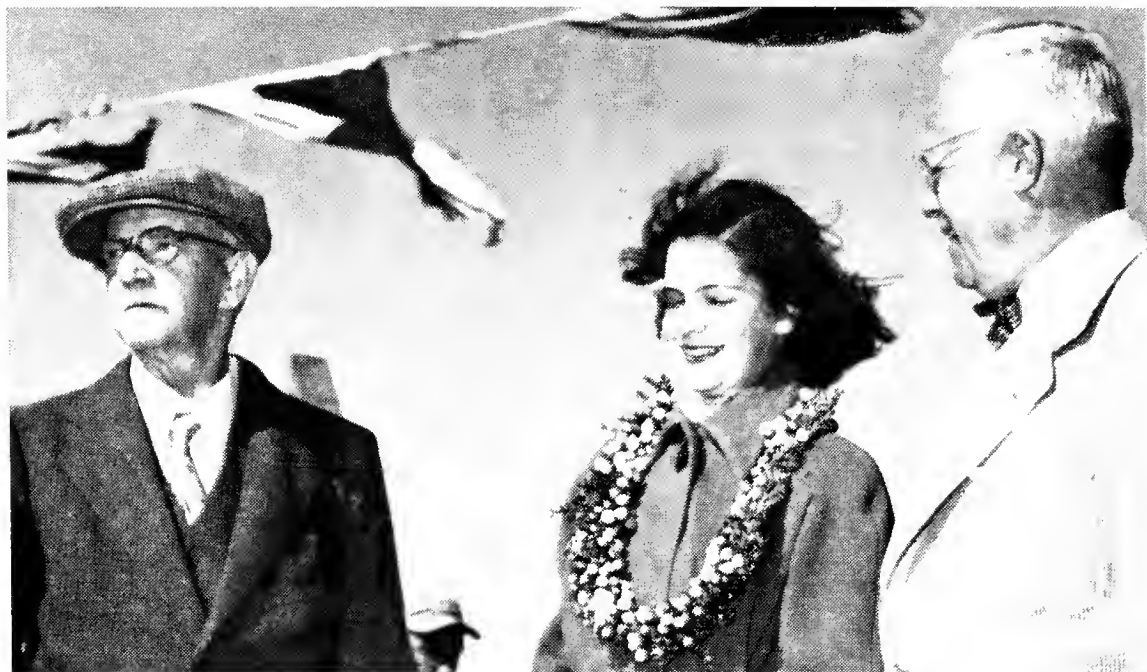
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Cape Cod Cranberries

Phone 147

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Oldest cranberry grower on Nantucket, Fred Maglathlin (left), shows Cranberry Queen Joy Reese how cranberries grow on the Island. Cyrus Barnes (right) presented the cranberry lei around her neck.

WEATHER DATA

The weather in Massachusetts during September was much nearer normal than that during July and August. The maximum temperature was higher than we have had in the preceding five years. The rain for the month was nearly normal and the reservoirs which were low at the beginning of the month are still low.

The accompanying table gives the weather data for the past five years.

WEATHER DATA FROM CRANBERRY STATION, EAST WAREHAM

Year	Temperatures				Precipitation		
	Highest	No. days 90 or over	Ave. Max.	Mean	Total	Days with 1/10 in. or over	Greatest No. consecutive days with less than 1/10 inch
September							
		No. days 85 or over					
1948	86	4		62.1	1.13	3	10
1949	85	1		62.3	3.37	8	13
1950	81	0		60.3	2.21	5	16
1951	83	0		65.0	1.03	3	16
1952	90	4		63.8	1.93	3	13

VINE ALONG HOUSE CONTROLS CLIMATE

Any home owner can provide a good deal of climate control for years to come, states Raymond P. Korboro, extension specialist in ornamental horticulture at Rutgers University, New Jersey.

Take, for example, the case of the house that is exposed to the full hot rays of the sun from 10 in the morning until 4 in the afternoon. The temperature inside can be made more bearable by building a pergola along a house exposed in such a manner.

Then deciduous vines can be planted, such as Wisteria, Trumpet Vine, or grapes. Foliage will

shade the house in Summer, states Korboro, and during Winter, when heat is needed, plants lose their leaves and permit the sun to filter through.

The State University specialist holds that this is climate control at its best.

The removal of certain limbs and branches from trees and shrubs in Summer is a perfectly good practice. Certain shade trees whose root system make it difficult to grow grass underneath them need to be pruned high up the trunk. This allows sunlight to get under the tree and helps make a better turf.

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Caldwell Lane
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MILWAUKEE, WIS. Greenfield
1719 S. 33rd St. 6-2630
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Statement required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the Ownership, Management, and Circulation of

CRANBERRIES, the National Cranberry Magazine, published monthly at Wareham, Massachusetts, for October, 1952.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Clarence J. F. Hall, Wareham, Mass. Editor—Clarence J. F. Hall, Wareham, Mass. Managing Editor—Clarence J. F. Hall, Wareham, Mass. Business Manager—Clarence J. F. Hall, Wareham, Mass.

2. The owner is:
Clarence J. F. Hall, Wareham, Mass.

3. The known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are:

None.
Clarence J. F. HALL.

Sworn to and subscribed before me this ninth day of September, 1952.

(Seal) BARTLETT E. CUSHING,
Notary Public.
(My commission expires April 6, 1956)

Up until last spring about 30 per cent of foreign aid money went to pay taxes to the countries we are helping. In France one dollar out of every five went to the French for taxes on the help we were giving them.

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The New England Cranberry Sales Company is supporting through cooperative effort the maintenance of orderly distribution of cranberries. Its averaging system, based on an "over-all" pooling system, distributes the proceeds of all sales equitably to all members.

It welcomes inquiries concerning its operations and extends a cordial invitation to every cranberry grower to join.

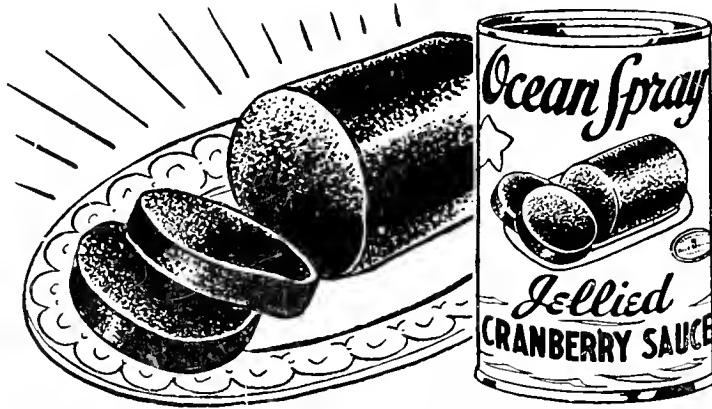
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Parent's Magazine
Woman's Day
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This Week
Family Circle

Because of Cranberry Suggestions in Food Editorial Pages such as:

September Good Housekeeping, pages 95, 99, 103 and 116
Menu suggestions using canned cranberry sauce.
September Family Circle, page 40 and 41
Recipe for hash, topped with Whole Cranberry Sauce
October Good Housekeeping, page 185
Fluffy spoon bread with Cranberry Jelly.
September Household, page 68
Full page picture of Cranberry Bavarian in color.
October Woman's Home Companion, page 126
Chicken or turkey sandwiches with Jellied Cranberry Sauce.
September Better Living, page 73
Chicken vegetable shortcake with canned cranberry sauce.
September Woman's Home Companion, page 99
Vanilla pudding with cranberry sauce.

Because of Television Announcements between major programs on:

WNAC-TV Boston every Wednesday at 8:00 p. m.
every Thursday at 10:30 p. m.

KSD-TV St. Louis every Sunday at 10:30 p. m.
every Friday at 6:45 p. m.

WWJ-TV Detroit every Tuesday at 8:00 p. m.

WNBQ-TV Chicago every Monday at 7:00 p. m.
every Thursday at 10:15 p. m.

KSTP-TV Minneapolis-St. Paul every Tuesday at
8:00 p. m.; every Thursday at 9:00 p. m.

WMAR-TV Baltimore every Thursday at 10:00 p. m.

WCBS-TV New York every Thursday between
6:15-7:25 p. m.

WD-TV Pittsburgh every Wednesday and Friday
at 5:00 p. m.

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(ADV)

Western Pickers, Inc., announces a new lower price on its new 1953 picker, if purchased before Jan. 1st.

Also that it is adopting a new time payment plan of financing which will make it possible to purchase a Western Picker for as little as fifty dollars down, upon reasonable terms, with the final payment to be made after your berries are picked.

We are offering these lower prices and easier payment plan on the basis of volume. If we sell a larger volume, then we can sell each picker cheaper. To get this volume we are practically offering a Western Picker to you on your own terms.

We forecast that a major portion of the industry will be using mechanical picking in three years. Certainly you can't afford to be without your Western Picker another season. So order yours now at this reduced price before an increase comes into effect.

The 1953 Western Picker will have fourteen new improvements. These improvements are not guesses nor hope, but have been tested out during the last season. They will make the Western Picker more efficient, work a longer day, and be so better constructed so as to reduce loss of picking time to a minimum.

See our agents for more detailed information about this 1953 Western Picker. They will tell you about our new time payment plan and will describe in detail these many new improvements and what each will do. These agents are:

Nahum Morse, Freetown, Mass.
Louis Sherman, Plymouth, Mass.
Gerold Brockman, Vespers, Wis.
Norman Yock, Grayland, Wis.
John O'Hagen, Grayland, Wash.
R. J. Hillstrom, Coos Bay, Ore.

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John S. Bailey In Agriculture All His Life

John S. Bailey, recently advanced to the rank of Associate Professor in Research, University of Massachusetts, and assigned to the Massachusetts Experiment Station at East Wareham, has been engaged in agricultural study and work since 1918. He has been in Massachusetts since March, 1923 and his major work has been in pomology, which he will continue at East Wareham.

Prof. Bailey was born in East Aurora, New York, March 25, 1899. In 1906 he moved with his family to Cleveland, Ohio and in 1909 the family moved to Lakewood, a suburb on the west side of Cleveland.

In the fall of 1918 he went to the then Michigan Agricultural College, where he joined the Student Army Training Corps, a branch of the United States Army. He was mustered out of the Army in December and continued his studies until he finished his work in March, 1922. He was granted his B. S. degree by Michigan in June of that year. In March, 1922 he went to Ames, Iowa and spent a year at Iowa State College doing graduate work. He completed that in February, 1923 and was granted a

Master of Science degree by Iowa in June 1923.

He joined the staff of Massachusetts Agricultural Experiment Station in March, 1923 as investigator in pomology. In September 1926 he was advanced to the rank of an Assistant Professor in Pomology, after which he left for a year of graduate work at Cornell University.

His work at Amherst has been with peaches, blueberries, both cultivated highbush and wild low bush, with other small fruits such as beach plums and strawberries and with winter injury problems.

On October 11, 1924 Mr. Bailey was married in Lansing, Michigan. Mrs. Bailey is also a graduate of Michigan State College, class of 1951. Prof. and Mrs. Bailey have two daughters, Joan, graduated from Lake Erie College, Painesville, Ohio, in June 1951. On September 15th she completed her training as a medical technician at the Mary Hitchcock Memorial Hospital, Hanover, N. H. The younger daughter, Marilyn, is studying art at the Pratt Institute in Brooklyn, N. Y., and expects to be graduated in June, 1954.

Although stationed in, and expected to make his home in Southeastern Massachusetts, Prof. Bailey continues as a member of the University of Massachusetts Pomology Department staff, but will be nearer to the major sources of his studies, blueberries, strawberries and beach plums. Mr. Bailey is well known to cranberry and blueberry growers and has appeared on many speaking programs, particularly in regard to cultivated blueberries.

"The RED FRUIT LAND"

Wild cranberries still grow at Cedar Tree Neck on Martha's Vineyard, the island off the Massachusetts coast. According to a recent item in the Vineyard Haven Gazette, the neck was once called by the Indians "Squemmechue", interpreted as "the Red Fruit land", probably because of the cranberries which the Indians found there.

Could Be Right

It isn't the fear of criticism that bothers most of us—it's the fear that our critics may be right.

Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The cranberry harvest was completed about October 24th, which was nearly three weeks earlier than last year. It has been a fine harvest season with excellent weather for picking. Frost damage has been negligible. We were really fortunate in this respect in view of very limited water supplies; reservoirs are still critically low as of November 3rd. With the threat of cold weather not far away, heavy rains are needed to relieve the situation. Before leaving the subject of frost, the writer would like to commend George Rounsville for his splendid work this Fall relative to the preparation and release of frost warnings. Dr. Franklin has carefully trained Mr. Rounsville for this responsible task, and this Fall demonstrated that the lessons were well-learned. We also greatly appreciate Dr. Franklin's valuable services as our frost consultant this past season.

Dr. Chester Cross, Mrs. Kim Bosworth of the National Cranberry Association, and the writer appeared as guests on a WBZ television show in Boston during October. We had an opportunity to display some of the cranberry products, both fresh and processed, and bring our industry a little nearer to "Mrs. Consumer". The cooperation of the marketing agencies who furnished material for the show was appreciated.

The Cranberry Experiment Station under the leadership of Dr. Cross is studying the problem of bog irrigation. Several conferences have already been held. We are collecting data on the cost and installation of various irrigation systems and research has been initiated. The problem is complex, but we believe that the time and expense necessary to investigate this particular field will be justified in view of the losses experi-

enced from drought in recent years.

We have a reminder from the Cranberry Experiment Station on winter flooding of bogs. New bogs should be flooded for the winter as soon as the ground begins to freeze. This will prevent the heaving of newly-set vines. Surplus water should be removed during periods of thaws and heavy rains. If neglected, with vines frozen into the ice, the raising of the ice will pull them out of the ground. Bearing bogs are usually flooded about December 1st, or as soon as the bog's surface remains frozen all day. Dr. Franklin makes the following statement in his Bulletin No. 447 entitled CRANBERRY GROWING IN MASSACHUSETTS: "The water should be held just deep enough to cover the vines. It is often best to let the highest parts stick out a little where the bog is much out of level". The temperatures this Fall have been well above normal. This means that the cranberry buds could be winter-killed easily if they do not have protection.

A new picking machine was demonstrated in Massachusetts during October. Thomas Darlington of Whitesbog, New Jersey, tried out his machine and is adapting it to our Cape Cod conditions. The machine did creditable work for its first trial.

A Farm Business Conference was held at the University of Massachusetts, Amherst, Mass., November 13, 1952, which was open to the public. The purpose of this two-day conference was to give those attending a concentrated briefing on trends affecting farm business management in Massachusetts during 1953. Speakers of national reputation discussed current affairs of vital interest to the Massachusetts agricultural industry. They included Oris V.

Wells, Chief of the Bureau of Agricultural Economics; Wendell MacDonald, New England Director of the Bureau of Labor Statistics; Alfred C. Neal, Vice President of the Federal Reserve Bank of Boston, and other prominent speakers.

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Sheds, machinery, equipment, irrigation system, small house.

Eugene Atkinson
Sandlake, Oregon

**WILLIAM E. TOMLINSON
TRANSFERRED TO
EAST WAREHAM STATION**

William E. Tomlinson, Jr., better known as "Bill" has been transferred from the Waltham Field Station to the Cranberry Station in East Wareham. Bill worked on cranberry and blueberry insects in New Jersey from the Spring of 1945 until he went to the Waltham Field Station about a year and a half ago. His duties at the Cranberry Station will include insect work on cranberries, blueberries, beach plums and strawberries. He made an outstanding contribution while in New Jersey on the insect which carries the false blossom disease of cranberries.

Bill, his wife, Barbara, and their five children will move to this area about the middle of November, at which time Mr. Tomlinson will begin his residence work. At present he is working on project plans and other details which precede his research program.

In World War II the government built a depot at Baton Rouge, La., for \$2.9 million. After the war it was sold for \$205,000. The new owners rented it to the Commodity Credit Corporation for 20 months for \$193,571 and in June, 1951, rented two-thirds of it at \$219,816 a year. Repurchase by the government for \$2.5 million has been authorized.

Good Drainage Increases Yield And Crop Quality

This article is written to give basic information in the field of drainage and irrigation and its application to cranberry culture.

The removal of gravitation or extra water from the large spaces in the top soil or the lowering of a shallow water table is called drainage. From the beginning of historic time the need for drainage has been recognized in the production of ordinary crops. The old Roman husbandman wrote about the importance of draining wet soils and suggested the use of bundles of faggots.

Drainage has been considered the foundation of good soil management which may be summarized by the following:—

1. Development of a granular. (This applies to clay soils and does not concern the cranberry grower).

2. Removal of water from the large spaces permitting them to be filled with air-ventilation. (This is important to cranberry growers—see 4 below).

3. Higher soil temperature. (Questionable effect on cranberries).

4. Improved ventilation in turn gives deeper rooting of the plants, which means the roots contact more water and more plant food. (This is of great importance in producing cranberries).

5. The higher temperature and improved ventilation increase the activity of bacteria which break down the organic matter releasing plant food. (In cranberries this will also improve the drainage through the layers of leaves which have been sanded down).

6. The breakdown of the organic matter releases mineral elements from the soil.

7. Good drainage reduces heaving. (This is of little importance except in newly set bogs).

8. Good drainage increases yield and quality of crops. (This is of much importance to cranberry growers, but bogs which are now poorly drained cannot be properly drained in one year without serious drought. The improvement with established bogs must be gradual. However, sections which are being rebuilt can be started out with good drainage).

From the above it is evident that drainage has many benefits in cranberry production. It should be remembered that drastic changes in drainage may require changes in the irrigation.

There are only two general methods of draining land—(1) open ditches (2) closed drains, or drains below the surface. Open ditches are very satisfactory where large volumes of water are to be moved. They are also well suited to land which is very level. For these reasons, there will always be some open ditches in cranberry culture.

Cranberry growers are fully aware of all of the disadvantages of open ditches, such as non-producing areas, difficulty of moving equipment, weeds, muskrats, etc. Erosion, one of the continual disadvantages of open ditches in other agriculture, is only a problem in newly set bog.

Closed drains are considered more economical in other forms of agriculture because they have a lower maintenance cost and they do not interfere with operation on the surface of the land. There are many types of closed drains, some

(Continued on Page 14)

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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF NOVEMBER 1952-VOL. 17, NO. 7

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FRESH FROM THE FIELDS

Compiled by C. J. H.

WASHINGTON

Washington is still very short of water, having had only one inch of rainfall since August 20th. Because all the growers in the Long Beach area are set up for water scooping, less than one-third of the crop has been harvested to date. Most growers have sufficient water to sprinkle for frost protection, but have not deemed it safe to empty the ponds for water scooping. Because of the very late and very dry season, the Washington crop will be well below all estimates. Plots harvested at the Experiment Station on which records have been kept for several years are producing only about one half of last year's yields.

It is therefore safe to say that the Washington crop will be well below all the estimates listed heretofore. Berries last year at the State Bog averaged a hundred or less for a cup count; this year's average is between 130 and 140.

Certainly it has been a most unusual season, with bright, sunny weather through September and October, instead of the usual six or eight inches of rainfall.

The Grayland berries are harvested dry and consequently the harvest is well underway in that section.

NEW JERSEY

October Weather

The weather during October at Pemberton was colder and much drier than normal. It was the driest October in the history of weather recording at Pemberton, with only .73 of an inch of rain falling, a deficiency of 2.73 inches from the normal amount. The average temperature was 53.2°,

about 3 degrees below normal.

Toward the end of the month there was a long string of frosty nights, running from Oct. 16 through Oct. 29. Some veteran growers called this the most extended frost period for October in their memory. Unusually low temperatures were recorded on several bogs; Whitesbog went down as low as 8 degrees on the 20th and Joe Palmer's Ives Branch Bog plummeted to 6½° on the same night. Fourteen frost warnings were sent out during the month.

At Chatsworth, the October weather data kept by William S. Haines closely approximated those of the laboratory at Pemberton. The only noticeable difference was in the total rainfall, which was .93 of an inch, .20 of an inch more than Pemberton's.

Progress of Harvest and Bog Work

Harvesting was all finished by Nov. 1st. Late varieties showed up better in production and quality than for some years back. Howes, in particular, have been large and sound and have cropped heavily throughout the state.

Bogs are reported to be in good condition, partly due to the floodings for frost control which have kept the soil moist.

It is encouraging to see that more hand tools are being bought for bog work, which indicates an increased interest in bog care. Also, more growers are planning to replant or to sand than for several years back. Fall fertilizing by airplane is increasing.

The 21st Annual Blueberry Open House will be held in Fenwick Hall, Pemberton, on December 5, 10.30 a. m. to 3 p. m. This is the day when the Agricultural Experiment Station reports on the blueberry

work of the past year. Luncheon reservations should be mailed a week in advance.

MASSACHUSETTS

Massachusetts has been unusually dry during October, a great contrast to October 1948 when the rainfall was 7.04 inches. The lack of rainfall has not caused damage to the crop so far but many growers do not have enough water in their reservoirs for Winter flooding.

The Darlington picking machine was not tried in Massachusetts until late in the season but the few people who saw it were impressed with the machine and hope that it may be tried on more bogs next year.

The fresh fruit crop is moving very well and some growers think the crop will be sold before the Christmas market. The market for canned product is also very good and the pack is being shipped out as fast as it is packed.

Armed Criminals

Maybe armament encourages war, but how can you do without armed cops in a world full of armed criminals.

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
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Cranberry "Trash" Is Useful to Grower

by F. B. Chandler

Cranberry "trash" (cranberry leaves and unmarketable fruit), which is usually removed from the bogs, hauled away to be burned, or forgotten, may be used by the cranberry grower or may be sold. In 1946, experiments were started at the State Bog and at the Cape Cod Company Porter Bog to determine whether substance detrimental to the growth of cranberries was present in cranberry "trash". It is a well-known fact that the accumulation of "trash" on the bog decreases growth and production and sometimes kills the vines. Furthermore, it has been reported that peach roots are detrimental to the reestablishment of peach orchards (5), and that guayule (a shrubby plant containing latex used to make rubber) produces a substance toxic to growth of plants (3). To study whether or not a toxic material was present in cranberry "trash", the top eight inches of soil was removed from a number of plots and six inches of the experimental material was put in a hole and covered with two inches of sand. In addition to cranberry "trash", unused peat, sawdust, cranberry vines, and peat with some roots from a 45-year-old cranberry bog were used in the study.

From these studies, it appears that cranberry "trash" does not contain any substance that would inhibit the growth of cranberry vines. The prunings or vines did not have any injurious effect, but settled more than the other materials. The section that received the peat from an old bog was not quite as good as the others, but the difference was only slight. Therefore, it appears that cranberry trash is only detrimental on the surface of the bog and may be used in building or rebuilding cranberry bogs.

The foregoing refers to cranberry "trash" as it is removed from the bog; composted trash, however, has many more uses for the cranberry grower, or many be sold. The simplest method of

composting is to spread the cranberry trash on the surface of the ground and plow it in. The A. D. Makepeace Co. did this on some land in Tihonet. Lime and fertilizer were also used; the result is a very good garden soil.

In the Spring of 1951, compost piles were started at the State Bog, Maple Spring Bog, and Chip-away Cranberry Company Bog. In these experiments, lime, fertilizer, manure, bacteria, and seaweed were mixed with the cranberry trash. From these studies and observations of old trash piles, it is evident cranberry trash decomposition is hastened by lime, fertilizer, and bacteria. It was also evident that some of the piles would have rotted better if they had been watered in the dry seasons.

The methods of making compost have been well described (1, 2, and 4). For best results the trash should be in six-inch layers, with a little lime (25 lbs. per ton of trash), fertilizer (100 lbs. per ton of trash), and garden soil (100 lbs. per ton of trash) for bacteria. Usually the "trash" is quite wet when it is picked up; but if it is dry, water should be applied to soak it. The decomposition may be hastened by turning the pile over with a shovel after two or three months. At this time, water

should be added if the pile is dry, but not enough to wash away the nutrients. If the pile is turned once or twice, a good product will be obtained in six to eight months. Piles that are not turned will require about a year to decompose. A satisfactory product was obtained in a sand pit near Tihonet Bog by dumping the "trash" in and bulldozing some top soil on the "trash". This method does not give as uniform a decomposition as layering with lime, fertilizer, and soil.

Compost has many uses; the most common is to incorporate it with the soil to improve the garden. For this purpose it may be applied to the vegetable garden before plowing, or it may be spaded in the perennial flower garden. Compost is also good as a mulch, and it makes an excellent top dressing for lawns.

Some growers have estimated the weight of trash per acre between one and two tons per year. At this rate, there would be between 15,000 and 25,000 tons of trash in Massachusetts and more than twice this amount for the whole United States. Well-made compost is as valuable as manure, and in most of the cranberry sections manure is worth \$10 per ton and sometimes more. Therefore, the cranberry growers in the

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FLOODED WITH MAIL



Mail is heavy in EATMOR contest

(Photo by Abbott)

United States by properly handling the cranberry "trash" may realize up to \$500,000 more gross income per year.

1. Beaumont, Arthur B., 1947—Artificial manures or the conservation and use of organic matter for soil improvement. Orange Judd Publishing Co., N. Y.
2. Beaumont, Arthur B., 1949—Compost for the garden. Univ. Mass. Extension Service Leaflet No. 155.
3. Bonner, James and Arthur W. Galston, 1944—Toxic Substances from the Culture Media of Guayule which may Inhibit Growth. *The Botanical Gazette*, Vol. 106: 185-198.
4. Kucinski, Karol J., 1942—Preparation and Use of Artificial Manures. Univ. Mass. Agr. Expt. Bul. 395.
5. Proebsting, E. L., and A. E. Gilmore, The Relation of Peach Root Toxicity to the Re-establishing of Peach Orchards. *Proc. Amer. Soc. Horticultural Sci.*, Vol. 38:21-26.

Thousands of Entries In Eatmor Contest

Chambers and Wiswell, Eatmor Cranberries' advertising agency, is wading knee deep in cranberry limericks. As of November 1, nearly 20,000 consumer entries for

that handsome Cadillac convertible offered in the Eatmor Limerick contest had arrived at Boston.

First entries in the contest arrived on September 10, and five or six more letters a day came dribbling in during the next fortnight. Then, about September 25, entries started to arrive at the rate of 25 to 30 a day. By October 1 the count was up to 500 letters, and then the following week the mail started to increase consistently—at first, one or two good-sized packs, next a cartonful, then by the sackful.

When a collection was made at the Boston post office on Tuesday morning, October 14—the day after the celebration of Columbus Day in Massachusetts—it was found that more than 1200 letters had accumulated since Friday afternoon. And more were arriving with every mail!

Biggest mail to date was on October 27, when 4,100 entries arrived at Chambers and Wiswell.

Entries have now been received from all forty-eight states, several United States' possessions and six Canadian provinces.

As to be expected, the entries were preponderantly from women, presumably housewives, but it was apparent that more than one man wanted to "get in on the act" in a bid for that Cadillac. One gentleman from Wisconsin, in filling his entry, added this postscript: "I will be eating cranberries from now until December 31. Any suggestion if I get cranberryitis?"

Brokers and wholesale distributors report that the limerick contest and offer of the Cadillac convertible and other prizes is creating a tremendous demand for Eatmor cranberries despite retail prices, which are ranging from 50-75 per cent above a year ago.

On November 1 shipments of Eatmor cranberries to consumer markets totaled 109,000 barrels as compared to 84,000 barrels for the

(Continued on Page 9)

Use of Honeybees In Cranberry Bogs

(This may seem an odd time to use the following article, but now, with the active season ending, thought may be given to the prospective crop of next year).

By

ROBERT S. FILMER, Associate Research Specialist, Entomology, and CHARLES A. DOEHLERT, Associate Research Specialist, Cranberry and Blueberry Culture.

Bees of some kind are needed to pollinate cranberries. In areas of bog covered by wire netting, Hutson* found that out of 100 blooms, as many as 56 set berries when honeybees were present, and only 8 set berries when all bees were kept out.

The main problem of cranberry growers is whether enough wild bees are present. The chief questions that come to our offices, and our answers, are as follows:

1. How is cranberry pollen transferred?

Under New Jersey conditions, pollinating insects collect cranberry pollen and are largely responsible for the pollination of cranberries.

The literature on cranberry pollination presents two contrasting views on the mode of pollen transfer: according to one, pollination is accomplished by insect visitors; according to the other, wind or agitation of the vines is chiefly responsible for transfer of the pollen.

Experiments in 1948, 1949, and 1950 on New Jersey cranberry bogs demonstrated that only 15 berries per square foot were set in plots caged to exclude insects, even though the vines were agitated daily by various means to dislodge the pollen. On adjacent, uncaged plots where insect visitors were responsible for the pollen transfer, 90 to 152 berries were set per square foot. Pollen trap collections during the cranberry bloom period showed that approximately 50 percent of the pollen collected by hive bees used in the cranberry area was from cranberries and that the pollen pellets col-

lected from the legs of bumblebees and other wild bees visiting cranberry bloom were made up of cranberry pollen.

2. How big is my pollination problem?

Remember that the job of pollination must be done by insects during the 3 to 4 weeks when the cranberries are in bloom. In New Jersey, cranberry yields of 100 to 150 barrels (100 pounds each) per acre have been obtained, though half of the bogs under cultivation produce, in a normal year if there is no frost loss, only 19 to 53 barrels per acre.*

The number of berries per square foot, which is an approximate measure of yield in barrels per acre, can be used to determine the number of insect visits required to set a crop. For example, to produce a crop of 100 barrels will require 100 (berries set per square foot) x 43,560 (square feet per acre), or 4,356,000 insect visits per acre. Multiply this figure by your total acreage to find the total number of insect visits required to set your crop.

Keep in mind that bee flight may be curtailed by rain or restricted by high winds and that other plant bloom will compete with cranberry bloom for the attention of the bees. These conditions reduce either the flight time or the numbers of bees visiting cranberry bloom. During most seasons, then, weather conditions shorten our pollination period.

In 1948, experiments were conducted on a 60-acre bog of Howard Bell berries and a 25-acre bog of Early Blacks. The 60-acre bog averaged 118 berries per square foot, and the 25-acre bog averaged 215 berries. The number of insect visits required was figured as follows:

These two bogs were only a few hundred yards apart and consequently would have to depend on

Berries per square foot		Square feet per acre		Number of acres in bog		Total insect visits
118	x	43,560	x	60	—	308,404,800
215	x	43,560	x	25	—	234,130,000
						542,534,800

*Doehlert, C. A. and D. O. Boster 1948. New Jersey's cranberry production per acre. American Cranberry Growers' Assoc. Proc. August, pp. 5-7.

the native pollinating insect population to furnish some 542,534,800 insect visits during the blooming period of about 30 days, or an average of 18,000,000 a day. This figure is much higher when we take rainy days and the peak bloom period into consideration.

3. Can I depend on wild bees?

In most cases, yes. In small or moderate-sized bogs or in large bogs that are rather narrow, all parts of the bogs are within easy access of wild land where bumblebees have their nests and breed. In large bogs of 50 or more acres, the area may be too great to be covered by the normal population of wild bees. And in seasons following forest fires there may not be enough wild bees to pollinate even the smaller bogs.

Hutson and Beckwith* calculated that an average count of close to 3 bumblebees per square rod was sufficient for good pollination. A good way to make such a count is to pick out a strip 1 rod wide that cuts across your bog. There may be a path about a rod away from a ditch, or you may have to put up a string as a guide. Then on a sunny day walk along the edge of this strip looking for bumblebees. Note the number you see for every rod you pace off. If your count averages 3 or more bumblebees per square rod, you probably have enough insects to distribute the pollen required for a good crop of cranberries.

But suppose a period of stormy weather should set in right after you've made an encouraging count of bumblebees. For the rest of the blooming season there might be only a few spells of good weather that would last long enough to produce healthy blossoms and allow their fertilization. Then the bog supplied with honeybees to help out the bumblebees would have a chance of setting a better crop. A case as extreme as this,

*Hutson, Ray 1925. The honeybee as an agent in the pollination of pears, apples, and cranberries. Jour. Econ. Ent. 18:2 387-391.

*Hutson, Ray 1926. Relation of the honeybee to fruit pollination in New Jersey. N. J. Agr. Exp. Sta. Bul. 434 (out of print).

however, is unusual.

If you make counts for the first time this Summer, you won't have time to plan on renting hives this year. But these counts will be useful in checking on the pollinating that is going on and will help you in making plans for next year. If no forest fires intervene, the chances are that this year's population will be about the same next year. Since honeybees are used chiefly as insurance against unusual and unforeseen conditions, a grower generally sizes up his conditions on the basis of several years' observations and then becomes a regular user of bees or a regular nonuser.

4. Should I wait until the bloom-ing season to decide whether I have enough wild bees?

No. If there is a shortage of bumblebees and you don't discover it until the cranberries are in full bloom, you will have lost a valuable pollinating period and will lose more while you are arranging the rental and while the bees are being delivered. Furthermore, with a hurried arrangement of this sort you are not likely to be able to get a full quota of strong colonies.

You can get advance information by watching for bumblebees along the dams and in other places where plants are blooming during May. At that time, with practice, you can judge whether the season is going to be a good one for bumblebees.

5. How much should I pay for the rental of a colony?

The size and the quality of the colony are more important than the differences between the prices usually quoted. Several weak colonies may be worth less than one strong colony. Prices commonly vary from \$5 to \$7.50 a colony, depending chiefly on the number ordered. The price asked by a well-established bee-keeper is likely to be fair if his colonies are as good as he claims they are. The skill and the integrity of the bee-keeper are the important things to shop for.

6. How can I tell whether I have rented effective colonies?

A standard set by some beemen for a cranberry-pollinating colony

is a single-chamber, 10-frame hive in which five frames are well filled with brood, or baby bees, and accompanied by 3½ pounds of adult bees. If a hive is as strong as this, the beeman will be around shortly after he moves the hives into the bog to put on a second chamber or story for expansion and storage of honey.

Brood is important because no colony can be strong and active unless it has young bees to work for and to replenish its population. A pound of bees occupies about a quart of space and consists of about 5,000 insects.

This may sound a little technical to those of you who have not worked with bees. But you will find it very interesting if you will put on a beebonnet and get your beeman to open a hive for you and point out these few simple items. Then for your own practical purposes, make note of the colony that he feels is representative of the lot. On bright sunny days, observe the rate at which the bees come and go. A strong colony will present a very busy appearance.

7. How many colonies are needed per acre of bog?

One colony should take care of 5 acres of bog, if it is set up at the edge of the bog or on the bog and if the population of wild pollinators is anywhere near normal.

8. Are spray applications of insecticides and fungicides repellent to bees?

Tests* conducted in 1948 and 1949 showed that Fermate, Zerlate, and other fungicides applied during the bloom period were not repellent to honeybees. In fact, plots so treated set a larger crop than did the unsprayed check plots.

DDT and other organic insecticides applied during the bloom period proved toxic to honeybees,

and there was residual toxic effect on bees for several days. Avoid the use of DDT during the bloom period.

9. Can I reduce the expense of bee rental by offering my property to a beekeeper as a year 'round pasture for his bees?

*Filmer, Robert S. 1949. Cranberry pollination studies. Amer. Cranberry Growers' Assoc. Proc., August, pp. 14-20.

Probably not. In most localities, the longer the beekeeper has his colonies in the cranberry district, the greater is his lost opportunity for making high-grade marketable honey. In some years there is a good flow of clethra honey following cranberry bloom, but it is rather uncertain. In some sections the bees regularly do well enough to maintain themselves in good strength and build up adequate stores for overwintering. Perhaps in these areas, they might in some years make enough extra honey to provide for overwintering other weaker colonies in the beekeeper's possession. But the honey made in the bog region, except that from clethra, is likely to have an acrid flavor. Accordingly, the straight rental arrangement is usually the most satisfactory for both parties.

(Failure to refer to the excellent article on "Honeybees as Pollinators of the Cranberry" by C. L. Farrar and Henry F. Bain, which appeared in the January 1947 issue of CRANBERRIES, was contrary to the authors' plans. Cranberry Growers interested in pollination should by all means be familiar with this valuable paper.—R. S. F. and C. A. D.)

Flooded With Mail

(Continued from Page 7)
corresponding period last year, a twenty-nine per cent increase over the 1951 total. All indications now point to an early clean up of supplies at favorable prices to growers and distributors alike.

March of Progress

Local advertisers are the people who lead in the things that keep a city moving forward in the march of progress.

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Edaville, with all the beauty and glamour of Mother Nature combined with the colored lights and tremendous displays, transforms into a magnificent fairyland for young and old. Beginning December 5 thru January 2. A sight you won't want to miss.

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"I PUT BY MY CHART AND GLASS, TOOK TO RAISING CRANBERRY SASS"

No More Remarkable Group of Cape Skippers Left Sea for Cultivation of the Fruit than those of Harwich—From Them Came Many Developments, Including the "Early Black."

By
CLARENCE J. HALL

(This is the 16th in the Series of Historical Articles)

"There's nothing to me in foreign lands
Like the stuff that grows in Cape Cod Sands;

There's nothing in sailing of foreign seas
equal to getting down on your knees
and pulling the pizen ivy out;

I guess I knew what I was about
when I put by my chart and glass
and took to growing cranberry sass."

This old Cape Cod rhyme by Captain Bill in "Attune" could be aptly applied to an unbelievable number of the Cape's shipping masters and sailors of the middle decades of the past century. Yet it so well symbolizes the remarkable group of Harwich cranberry men, of this particular period that this seems a good title to give this installment, mostly concerning the captains Alvin and Cyrus Cahoon, Captain Nathaniel Robbins and Captain Zebina Small, the captains Abiathar and Nathaniel Doane, Captain James N. Atkins and others.

Henry Hall, Captain Alvin Cahoon, Captain Cyrus Cahoon, Captain Small and Asa Shiverick, were the ones O. M. Oliver named in his oft-referred-to speech of 1883 as the real pioneers in cranberry cultivation on Cape Cod, and to them the growers of the present (1883) are indebted for their success," he said. This "Harwich group" beyond any doubt were sires of the industry.

Very likely their stories should have been told earlier in this history although they have been mentioned and the account of Asa Shiverick already given, but this point in the cranberry chronicle is where they seem to best fit.

While the stories of lesser men have been told first, several of these men began to turn to cranberry cultivation early; Alvin Cahoon began in 1864, Cyrus Cahoon, his cousin, one year later, Captain Zebina H. Small in 1847, Captain Abiathar Doane also made a first attempt in 1847, Captain Nathaniel Doane "about the time of his brother," Captain Robbins, 1852-53. From which this group the industry definitely learned that

the cranberry did not need so much water as was first thought, that cranberry vines should be set closer together than had usually been done and there was developed the Early Black.

Since Captain Alvin was the first of the group to build a cranberry bog, he may be first considered.

Captain Alvin and the First True "Cape" Bog

Alvin Cahoon was born March 27, 1812, or about the time Henry Hall made his discovery of sand bog vines and made known, as far as can be established, the first cultivation. He early took to the sea, as did most Cape boys of any "spunk" of that period.

When Captain Alvin began cultivation in 1846 near his home at Pleasant Lake, which is in the town of Harwich, he is generally credited with having built the first bog in the true "Cape Cod fashion." The NEW YORK EVENING POST on November 5, 1873, reported "The first improved bog for the commercial cultivation of cranberries was made by Alvin Cahoon of Harwich. This was the

first sanded and level-floored bog." As early as 1852 the Cranberry Committee of Barnstable County Agricultural Society said "Captain Alvin Cahoon has done as much for cranberries as any man on the Cape, and he gets an average yield of one bushel to the rod which makes the good, round sum of \$560 per acre."

Captain Alvin in his own statement for a premium to this Society wrote in 1851:

Twelve years since, I purchased for \$100, twenty acres of land, including a bush swamp of about two acres. The swamp, I did not value more than \$5 at the time purchased, the mud being from six inches to three feet deep, beneath which was white sand.

In the Spring of 1846, I cleared off the brush from about seven rods and set it with cranberry vines in hills, 18 inches apart each way. The first and second years the vines grew well and bore a little. The year past the average crop was one and one-quarter bushels per acre; more set in 1847 yielded in 1848 six bushels; in '50, 25 bushels; in '51, 54 bushels.

Since 1847 I have set about 50 rods each year and they are all now in flourishing condition.

Produce of one-quarter acre for three years—96 bushels at \$2.75 per bu., \$261; net profit for three years \$196.

Cahoon Impressed by Hall's Success

Historian Deyo wrote in his history of Barnstable County, that in 1844 and 1845 Captain Alvin was sailing a packet from North Dennis (now Dennis) where Henry Hall had the first bog. He was greatly impressed by the flourishing condition of the Hall cranberry vines and berries. He apparently felt that the beach sand of Dennis had special qualities for he is said to have sometimes ordered his farm wagon hitched up and driven over when he had completed a voyage and brought back quantities of the sand. He not only

(Continued on Page 12)

THANKSGIVING—A TIME TO PONDER

TURKEYS, as utilized by the Pilgrims, were "wild", as were the cranberries. Today both are cultivated. The combination, however, remains, which is one thing we have to be thankful for at this time of Thanksgiving. The use of cranberries has also been more extensively associated with hicken. Another thing to be thankful for.

We are in no pessimistic mood as concerns the cranberry industry, nor really anything else. But occasionally it is good for one to just maybe relax and think. We like that old-fashioned word, so seldom heard today, which means the same thing—to ponder.

It has been more than 300 years since the landing of the Pilgrims, and the real beginning of the United States of America. Miracles, equalling that of the loaves and the fishes, have come to pass in that span of three centuries.

The very season of fish, meats, fowl, fruits and vegetables have ceased to exist, as seasons. Nothing is out of season today. Thanks to science, there isn't a day but what any of us—if we have the price—can have for dinner almost anything that our desire may be. Fruits in canned or frozen form, meat or fowl.

We are living in that "push-button" age. If it is dark and we want light, we push a button. If we are cold and want warmth, we push a button. If in summer we are too warm and want coolness, in many a place a button can be pushed, and we have coolness. If we want music, we push a button. If we would see things far away, instantly, as they are happening, we "push another button". If we, in our physical persons, wish to be in another place than we are, we "push a button", or somebody else does so for us, and we are on our way.

We hear, see and eat around the world, as our whimsey dictates.

Physically we are better off than ever before. We are living longer. In bygone days we were "old" at certain years, while today we are "young" at the same age.

Spiritually, whether we are better off or not, is for a wiser person than we to say. Are we happier? That is a question best individually answered. And, again, this is something for which there is no precise measuring stick.

Do we know that we are happier and

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more content with life than our forebears? How can we know what their thoughts were, as masses or individuals? Not all, not many, left a written word to tell us.

To all, a good Thanksgiving.

IT has been said that work is one of the blessings of life. If this is true, all agriculturalists have plenty of that blessing for which to be thankful. The population of the nation by 1975 is expected to be 190,000,000. To feed this enormous number of people is the challenge facing the American farmer. We know cranberry growers will do their share.

Cranberry Sass

(Continued from Page 10)

brought the sand, but often trudged home with a croceus bag filled with Dennis vines.

This would have seemed to have been unnecessary, as vines certainly grew wild in the Pleasant Lake section of Harwich and there was plenty of white sand around the margins of the ponds. Long Pond there, sometimes called Pleasant Lake is the largest pond in Barnstable County, containing more than 700 acres.

However, Captain Alvin riding the wagon filled with Dennis beach sand, or making his way on foot over the miles between Dennis and Pleasant Lake with the bag full of vines over his shoulder, certainly provided a direct link between the origin of cranberry culture at Dennis to Harwich. Many regard Harwich as the birthplace of the real commercial cranberry growing. If from any group of men and from any place, genuinely commercial and on a relatively large scale cranberry growing may be dated, it was from the mid-century Harwich group.

Robert H. Cahoon, grandson of Captain Alvin has said that Alvin planted in the Spring and in watery mud. O. M. Holmes said of both Captains Alvin and Cyrus: "They ran away with the idea that cranberry vines must be immersed in the water to grow and bear fruit, therefore they allowed the water to remain on the bogs. They had three or four years of not too much success. "About the year, 1850," he continued, "they found, by experience, that cranberries did not need so much water, and that peat, muck and sand were the elements needed for cranberry cultivation. They then drained the lands, and commenced what may be termed the cultivation of cranberries and were very successful, although very cautious, thinking there would never be a very extensive market for the fruit."

Captain Alvin's Canal

This draining of Captain Alvin's bog was considerable of an undertaking and the story of how it was

accomplished has been told by his grandson. His bog was not at big Long Pond, but at round, smaller Seymour's. He decided the pond water was too high in level for his bog which was near the pond beach. He conceived the thought of lowering the waters level by a canal from that pond to Hinckley's pond, less than a quarter of a mile away.

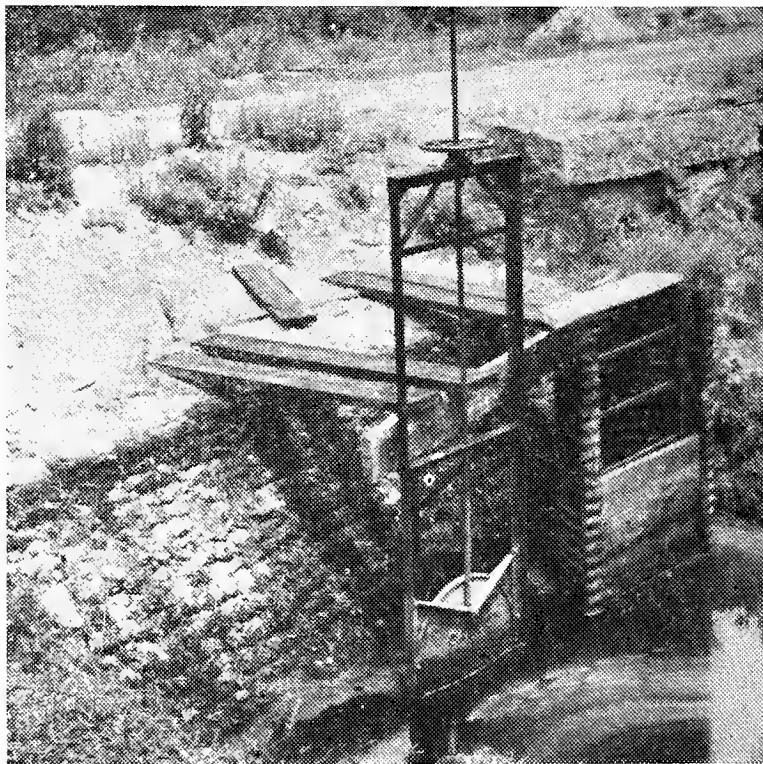
Seymour's had no outlet, but Hinckley's did, to the ocean through the so-called Herring River at West Harwich. He had noticed considerable seepage from Seymour's to Hinckley, as the latter was about two feet lower. He thought a ditch five feet wide would do the trick, but it was necessary to dig through rises nearly thirty feet high. It was nearly thirty feet high. It was for a century ago, although a mod-

ern steam shovel would have cut through in almost no time.

With wheelbarrows, the aid of two hired men and his small sons, Alvin started in to do so, in the Fall of 1852. Neighbors naturally scoffed at the idea and would volunteer no help. But all that Winter he and his small crew shoveled, the boys, after school, and it was completed on April 1st of the following year. Possibly he considered April Fools Day a good date upon which to confound his doubters with completion of the project.

Celebration at Canal Completion

It was made the occasion for a celebration, and neighbors of Pleasant Lake and from nearby villages were present, and it is told there was the ringing of bells and the blowing of horns. With the realization that the canal had



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been done, the captain was reimbursed by some of his neighbors who would benefit by the general lowering of the water-level. The water table settled rapidly and in three weeks Seymour's pond was two feet lower. After this date other bogs were built at Pleasant Lake.

To continue with the story of Alvin, before going on to Cyrus, he continued as a grower until his death, July 7, 1883. He won numerous prizes at Barnstable County Fair for his fruit. Rather oddly, he did not take to cultivating the Early Blacks, but chose "fancy" late native varieties that sold more readily than they do today.

Emulous Cahoon

Emulous A. Cahoon, his son, born in 1848, went to sea, fishing about 15 years and then carried on the cranberry business of his father. Emulous, in the business at least half a century, sold both berries and vines, some of the latter going to Connecticut and Wisconsin. Captain Benjamin C. Cahoon was another who was early a skipper and then grower. James F. Alvin, brother, was a successful grower and his son, Patrick H., still one more. Alvin's grandson, R. H. Cahoon, for many years was a Boston newspaperman, but has returned to Pleasant Lake and is a cranberry grower. (The writer is indebted to the latter for much information.) Another of the present Cahoon growers at Pleasant Lake is Archillus Cahoon.

First and last the Cahoons, whose immigrant ancestor was Scottish (there are many of Scotch descent on the Cape) have done more than their bit toward furthering the cranberry.

The bog that Captain Alvin built, and known as the "Old Swamp Bog," until recently, was owned by the late Mrs. D. A. Clark, great granddaughter of Cyrus.

Captain Cyrus was born January 21, 1810 in the eastern part of Harwich, a descendant of William Cahoon, emigrant ancestor from Scotland. His early story is similar to so many other Cape Cod boys—he went to sea at eleven. Little is known of his



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maritime activities however, except that he made long voyages, probably on coasters and not fishing. He was once shipwrecked but the details are lost. He early manufactured lamp black at Pleasant Lake, purchasing charcoal in the south and then at Pleasant Lake, at what he called his little "lampblack factory," turned the charcoal into the lampblack. It was sold chiefly as a paint base. This activity may have accounted for much of his seafaring, as he is known to have often voyaged to the South.

He was an auctioneer, real estate agent; he knew the value of every wood-lot for miles around—he settled estates, he bought property, he was a Justice of the Peace, for twenty-one years he was associated with the Cape Cod Five Cents Savings Bank.

In 1871, under legislative authority, Chief Justice Brightman of the Barnstable Superior Court, appointed Wendell H. Webb, Cyrus Cahoon and Asa A. Lovell to make a description and record of the titles and bounds of the lands in Mashpee on the Cape rightfully held by owners under the "set-off" to the proprietors of that district in 1842. This work required 1,114 days—at five dollars a day.

Was a Fastidious Man

Captain Cyrus was a man of

more than medium height, and in later years he permitted himself a growth of white whiskers. His eyes were blue. He is remembered as wearing a coat which he kept around him with a piece of rope; yet he was fastidious. Winter and Summer he wore white woolen socks, knitted by his wife, Lettice, and would wear no other shirt than white ones, also made by Mrs. Cahoon. He neither smoked, drank nor used tea or coffee, drinking "cambric tea," which is hot water, sugar and milk. He kept an account book, corrected to a penny every day, and a diary, which unfortunately has been destroyed.

When, in 1847, he prepared and set with wild, selected vines, about a quarter of an acre, he was living on the shore of Long Pond. This bog was near his house, just a little way from Long Pond, but it was flooded from Black Pond, still another body of water of the Pleasant Lake section. As to his method of bog building, he explains it in a letter to Mr. Eastwood, dated December 3, 1885:

Dear Sir: Yours of the 1st instant has this moment been received, and in reply I would say:

1. My cranberries are grown on a soil of peat muck and loose beach sand (not common

earth) which I am convinced is the element for cranberries to grow in.

2. I plant my cranberries in hills eighteen inches apart, by making a hole in the ground about three inches in diameter, and of sufficient depth to receive the roots of the plants; then after placing the vines in their places, I am careful to have them opened, and the soil placed in such a manner so as to spread the hills all around to the sides of the hole that is made to receive them, so that the hills after they are set resemble a saucer placed in the ground and partly filled with earth. If they are set in a bunch in the middle of the hole, and the soil is placed or filled in close around them, it keeps them too close or compact to do well.

3. My cranberries that I depend on are surrounded by wood and brush, so that they are not opened to winds and are warm; such a situation, I think, is much to be preferred to one that is cold and bleak.

4. I flood my premises at the time the worm makes its appearance, and no other time.

Yours in great haste,

CC

Cyrus Frost Floved in 1855

Captain Cyrus "flooded his premises at the time the worm makes its appearance, and no other time," but the experience of but a few years more had taught him to also flow for frost. Persons still recently alive can remember Cyrus, when frost threatened in the Fall, as looking at his thermometer and going to pull the flood gate. Wisdom had caused him to locate his bog where there could be no failure in water supply, and although his bog was flowed from Black Pond, it was so situated that he could divert water from Long Pond into Black Pond, turning that into a never-failing reservoir.

From this quarter acre he soon expanded to eight or nine acres, not a large tract, or at least so considered in the latter years of

his life, yet he worked it so well that he produced crops of seven and eight hundred barrels. He was a large enough producer, so that sometime after the railroad had progressed past his door and beside his bog, the trains were stopped to pick up his berries. A long loading platform was built there by Cyrus, and some of his neighbors also shipped from this special shipping point. This is said to have been the only such platform along the line.

He was a large enough grower that it so happened, (presumably before this platform was built) that a new hand he had hired made a flattering error. That was in the days when "C. C." or "Cape Cod Cranberries" was commonly stamped on the head of all cranberry containers. This helper loaded on the berries at the station which were marked "CC" on a train as berries of Cyrus. He assumed the "CC" meant Cyrus Cahoon, and therefore all the fruit waiting shipment was that of Cyrus.

Captain Cyrus Cahoon

If Captain Alvin is to be given entire credit for finding out that cranberries do not require as much moisture as many of the first growers believed, Captain Cyrus Cahoon, was not slow to catch on to the idea, and was the earliest next to Alvin at Pleasant Lake to benefit from this discovery. Possibly the two worked the theory out together.

The name of Captain Cyrus Cahoon is one of the first three or four which occur most frequently in any account of cranberry pioneering. For half a century he was one of the sturdiest pillars of the industry, his fame extended far from his native Cape and he was one to whom many came to learn the reason for his success. However, his greatest claim to cranberry fame is that of the "developer" of the Early Blacks variety, which probably came from a careful cultivation of the natural "Bell" cranberry. Certainly it was he who did most to establish the value of that favorite berry. That he deserves all the laurels for that achievement may be somewhat in doubt, as will be discussed in the

next chapter.

(To Be Continued)

Drainage and Irrigation

(Continued from Page 4)

very ancient such as faggots, brush, logs, poles, straw and stones. Many years ago an Englishman developed a special plow, known as the mole plow, which makes a hole in the ground at the desired depth up to about thirty inches below the surface. The mole forced the soil into a ring around the hole which will hold its shape up to ten years in a few soils but in most soils it is only good for two to five years. Tile drains of various types have also been used for many years. In peat soils there may be some movement of the tile due to frost or shrinkage of the peat, and therefore should be laid with boards at the joints. A more recent development is perforated orangeberg pipe. This comes in eight foot lengths, which is a convenience in installation but generally it costs more than tile. The most recent development which has not been used on farms but has been studied in the laboratory and on experimental farms is perforated plastic tubing. This tubing is attached to a mole plow and pulled into the soil. The cost of tubing and installation is less than the cost of tile and installation.

From the above it is evident that drainage should benefit the cranberry grower by (1) developing deeper roots so there would be less danger from drought (2) give better response from fertilizer, (3) give better quality of fruit, and (4) produce larger crops.

Irrigation is the application of water to the soil regardless of the method—flooding, furrows, sub-irrigation or sprinklers. Irrigation is frequently necessary in sections which have a good annual rainfall but a poor distribution. There are a number of sections in the world which have a precipitation of forty to sixty inches per year but during the growing season there may be relatively little rain. This situation occasionally occurs in the cranberry sections.

Generally it is assumed that irrigation is relatively new, but like drainage it was started before man

made records. The remains of some of the ancient irrigation systems have amazed some of our modern engineers. Before 2000 B. C. there was an artificial lake in Egypt which was over fifty miles in circumference. Very extensive irrigation systems were built many years ago in Mexico and southwestern United States. The Mormons were the first to work out extensive irrigation in this era and Utah has ever since been known for its irrigation investigations.

Irrigation is useful in humid regions (1) where the crop has a high value, as for vegetables and small fruits near large cities (2) where the quality of the crop is much reduced by unfavorable conditions (3) where the soil is very sandy (4) where the supply of water may be very cheaply applied to the land, as in the diversion of streams to adjacent fields, usually meadows. Of the above (3) definitely applies to cranberries; (1) applies as to the value of the crop; (2) could improve the quality if properly timed and used, but would reduce the quality if improperly timed or used; (4) would only be true when irrigation was obtained by the flooding method.

Of the four methods of irrigation previously mentioned, the furrow method is particularly adapted to row crops and orchards with a slope and is of little or no use to the cranberry growing and for that reason the advantages and disadvantages are listed. The advantages are (1) The system is permanent. (2) This system uses the least water. (3) There is no obstruction on the surface. (4) There is no vine damage. (5) This method encourages deep rooting of plants. (6) There is very little expense for supervision of the distribution of water. (7) The system may be used as a means of drainage. The disadvantages of sub-irrigation are (1) Sometimes roots enter the pipe or tube and plug it. (2) Because of the slow movement of water horizontally in soils a large number of pipes is required. However, in cranberry soils to get adequate drainage the pipe may have to be close together and if these pipes can perform a dual purpose of drainage and irrigation this may be a method which

should merit further consideration.

The overhead system of irrigation requires a pressure system. The amount of pressure varies from twenty pounds up, depending on size and type of nozzle or perforated pipe. Some nozzles will operate over a range of pressures which gives increased area covered with increase in pressure. The advantages of the overhead system are (1) Irrigation may be obtained at the desired point. (2) The application of water is easily controlled by valves. (3) The system may be used for frost protection. (4) Fertilizers and possibly insecticides may be applied. The disadvantages of the overhead system are: (1) The capacity is limited. (2) The original cost and the maintenance costs are high. (3) Portable systems, unless used on dikes, injure vines.

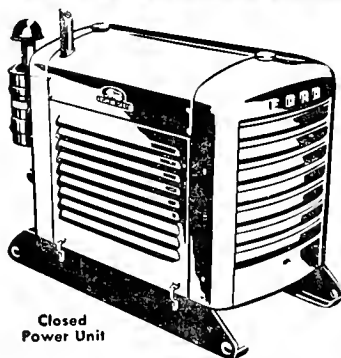
Flooding, as an irrigation method, is especially employed (1) where the crop occupies the entire area,

such as in grain fields and meadows; (2) where the soil is of medium porosity and does not bake seriously on drying; (3) where the surface is relatively flat; and (4) where the supply of water is relatively large. This method of irrigation is one well suited to cranberry production and is used extensively in Wisconsin. It is also used to some extent in Massachusetts but seldom used in New Jersey.

The advantages of flooding are: (1) The water is easily handled. (2) There is no mechanical injury to vines or berries. (3) This method is especially suited to crops which are not injured by very short exposure to standing water. The disadvantages of flooding are: (1) Large quantities of water are required. (2) Over irrigation often occurs which requires improved drainage.

There are two types of flooding. One method is to turn water onto

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a section and allow it to stand until it is absorbed or until the soil air stops bubbling out, at which time the excess water is drained away. The second type of flooding is obtained by a moving sheet of water or a series of small streams from field supply ditches or small lift pumps.

(EDITOR'S NOTE) This article was prepared for CRANBERRIES by F. B. Chandler at the request of the editor. The writer did not place his name under the title as the article does not express the result of his research but rather it is a summary of material published in text books on soils and irrigation. However, application to cranberry culture has been supplied by the writer.

Research Aids Our Forest

Next to the soil itself, our greatest natural resource is our forests. We waited a long time to become concerned over the exploitation of this source of fabulous wealth. Our grandfathers were busy conquering a continent. Our fathers finally began to take stock of the situation about 50 years ago, and it is only within comparatively recent times that we have put science to work to help us use our forests intelligently.

Early research in forestry reflected the temper of the times. It was concerned chiefly with measuring forest products and estimating volumes of standing timber on a given tract of land. It was used mainly as a tool in the exploitation of our timber, region by region.

The next era was one of awakening, and forest research turned to finding the minimum requirements for keeping our forest lands productive. Experiments in many parts of the country proved that forests can be managed so as to produce annual crops through selective cutting. Small holdings now provide a worthwhile supplemental income every year to many farmers.

In some areas, however, millions of acres of forest land have become barren without any hope of natural reproduction, because all seed trees have been destroyed. For these lands, research has found ways to grow young trees in nurseries, transplant them, and

make them live. Planting machines have been developed that save up to 50 percent of the usual planting costs.

Besides getting trees to grow on denuded areas, we are also learning how to make them grow faster. Hybrid poplars in Maine are yielding four times as much wood per acre as native poplars. A cross between eastern and western white pines is twice as tall as either parent at 7 years of age. Crosses between several species of southern pines are giving hybrids more useful and, in some cases, more vigorous.

Forest Range Management

Much of our forest land is also range land. Almost half the entire continental area of the United States is range land, and this vast empire has suffered from overuse. Research has shown definitely that the ranges respond to good management.

A grazing experiment in Colorado with beef cattle gave annual returns per section of land of \$735 for moderate grazing, compared with returns of \$484 under heavy grazing. Desert ranges in New Mexico are now producing almost twice as much beef per acre under good management as they did 30 years ago under poor management.

In some areas good management must be supplemented by re-seeding, and our experience has been very encouraging. Reseeding on many western ranges has increased the supply of forage from 5 to as much as 20 times. So far, about 8,000,000 acres of private and public range have been reseeded.

Closely related to research on forests and ranges is that on watershed management. This research has contributed to the development of a national policy of soil and water conservation. This policy has already been reflected in legislative recognition of the role of upstream lands and conditions in downstream water and silt troubles and the adoption of Nation-wide programs to remedy these troubles on a watershed basis.—(Report of U. S. Department of Agriculture).



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He then goes on to explain how John O'Hogan, West Coast grower didn't trust himself to hear the frost alarm bell of his irrigation system, so he worked up a way to start his gasoline pump automatically. This is a set-up involving electrical relays and solenoids.

"Just looking over the system it appears to me that it offers possibilities, but only for those people who have enough water for a long stretch of sprinkling, and one with irrigation that don't lose their prime between sprinkling," he adds, but he imagines the inventive grower would be pleased to explain his system.

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(ADV.)

GYPSY MOTHS ARE AGAIN THREAT TO MASS. GROWERS

The success of the gypsy moth aerial spraying of two or three years ago in Plymouth and Barnstable counties in Massachusetts is being endangered by small outbreaks of the moths in the towns of Plymouth, Sandwich and Hanover. This is a cause of worry to cranberry growers.

This matter was discussed at a meeting of the Southeastern Massachusetts Tree Wardens Association in late November. The association recognizes the fact that if the infected areas are not sprayed next season, serious results may occur. Once the gypsy moths gain a foothold they spread rapidly.

While it is not known how the gypsy moths got into the sprayed areas, it is believed they might have come in on cars or trains or have been blown in on high thermal winds. There has been no spraying in nearby Bristol county and other counties adjacent to Plymouth, and these areas are heavily infested. Members of the Tree Wardens' association reported they had received information that there would be moth spraying in adjacent areas this coming year.

American Weekly to Run Feature on Cranberries

American Weekly, one of the largest of the nationally-syndicated Sunday newspaper supplements, ran a colorful feature on cranberries in its issue for November 30.

Entitled "Make the Most of Cranberries," American Weekly's food editor, Amy Alden, gives her 20,000,000 readers eight cranberry recipes including one on Cranberry Cheese Cake, topped with candied cranberries, which is shown in full color.

An unusual feature of the cranberry cheesecake is a cake base made of crumbled pretzels, which lend a flavor similar to that of chopped nut meats.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The cranberry industry was well-represented at the Massachusetts Farm Bureau Outlook Conference held at the University of Massachusetts Nov. 15. One of the features of the conference was the presentation of commodity reports by the department heads of the University. Dr. Chester Cross, head of the Cranberry Experiment Station, prepared and delivered an excellent report, taking into consideration the deliberations of a group of cranberry growers that met prior to the conference. The complete report is as follows:

The Situation—

Production: The Massachusetts cranberry crop this year, which early in July appeared to be an all-time record crop of over 700,000 bbls., actually totals about 440,000 bbls. or 25 percent less than last year's crop. Heat, drought, insects and lack of general bog maintenance are responsible for the loss of over 250,000 bbls. Elsewhere in the nation, cranberry production this year is about the same as last year. The acreage and the number of cranberry growers in Massachusetts remains about the same as a year ago, most of them convinced it is better to increase production per acre rather than build new cranberry bogs.

Marketing: The condition of the cranberry market has continued the improvements noted during the last two years to a point where stabilization has been achieved. Prices this year are higher than last year reflecting the shortage of cranberries. The industry feels that present prices are high enough, and that any further increase would threaten the strong market. The marketing season for fresh-fruit in Massachusetts will be a little shorter than last year, and the supply of fresh cranberries for Christmas will be limited.

Trends: Bog maintenance work has been substantially increased and needs to be continued. In the long run, Massachusetts production will continue to rise while the acreage of cranberry vines will probably remain about the same. Production in 1953 looks substantial in all cranberry areas.

The water table in the cranberry area has been falling with alarming regularity due probably to an increasing use by municipal water works, as well as to the scanty rainfall. Water supplies for Winter flooding are limited—a situation that could reduce next year's bright prospects.

Production Problems—

Labor and Mechanization: Very considerable progress has been made in devising and adapting machines to cranberry bog operations. Only continued progress in this direction gives promise of solving the acute labor problem. Although

the importance of Puerto-Rican labor has proved successful during the last two years, and the assistance of the Massachusetts Division of Employment Security was very helpful, it is felt that these devices are of only temporary assistance in a major problem whose final solution will be achieved only with the discovery of machines capable of doing the heaviest work. Some growers have had success in sharing labor crews and machines.

Considerable progress in mechanization has been achieved in the last few years: for example—aircraft applications of insecticide concentrates and fertilizers, harvesting machines of various designs, ground machines for raking, pruning and fertilizing, and power equipment for sanding. Research personnel and growers are urged to use their ingenuity on these and such other features of bog operations as the gathering of floats, the cleaning of ditches, and irrigation.

Irrigation: The very heavy crop losses attributable to the severe drought of June and July, 1952, have made it imperative that cranberry growers and research personnel discover some means of protecting future crops from similar damage. The Departments of Agricultural Engineering and Agronomy of the University, as well as the

Beaton's Distributing Agency



May we wish each and every one an old-fashioned Christmas filled with boundless joy.

Wareham, Mass.

Tel. Wareham 130 or 970

Cape Cod Cranberries

growers, are cooperating already with the Cranberry Station in the design and testing of various systems for irrigation. It should be noted that the Soil Conservation Service is available to give engineering and surveying advice and assistance to the growers who are interested in developing irrigation facilities, establishing reservoir dikes and securing grades and levels.

Cultural Experimentation: Preliminary experiments with insecticide concentrates applied by aircraft show great promise for economical insect control, and further work in this direction is indicated. Other phases of insect control, the weed control research program, the study of water relationships in bog soils, and cheaper methods of fertilizer applications all require close attention and we at the Station are laying emphasis on these problems. Dr. H. F. Bergman, U. S. D. A., for over 20 years a student of disease problems in cranberries will retire next September. We hope to have a pathologist appointed to continue this valuable work in cranberries and other fruits.

Forecasts—

Frost Forecasting: Considerable progress has been made by the younger men of the staff in carrying on the unique frost forecasting service developed by Dr. H. J. Franklin.

Keeping Quality Forecast: As in the last few years, two keeping quality forecasts will be issued from the Station at times when they will be useful to growers as guides to the management practices best suited to the raising of quality fruit.

Drought Forecasts: Because of this year's heavy losses, an attempt will be made at the Station during the next growing season, to forewarn growers when weather conditions appear to be too dry. This work will, of necessity be preliminary in nature.

Winter Injury Forecasts: When and if Winter-killing conditions, or oxygen deficiencies develop in Winter flooding waters, warnings will be issued from the Station.

Varieties—

Research on the hybrid, seedlings and varieties has progressed to the stage where it is hoped the

selections can be reduced to 20. This work is in progress and coincides with a comparable elimination job in New Jersey.

Gypsy Moth—

The aerial eradication programs carried out in 1949 and 1950 in Barnstable and Plymouth Counties were so successful that the Gypsy Moth is no longer a major pest. The treated areas are in immediate danger of reinfestation from Bristol, Norfolk, Suffolk and Dukes Counties. The gain in forest value, in appearance to vacationing visitors and to cranberry producers is difficult to measure, but it appears to be very great by comparison with the cost of treatment. It would seem reasonable to suggest that State and County officials meet to appraise the problem on a State-wide, or possibly New England-wide basis and enlist federal assistance to maintain and extend the excellent work already accomplished.

Forestry—

Since much of the forest land of southeastern Massachusetts is owned by cranberry growers, and could with proper management become an additional source of income to the growers, we suggest continued study of outlets for forestry products and urge forest owners to consult with their County, District and Extension Foresters to these ends.

Marketing Problems—

1. Quality Fruit: At this conference a year ago, a strong recommendation was made that growers ship only their best quality, well-colored fruit to fresh market. The Cranberry Growers' Mutual strongly supported this recommendation. Perhaps as a result, this year's first carload shipment left Cape Cod later than ever before, both quality and color were good, and it is felt that this procedure has helped to strengthen the fresh market.

2. Packaging: Research at the Station on the keeping quality of cranberries in the various consumer packages will continue this year. The results of this work, combined with industry's studies of consumer preference, should indicate with some finality, the best package.

3. Crop Reports: The New England Crop Reporting Service has for several decades estimated with great accuracy the cranberry crop in mid-August with a second estimate released about October 10th. It appears now, on the basis of 1952 difficulties, that a crop estimate in mid-September would be of great value to the industry, particularly to marketing interests.

4. Market Reports: Growers are pleased with the radio and newspaper reports of the market situation and movement of the crop, issued by the American Cranberry Exchange.

5. Trends: The standards and requirements of both fresh and processing outlets are being steadily raised to the point where high quality fruit is in great demand. Since there exists a strong trend in the direction of prepared foods, the fresh-fruit cranberry market is likely to decline in volume. The maintenance of a high-volume fresh market depends on the quality of fruit shipped to it.

The processing market, being aligned with the consumer trend, is due to increase, but the quality of fruit demanded for whole-sauce and cocktail is such that they, too, must have a large volume of high-quality, uniformly-colored berries. The pressure is on the grower to raise well-colored, long-keeping berries. Speaking from the standpoint of climate, geography, and

(Continued on Page 9)



May the brightest star shine over your home this Christmas with light and warmth.

“ PEACEDALE ”
AT EDAVILLE

MRS. ELLIS D. ATWOOD
SO. CARVER

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF DECEMBER 1952-VOL. 17 NO. 6

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

The Massachusetts harvest was finished early this year, and by the end of October, in practically all instances, considerably earlier than last year, when picking was prolonged.

Crop was of good quality, it turned out, pretty much as Dr. H. J. Franklin indicated in his last quality forecast. In the future this will be done by Franklin's successor, Dr. Cross, "Dick" Beattie and others at the Experiment Station. Thanks to Dr. Franklin's work in figuring out the means of making this forecast, Dr. Cross believes that it is now a dependable factor in cranberry culture, giving growers and others interested this desirable advance information.

Crop, generally speaking, was pretty well cleaned up by Thanksgiving. Opening price for Howes was \$25.00 a barrel. This price was slumping a bit around Thanksgiving, but only in a few instances, it was reported.

Of course the Massachusetts crop was much smaller than the August forecast indicated, only 440,000 barrels, according to the November estimate.

November was an unusually warm month, the temperature averaging about two degrees a day above normal. It was also a dry month, total rainfall being 2.07 inches. There was one heavy rain on the night of Nov. 22, an inch falling. This helped matters some, but growers were going into December with reservoirs altogether too dry. Some growers did not have enough for a winter flow,

Most owners of bogs which are flowable, however, had their flume planks in by Dec. 1.

The warm November, in the opinion of those at the Experiment Station, would not have much influence on either the size or quality of the production of 1953. The sunshine factor for the year just ending was about normal. This suggests to Dr. Franklin neither an enormously large crop nor an unusually small one. However, there is the factor of the drought of last summer, which cut the '52 crop so much. A heavier production is apt to follow such a drought, as the vines have not produced, and so have stored up vitality.

April was a warmer than normal month as was September. The fact that these two months were abnormally warm usually means a mild winter. The more open the winter the larger the crop is apt to be, but naturally, no one is making any predictions about '53 before '52 is ended.

The coldest day of November was on the 8th with a reading at the State bog of 18. The warmest day was November 1, with a reading of 68.

NEW JERSEY

Cutts Brothers are continuing the replanting of bogs on their Goose Pond property. Anthony Colasurdo is also replanting some acreage.

The Crandon vine pruner was tried out at the properties of S. Switlik, Ethelbert Haines & Brother, and Isaac Harrison. A considerable number of growers assembled at the Haines' property on November 24th to observe it in

action.

Cranberries are packing out more finished product this fall than usual, especially the Howes variety. A number of growers are getting two barrels out of five field crates (40 quarts). Most Early Blacks were shipped by Nov. 1. The packing season has been favorable because of the very few days when there was high humidity.

There is continued activity in raking and pruning the bogs preparatory to winter flooding.

C. A. Doelbert

Weather Report

The weather at Pemberton during the month of November was normal in regard to temperature but precipitation was considerably more than normal. The average temperature was 46.4, the exact norm for November. The precipitation was 5.07 inches, which is more than 50 per cent greater than the normal of 3.23 inches.

At Chatsworth, records kept by William S. Haines show that the weather was identical to Pemberton's with respect to temperature, but was even wetter. The total precipitation was 5.58 inches, 2.34

Vernon Goldsworthy

Cranberry Specialist and Grower
B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

inches of which fell on the 22nd.

The area experienced its first snowfall on the last day of November, 1 inch at Pemberton and 2 inches at Chatsworth.

P. E. Marucci

WASHINGTON

Weather

D. J. Crowley of the Cranberry-Blueberry station at Long Beach writes under date of December 2, that there is little news other than that permanent topic—the weather. There was really about everything thrown at the growers in 1952.

There were more frosts in Washington cranberry sections than any season since 1922. This succession of low temperatures held the vines dormant from two to three weeks later than usual. The vines did not bloom until about the 10th of July except on young bogs. Blossom was still hanging on towards the end of that month.

It is almost a fixed rule that if there is a late Spring, the season is behind all the way to harvest time. No heat waves occurred during the summer except for a rare day or two, temperatures ran along about 60 degrees. This short growing season and lack of effective temperature shows up in the size of the berries. This year's crop proved no exception and

there was a high percentage of pinheads and undersized berries. In addition to the cool weather there was a remarkably dry season first of December. Several growers who water scoop still had a good part of their crop unharvested.

During Thanksgiving week there were several days that the temperature was below 20. Growers sprinkled night and day where sufficient water was available. Even so, there was a considerable amount of injury, since the minimum was 17 on one or two mornings. On one bog visited in December, one where harvest was in progress, examination of the berries indicated that less than five per cent were softened as a result of the freeze.

Late Harvest

Harvest was expected to continue until December 10th at the least.

Late Market Notes

On November 28 American Cranberry Exchange was completely sold out of all varieties, all areas. On the 26th ACE had gone off the market on Eastern Late Howes. All the crop was expected to have been shipped out by December 13th.

Based on Council allocation ACE

should have received 222,000 barrels, but as near as can be figured the total was about 215,000. Some units were unable to make the percentage delivery they had planned. ACE needed and could have sold more berries, it is reported.

Average price to be paid is expected to be a big success. Next year another campaign along the lines of WINMOR will be scheduled. The season showed also the fresh fruit market is far from dead.

For November as well as October Ocean Spray sales went over 1,000,000 cases, to build the biggest sales on record, it is announced. In the past ten years sales of Ocean Spray have climbed from 263,996 cases in 1942, to 705,525 in '52 for the months of October and November, or the sales for this period have increased 213 per cent.

Because of the trend away from large inventories in outlets, there is no future buying represented in Ocean Spray fall this year, it is felt by NCA.

CHRISTMAS GREETINGS
TO ALL

Eben A. Thacher

Brewer & Lord

INSURANCE

40 Broad Street, Boston, Mass.

Telephone: Hancock 6-0830



It is our fondest wish to all our friends that this **CHRISTMAS** brings all good cheer and also a peaceful New Year.

H. A. Suddard Inc.

FORD TRUCKS

INDUSTRIAL ENGINES

WAREHAM, - - MASS.

TALKING CRANBERRIES IN EUROPE

By CLARENCE J. HALL

Mrs. Hall and I have recently returned from a trip to Europe—England and France. We don't know exactly how we can reconcile cranberries and Europe. But we found that cranberries were not unknown in Europe. The American kind, we mean.

We found that in the shire of Dorset, which is in the southern part of England, the native cranberries are picked every Fall and served at the table about our Thanksgiving time. These, of course, are not the American cranberries. They are the variety of Europe, *Oxycoccus Vaccinimum*, not as large or handsome as our American cranberry, *Oxycoccus Macrocarpus*.

The berries are picked in the fens, we imagine over most of England. People pick them much as they would pick native blueberries or any other small fruit, such as wild strawberries in the Spring.

Some people we talked to thought cranberries were the whortleberry, which they are not, according to American usage of the word.

Dutch Cranberry Sauce

In England we were given a can of Dutch cranberry sauce which says on the label "Bruinvos Conserveren, packed by Hollad, Vosselman, Nunspeet. Cranberries in Sugar Syrup. Choice quality produce of Holland."

This can was given to us by the former Maxine Urann, daughter of Carl B. Urann of NCA. She now lives in Hastings. Hastings is close by the sea on the English Channel. She is married to an Englishman, John M. Baldry, whom we did not meet as he was at work as a solicitor (lawyer). We are most grateful to her for giving us this can of sauce.

We have presented it to Dr. Henry J. Franklin to see what he thinks of Dutch cranberry sauce.

Incidentally, Mrs. Baldry just happened to see the can in a grocery and bought it out of curiosity.

Again in London we talked cranberries with Mr. and Mrs. Leslie J. Cocke. Mrs. Cocke is the daughter of Mr. and Mrs. Edward A. Besse of Wareham, Mass. Mr. Besse is the president of the Wareham Savings Bank. Mr. Cocke had been to Wareham, Mass., and had seen the bogs in the Cape area. Of course, Mrs. Cocke was interested to know what was going on in the cranberry world as she has many friends in the industry. We spent a very pleasant evening with this couple, one at their apartment and another in our hotel lounge.

In travelling you meet many people, if you are of a friendly nature at all. You are generally asked what your occupation is, and of course you ask in return what is the business of the person you are talking with. When we said we

OUR COVER DESIGN

Nine and one half miles from Salisbury, County of Wilts, England, is that most wonderful circle of great stones high on a hillside, known as Stonehenge. What was its origin or purpose scientific research has not yet definitely determined.

It is considered the stones have been in position for more than 4,000 years. They were possibly erected in the Bronze Age, by a tribe from the Continent, and, of special interest to agriculturists is that this is believed to have brought agricultural ideas to England. The stones were obviously connected with some observation of the sun, perhaps with sun worship as one purpose. To the northeast of the circle is "Friar's Heel," or Hele Stone over which at the Summer solstices at dawn on the 21st of June, the sun rises when viewed from a center Alter Stone. Other stones marked the rise of the sun at the Winter solstice and again in mid-Summer.

We were told that whatever these early people were; Druids, Celts or the tribe from the Continent, they used these sun markings as times to plant and to harvest their crops.

were an editor, the query was of what kind of a publication. So we would reply we run a small trade journal for the cranberry industry. Then many did not know what a cranberry was, so that gave us a chance to explain all about cranberries and cranberry growing.

Paris, and Snails

In Paris we even talked cranberries with a French restaurant keeper who spoke practically no English and we spoke practically no French. But we managed to get along by drawing on bits of paper and by sign language. He introduced us to a new fruit, a tomato which comes from South Africa.

He also introduced us to a dish which we do not think we will care to eat again. This was "Escagot" which to you is snails. The preparation of snails is very intricate. The meat is carefully removed from the shell, boiled and then placed back in the shell with a touch of garlic and cognac. Then with a special little tool you eat the meat. We were so ignorant about the whole process that he practically had to feed us. The taste was not worth the effort. But no one is supposed to go to Paris without eating snails. Any more than not to go to the Folies Bergere, or not to go to the Lourve and see Mona Lisa. We did those things.

One morning very early this gentleman, whose restaurant was the A La Bonne Maison, 17 Rue Moliere, and just across the street from our hotel routed us out of bed to take us to the "Halles." That is the huge Paris market, where housewives, restaurant keepers and it seemed nearly everyone goes to buy the food. They carry baskets over their arms and roam around picking out the kind of food they want.

The Market Place in Paris

The place consists of several huge buildings and is a madhouse. The French like to bargain over prices and at every stall there was going on a fierce argument. At times we thought there would be blows, but it was really all good natured. The place was running with blood as slaughtering had been going on. We remember particularly one huge boar, covered with black hair which had just been gutted. He was not a pretty sight.

Chickens were penned in crates, squeezed in as tightly as possible. Live fish were flapping in tanks of water. There were the crayfish from Africa from which come the lobster tails so-called which we have eaten with Wisconsin cranberry growers. There were tanks full of octopus legs or arms, whichever you choose to call them. Apparently the French eat these, too. Of course there were all kinds of vegetables and fruits, masses of flowers but not a cranberry.

Our host shopped with extreme carefulness as to price and quality and finally had his basket full of supplies.

1212121

Right:—Your Editor explores a by-way in Wareham, England, while the rain poured down.

Below:—The thatched-roof cottages of the English countryside are beautiful.

(CRANBERRIES Photos)

1212121

**Cranberries, and
The Mayor of Wareham**

Oh, yes, let us skip back to Wareham, England, for a moment. Naturally we visited the old home town



for which Wareham, Massachusetts is named. It is one of the quaintest and oldest towns in England. There was a settlement on the site occupied by the town in the days of the early Britons. The Romans also had a settlement and the walls they built which encircle the town on three sides still stand. They are now only grassy mounds underlaid with clay. In 866 the Danes made their headquarters there. From 827 the town was fortified and during the next century it grew in importance and actually had two mints of its own for the coinage of money.

But we digress too much with history. At Wareham we called upon the Lord-Mayor, Harry S. Brown. He autographed two booklets of the town for us and posed for his photograph in the pouring rain, for it was a miserable day. We talked cranberries with him, for he is well familiar with them. Two years ago a man from Wareham, Mass., made a visit there and took over a package of Ocean Spray products and a copy of CRANBERRIES. So the Mayor was interested in cranberries and asked us a number of questions about where the fruit is grown and so forth. We had a very interesting little visit.

Ne Cranberries on Shipboard

Coming back on boat, new M. S. Maasdam" of the Holland-American line, there was a great variety of food. There would be a seven or eight course breakfast: morning coffee, a large lunch, afternoon tea and cookies, a heavy dinner and then at 11 o'clock sandwiches were served to those who were still up. There were trays of peanuts and pretzels and a tiny kind of cheese cake. Fruit was handed out in endless quantity to eat at the table to take to your stateroom or eat on deck. There were apples, oranges, grapes. However, not a bit of cranberry sauce was served on the ship, even with chicken or turkey. (Isn't there a suggestion for someone in this omission of cranberries from the menu?)

This is of no particular concern as to cranberries, but coming back we ran through eight solid days of storm. The boat rocked and pitched. More than half the 800 passengers were ill. Some stayed in

their cabins the entire voyage. We must be good sailors as we were not sick once, either going or returning. Going over on the sister ship the "Ryndam" on the last day and night we ran into such a storm the ship had to alter course. During the night there was a tremendous crash and the next morning we were told thousands of dollars worth of china in the dining room had been broken.

On our ship coming back there were a great many who were immigrating to live in America. It seems America is still a land in which Europeans want to live. The ship was a babel of tongues, German, Swiss, Hindu.

We had to learn English currency in Britain, francs in France and on the boat for the first six days out only Dutch guilders had to be used. So suddenly we had to learn to figure in guilders, to make any purchases on the ship we wished, such as tobacco or to get a shave and haircut.

In New York

"Chicken and Cranberries"

Back in New York at a restaurant we ordered fried chicken, and lo and behold with it was cranberry sauce. So we guess we will agree

with Miss Stillman of NCA that "chicken and cranberries are the team that is clickin'".

And we will say it did seem mighty good to get back to America again.

Mass. Sta. and Field Notes

(Continued from Page 4)

varieties, the Massachusetts grower is in a strong position to supply such fruit.

NCA Payments

It is announced that National Cranberry Association in mid-December is paying a \$2.00 advance, checks going out at that time. This makes \$9.00 paid to date on 1952 berries.

It is also announced the 1951 pool has been closed and members will receive 74 cents more a barrel in cash and \$1.30 in capital stock. This makes a total paid on the '51 berries of \$13.04 (\$1.30 of which is in stock).

The 100,000,000 work days lost each year because of arthritis is equal to an army of 320,000 employable persons out of work at all times.



CRANBERRIES ARE FEATURED IN AD, 12,623,667 COPIES

The cranberry industry is receiving a big boost in a four-color ad which is appearing in six national magazines. The ad is for Ford trucks and features their use on cranberry bogs.

Across the top of the ad is a scene of Tihonet bog of the A. D. Makepeace Company of Wareham. A Ford truck is at the bogside while a yellow Piper cub os making a low dusting run over the vines. Partly inserted in this scene is a picture of Russell Makepeace of the ADM company. The Makepeace cranberry interests use 27 Ford trucks as well as other cranberry equipment powered by Ford Industrial engines. "Russ" Makepeace, wearing a cranberry red tie, holds in his hands several cellophane packages of cranberries. Below that is a shot of a Ford truck backed up to a cranberry packing house.

H. A. Suddard, of the H. A. SuddradC ompany,, Inc., Wareham Ford distributors, has received a letter of appreciation from the J. Walter Thompson Company, the agency which prepared the ad, for his cooperation in getting material together for use in getting the photographs.

This ad appeared in "Country Gentleman," in "Progressive Farmer," and "Farm Journal. On Dec. 1 it came out in "Time," and on the same date in "Newsweek." On Dec. 6 is was reproduced in the "Saturday Evening Post." The combined circulation of these publications is 12,623,667 copies.

FRESH CRANBERRY CONTEST BRINGS 10,000 STUDENTS

Over 10,000 students of home economics from approximately 700 schools throughout the country have entered the recipe contest sponsored jointly by the Fresh Cranberry Institute and manufac-

turers of home freezers.

Both high schools and colleges are represented by the students competing for 21 cash awards, with six home freezers to ebe awarded to the Home Economics of the schools they attend.

The latter will include the newest models of Westinghouse, Interntional Harvester, Frigidaire, Ben-Hur, Kelvinator and Sanitary.

Competition centers on the development of recipes using fresh-frozen cranberries or those made from fresh cranberries and adapted to storage in home freezers.

According to the Fresh Cranberry Institute, the cranberry is regarded as one of the fruits best adapted to home freezing, and it is for this reason that the contest

is being staged.

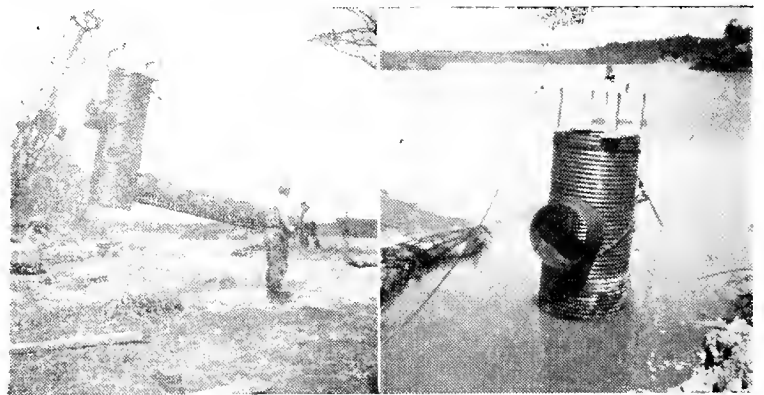
A grand prize of \$500 goes to the winning student, with 20 other cash awards to runners-up.

ARE WE BEING SPOOFED?

"We have a National Cranberry Week, a National Dog Week, a National Cage Bird Week, a National Crochet Week. Why not at least a National Bus Driver Day to honor the guy who all year long gets us in one piece to wherever we want to go?" So writes a well-known columnist. Is he a-kiddin' us of our annual harvest celebration and queen contest?

Arthritics lose \$967,680,000 in wages yearly.

THE EASY WAY to install a pump



1. Dig a hole. No cofferdamming, spiling, or pump-out. Just a hole full of water.
2. Drop in the pump right in its prefabricated setting. Just leave off the discharge pipe and drive pulley.
3. Backfill the hole; add the discharge pipe and pulley; belt on the power and
4. Pump.

For Pump settings as for flumes, see

R. A. TRUFANT

Hydraulic Consultant — Bog Railroads For Sale or Rent

Tel. Carver 64-11

NORTH CARVER, MASS.

SANTA IS GOOD TO AMERICA

SANTA CLAUS, we presume is international. But, if so, he must have a special place in his heart for America. We base this upon our experiences during our recent trip to England and France, described elsewhere in this issue. He surely has blessed us with more physical comforts, at least, than either of those two countries.

In the States we generally accept central heating as a commonplace. Certainly we of the middle class do. In England and in France central heating is a rarity. We were cold in private homes in both countries and in hotels. Little bits of fireplaces in the rooms threw out scarcely any heat. We shivered and shook. When we got back to New York we basked in the even heat of a hotel room. In our own home we felt warm as a king.

There is plenty of food in both England and France in restaurants, if you have the price to pay for it. But we pitied the poor English people with their rationed bits of meat and eggs. We do not see how they stand living on such a meager diet as is available to the ordinary householder. We, at our house, have as many eggs, as much bacon, as much toast and as much fruit juice for breakfast, as we wish. So do you, we imagine. We drink as much tea as we care for. While we were in England tea went off ration for the first time in 12 years. This was big headline news in the papers.

We in this country can buy good sausages. In the hotels of England they serve a horrible sausage for breakfast. The skin seems to be made of plastic and the interior of sawdust. Yet the Englishmen eat the sausage. They have to, if they want a substantial breakfast. They do have cereals, but they are American cereals.

Getting back to heat. The tiniest bit of wood for a fireplace, a bundle which will not burn more than five minutes, costs two shillings, or 28 cents. Again the government has a most annoying habit of shutting off the heat electricity at odd moments to conserve coal. This is usually in the morning while you are trying to dress by the side of a small electric heater.

Cigarettes and tobacco are outrageous in price. The English often buy their cigarettes in packages of five or ten. This is all they can afford at one time.

CRANBERRIES - WAREHAM, MASSACHUSETTS

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Editor and Publisher
CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS-ADVISORS

Wisconsin

C. D. HAMMOND, Jr.
Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY
Cranberry Specialist
Long Beach, Wash.
ETHEL M. KRANICK
Bandon, Oregon

Massachusetts

DR. HENRY J. FRANKLIN
Director Mass. State Cranberry Experiment Station
East Wareham, Mass.
BERTRAM TOMLINSON
Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,
P. E. MARUCCI
New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

Enough, Santa is good to America.

It would appear Santa has been especially kind to the cranberry growers this year. Or, maybe the successful season now ending was not due to Santa at all, but to hard work all around within the industry. And good judgment.

From us to you, a Merry, Merry Christmas.

The Use of Liquid Fertilizers on the Increase

Although many farmers cannot use liquid fertilizers, it has been demonstrated in experiments at the Massachusetts State Bog and on privately owned bogs that cranberry growers may use them either in their flood water or in the insect sprays, thereby greatly reduce the cost of application and the damage resulting from dry application.

More than a million tons of fertilizer were consumed in the United States in 1880. Since that time, fertilizer consumption increased a little more than 100,000 tons a year up to 1940. Between 1940 and 1950, with annual consumption increasing to approximately 1,000,000 tons, more than 18,000,000 tons of fertilizer were consumed. The increase has been greatest in the

southern and western sections of the country.

The first commercial fertilizers were organic or high in organic matter. Recently most organic matter, such as bone meal, fish meal, dried blood, and beet pulp, has been removed from the fertilizer trade and sold as animal food. With an increase in the consumption of fertilizer there has been a very rapid change from organic fertilizer to inorganic or synthetic organic fertilizers. As organic sources are relatively low in plant nutrients, the change has resulted in higher analysis fertilizers until double strength is very common, with some farmers using even triple strength. Since the inorganic ingredients are much more soluble than the organic, present-day fertilizers are more soluble than those of forty years ago.

Soluble nitrogen fertilizer was used about thirty years ago in Hawaii in irrigation water in sugar

cane fields because the plants were too large to permit the passage of conventional fertilizer spreaders. Nearly twenty years ago, liquid ammonia or anhydrous ammonia was used in the irrigation water in the western states. From this beginning the application of liquid fertilizers has increased rapidly, more materials have been used, and more methods of applying liquid fertilizer have been developed.

Liquid fertilizer is used in Cuba, Puerto Rico, Mexico, Hawaii, and throughout the United States except the Northeast section. The irrigated lands in the West and the cotton farms in the South have been the greatest consumers of liquid fertilizer. Large amounts have also been used on corn and many other crops. Liquid fertilizer is sold in barrels or in large quantities, such as tank railroad cars and tank trucks. The small gardener may purchase it in gallon bottles, and for house plants in smaller bottles. In Mississippi nearly 25 percent of all the nitrogen utilized is in liquid form. In sections where liquid fertilizers are used in quantity, the cost is usually below the cost of a corresponding analysis of dry fertilizer. Furthermore, the application of fertilizer in the flood water or in insect sprays greatly reduces the cost of application.

Anhydrous ammonia is generally applied with special equipment as a side dressing or added to the flood water. When applied in the

flood water, it is usually added through a meter or through an opening of known capacity, or the cylinder may be weighed to determine the rate of delivery. The application of nitrogen is definitely related to the time the water is in contact with the soil. Therefore, there will be slightly more applied near the ditches. Sometimes this is noticeable, and sometimes it is not. Anhydrous ammonia contains 82 percent nitrogen and is usually applied at about 25 pounds per acre. At this rate it supplies 20 pounds of nitrogen per acre, which is equivalent to 135 pounds of nitrate of soda or 100 pounds of sulfate of ammonia per acre.

Ammonium nitrate is a very soluble dry fertilizer and can be dissolved for use as a liquid fertil-



Liquid Fertilizer Experiment at State Bog, East Wareham, Mass., looking toward the reservoir.

izer. However, since this material and other nitrates will burn when sprayed on the foliage of cranberries, the results of its use in flood water on cranberry land are not sufficiently well-known to discuss here.

Urea contains about 44 percent nitrogen and is very soluble. Usually sold under a trade name, it is used extensively as a spray by orchardists and vegetable growers. It is applied in orchard sprays and for some of the vegetables at the rate of five pounds per 100 gallons of spray. With potatoes the rate may be as high as 20 pounds per 100 gallons. With cranberries, urea has been applied at rates from five pounds per 100 gallons up to nearly 420 pounds per 100 gallons. Forty-five pounds of urea would supply nitrogen at the rate of 20 pounds per acre. If this were applied with an insect spray to be sprayed at the rate of 450 gallons per acre, ten pounds should be added to each 100 gallons of spray. If the bog is to be sprayed with 250 gallons per acre, 18 pounds should be put into each 100 gallons. The greatest concentration of urea was tried to determine whether it could be applied by airplane at the rate of about five gallons per acre to supply half the nitrogen, that is, ten pounds per acre. No detrimental effects were obtained by a Fall application, and a five-gallon rate of application would give nearly ten pounds of nitrogen per acre.

As most growers desire to apply phosphorous, sources of this material will be considered in addition to the preceding discussion of nitrogen carriers. When using anhydrous ammonia, phosphorus may be supplied from phosphoric acid, a colorless liquid usually shipped in carboys or stainless steel drums; in large quantities, it may be purchased in tank trucks or tank cars. The phosphoric acid is supplied in two grades: fertilizer and food grade, both quite high in phosphorous. Thus far, phosphoric acid has been applied at the rate of 90 pounds per acre. When urea is applied with the insect spray, the phosphorus may be supplied from normal or triple superphosphate. To date, this has not plugged the nozzles, although the



Liquid Fertilizer Experiment at State Bog, East Wareham, Mass., looking toward the bog.

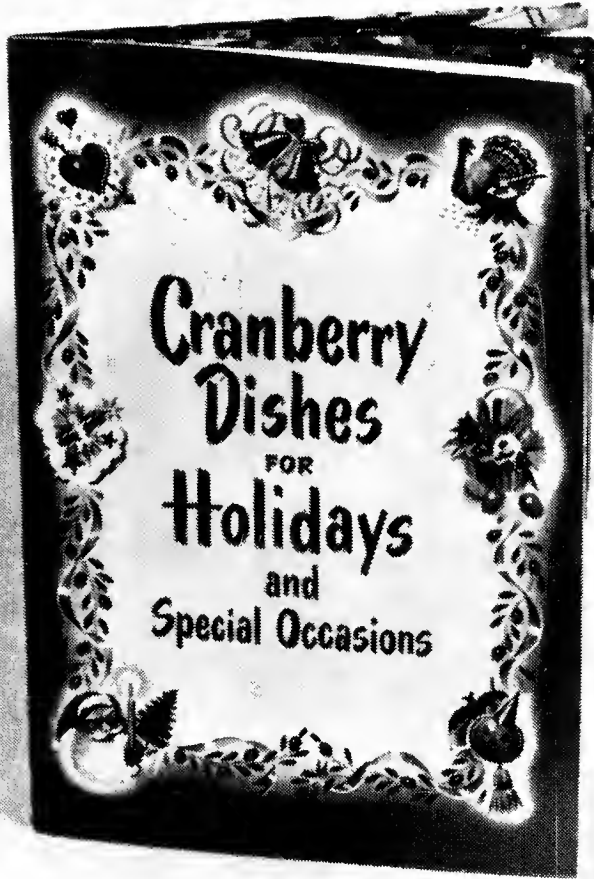
material has a few fairly large particles.

There are several ammonium phosphates that supply both nitrogen and phosphorous. These compounds are very soluble and may be added to insect sprays applied from the ground in sufficient quantity to supply nitrogen at the rate of 20 pounds per acre and phosphorous at the rate of 40 pounds per acre. These compounds, already applied to cranberries experimentally, have the advantage in that one compound contains both the nitrogen and the phosphorous.

Potash salts should not be applied in sprays because they have given some burning in nearly every application. Although berries do not respond much to potassium, the element is essential and should not be withheld for many years. Experiments have shown that heavy

applications of potash may be applied one year and omitted for several years. Potash salts have been successfully applied in the flood water by hanging a bag of muriate of potash in the water flowing onto the bog. Anhydrous ammonia and phosphoric acid were added to the muriate of potash. However, as potash has been successfully applied at the rate of 200 pounds of potassium oxide per acre at the State Bog and no more potash applied for five years, it may be best to apply potash dry and omit it in the flood water.

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New Ocean Spray Recipe Book Is Out

National Cranberry Association has just issued a most attractive new Ocean Spray recipe book of cranberry dishes for holidays and special occasions. The booklet has 23 pages, plus outside covers, all events being thoughtfully indexed at the front of the book.

The holidays start with New Year's and end with Christmas. There are also recipes for weddings and showers and buffets. The book (of which a photograph of the cover is shown) is handsomely illustrated mostly in full color, in which cranberries, of course, predominate. The book is available to the public for 10 cents and an Ocean Spray coupon.

THREE NEW VARIETIES OF BLUEBERRIES

On December first the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland and the New Jersey Agricultural Station, New Brunswick, New Jersey, issued the following notice to fruit growers and nurserymen relative to the introduction of three new blueberry varieties—"Earliblue," "Bluecrop" and "Herbert":

The EARLIBLUE 15-121) is a seedling resulting from a cross of Stanley X. Weymouth. It was selected in 1943 at Weymouth, N. J., and has been tested and propagated in subsequent years. The Earliblue ripens about with Wey-

mouth, from a day or two earlier to a day or two later. The berries are much lighter blue and much firmer than those of Weymouth. They are somewhat larger and considerably better in quality than Weymouth. So far Earliblue berries have not cracked and have held on the plant very well. The clusters are open and loose. The bush is much more vigorous than that of the Weymouth. Earliblue is productive and easy to propagate.

The BLUECROP (17-19) resulted from a cross of GM-37 (Jersey X Pioneer) XCU-5 (Stanley X June) and was selected in 1941. The fruit usually ripens about three days later than Stanley and three days before Berkeley. The berries are lighter blue than any other except Berkeley. They are firm, a little larger than Jersey, good in flavor, with a slight aroma. The scar is exceptionally good. The berries are not subject to cracking and hold on the plant well. The clusters are open and medium loose. The bush is vigorous, with somewhat slender growth when young. The plants are exceptionally productive and are moderately easy to propagate.

The HERBERT (V-25) resulted from the cross Stanley XGS-14) (Jersey X Pioneer), the same percentage as Berkeley. It was selected in 1938. The fruit usually ripens about with Jersey, Rubel, and Dixi, a few days later than Pemberton and Atlantic and a few days earlier than Coville. The berries are about the same color as Jersey, Rubel, and Dixi and darker than Coville. They are firm, fully as large as Berkeley and Coville and have a fine blueberry flavor, equal to the best. They are not subject to cracking. The clusters are loose. The bushes are vigorous and productive and are easy to propagate.

Plants are available from cooperating growers. Neither the Bureau of Plant Industry, Soils, and Agricultural Engineering nor the New Jersey Agricultural Experiment Station has plants of these varieties for sale. For sources supply contact G. J. Galletta, New Jersey Agricultural Experiment Station, New Brunswick, New Jersey.

Rheumatic fever and rheumatic heart disease are the chief causes of death among children aged 5 through 19.

"LOOK" RECIPE HAS CRANBERRY LIME RELISH

"LOOK" magazine on December 2nd carried an article upon "Gift Foods in 10 Minutes," in which there is given a recipe for, and a color picture of a new Christmas relish made with fresh cranberries and limes.

The recipe is as follows: Cranberry-Lime Relish: Wash one lb. fresh cranberries; cut 3 limes into quarters, remove thick white tissue at center, leave skins on. Put cranberries and limes through course blade of food chopper. Add 2 cups of sugar, stir—and that's all. Store in the refrigerator.

The inspiration for the cranberry-lime relish, and other good things for Christmas came from Lord & Taylor, the "LOOK" article says.

"LOOK" has 20,650,000 readers, so this was another good boost for cranberries.

We are indebted for this account to Ester Burke of "LOOK" who sent us advance tearsheets.

Late News From New Jersey

Enoch Bills, manager of the Bordentown Plant of the American Cranberry Association, says that New Jersey Howes have been sounder and of better canning quality this year than for many years back. He shipped 250,000 cases of strained and whole sauce in the month of November and is still shipping as fast as the sauce can be turned out. For Army and Navy export, 10,000 cases of No. 10 cans of sauce (approximately ½ gallon) have been delivered to the government. The "Trading Post", Mr. Bills says, has sold more pruning rakes this Fall than for the past nine years, which is an index of the increased care growers are giving to their bogs.

FARMERS CAN UP PRODUCTION 20%

The U. S. Department of Agriculture has released a study indicating that in the next four or five years farmers of the Nation could produce about 20 percent more than they did in 1950 and 18 percent more than in 1951, if there

is need for such a volume of farm output and provided that steps necessary to assure it are taken.

This information was contained in a report on a study made to estimate agriculture's capacity to produce under conditions of need for large increases in farm output. Data in the report also will



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be used in laying the ground-work for future production goal programs.

The report of agriculture's capacity to produce in a defense period is the combined work of the Land-Grant Colleges and the Department of Agriculture. Federal and State agricultural workers, thoroughly familiar with agriculture in their States, prepared the report.

The report indicates that most of the increases in production could best be obtained through

adoption of improved farming practices and greater use of fertilizer and machinery, while labor requirements and acres of cropland would remain about at 1951 levels.

Results of this study, which take account of recent research and testing, indicate that the South has the greatest possibility for increasing production, percentage-wise. The North Central, Mountain, Northwest, and Pacific regions follow in that order.

"FINANCING THE CRANBERRY CROP"

Bernard T. McGowan, a National Bank Examiner of the Office of the Comptroller of the Currency, U. S. Treasury Department, has been notified by the Graduate School of Banking that his thesis, "Financing the Cranberry Crop," written as a requirement for his graduation from the School last June, is considered of such excellence that it will be permanently placed in the libraries of the American Bankers' Association and Rutgers University. The Graduate School, conducted by the A. B. A. in cooperation with Rutgers, is a school of advanced study for bankers of officer rank. The significance of this honor to Mr. McGowan is indicated by the fact that of 338 thesis submitted by members of the class of 1952, only 38 were chosen for this recognition, according to Dr. William A. Irwin, associate director of the School and chairman of the Library Thesis Committee. "These 38 thesis were considered to be of such excellence that they are being made a permanent part of banking literature", Dr. Irwin said.

To be approved for the Library, a thesis must first receive a recommendation from a panel of examiners specializing in the subject on which the thesis is written. The recommendations are made to the School's Library Thesis Committee, which, on the basis of the recommendations, the reports of expert readers, and the entire educational record of the student, acts upon them. By the means of this screening process, only thesis of particular distinction are approved for inclusion in the libraries.

The preparation of the thesis was only one of the requirements met by Mr. McGowan before graduation from the School last June 27. He also attended three Summer sessions on the Rutgers campus in New Brunswick, N. J., and did two years extension work at home. The Summer sessions are attended by over 1,000 bank officers.



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Mr. McGowan's thesis, along with those previously accepted, will be available for reference after January 1 at the A. B. A. Library, 12 East 36 Street, New York City and the Rutgers University Library, which are open to the public.

A condensation of Mr. McGowan's thesis will appear in Present Day Banking—1953, schedule for release shortly after Jan. 1, 1953.

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Ocean Spray climb continues . . .

On December 1, Ocean Spray *civilian* sales for the 11 months of 1952 were 3,856,257 cases, compared with 3,297,329 cases during the same period in 1951, a gain of 558,928 cases. (We are comparing only civilian sales and have excluded government business because it is the civilian sales which reflect consumer demand).

Looking back 10 years, the gain is even more pronounced. 10 years ago, Ocean Spray sales for the year 1942 were 1,798,495 cases. But now consumers are using Ocean Spray in so much greater volume that this same quantity was sold in **6 weeks** in 1952 during October-November!

We quote these figures to give growers added confidence that Ocean Spray's steadily expanding market is building an increased cranberry-eating habit that spreads through every week in the year.

Even this year, when we shall be short of cranberries, we are not lessening our promotional activities. We intend to keep the consumer demand *ahead* of the supply to assure the sale of larger crops which are surely on the way.

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cold weather. At the same time change the transmission and differential lubricants according to manufacturers' instructions for Winter conditions.

Keep batteries charged as a battery that gets low is easily damaged by freezing, and at low temperatures such batteries have little starting power. If the operating time is less in Winter than in Summer, step up the generator rate or connect the battery to a separate charger during off hours.

During cold Winter it is particularly desirable to run the engine at a temperature of 160 to 180 degrees. The radiator thermostat may need to be checked or a canvas curtain can be used to limit the cooling area. Higher operating efficiencies result from keeping radiator temperature up, and also crankcase dilution and carbon deposits are less.

After starting an engine in cold weather, don't stop it until it has been thoroughly warmed up. Furthermore, the engineer suggests, not load it or run it fast until it has had time to warm up.

The deer population in Massachusetts is increasing at a high rate each year which is causing a serious threat of mounting damage to Massachusetts farmers—and to car owners, when deer appear unexpectedly on the highway.

"If you listen to the 'neverdo's' it's never done."—Lloyd George.

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FARM ENGINES NEED SPECIAL WINTER CARE

Most tractor and truck operators know how to care for their equipment in Winter, but W. C. Krueger, extension farm engineer at Rutgers University, New Jersey, suggests some precautions that may be helpful.

In the first place, he says be sure to renew the oil filter and change the oil to Winter grade if the equipment is to be used during

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WHAT IS NEW

Perforated plastic tubing has been used experimentally for sub surface drainage in Iowa. Most of the experiments were conducted in the field and therefore give information on the behavior under field conditions. One, 1½, 2, 3 and 4 inch tubes were used in these experiments. These tubes had twelve quarter-inch holes per foot to receive the water. The cost of this tubing is less than the cost of tile and the cost of installation is less.

This method of draining is particularly adapted to cranberry bogs as the plastic tubes may be pulled through the sand layer behind a mole plow with relatively little damage to the vines. Two-inch diameter tubing should give both drainage and sub surface irrigation when used across the section. In bogs with shallow peat the mole plow could be pulled with a tractor. In bogs with deep peat or on bogs which the owner did not want a tractor, the mole plow would be pulled with a winch.

Dr. Chandler at the Massachusetts Cranberry Station has been studying the investigations made in Iowa and hopes to have experiments at the State Bog and at other bogs this Spring. In the experiments conducted in Iowa the land had a slope of 1 to 3 percent. As there is no slope in cranberry bogs the drainage tubes may have to be placed much closer together than they were in the Iowa experiment. Studies reported by Dr. Chandler in the American Society for Horticultural Science indicate that the water in cranberry bog soils is only related to the water in the ditches about five feet from the ditch, and therefore the drainage tubes may have to be 15 to 20 feet apart.

"Every now and then a man's mind is stretched by a new idea and never shrinks back to its former proportions."—Oliver Wendell Holmes.

Philosophers say we get out of life just what we put in—and this is also true of congress.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Mass. Industry Saddened

Massachusetts cranberry growers were saddened by the recent deaths of two outstanding men and loyal friends of the industry: Franklin E. Smith and Professor Fred J. Sievers. Mr. Smith divided his time between practicing law and raising cranberries. He was a charter member of the Cape Cod Cranberry Growers Association and served as its legal counsel for many years. He was a familiar figure at cranberry meetings and maintained a keen interest in the affairs of the industry.

Professor Sievers, retired Director of the Massachusetts Experiment Station, will long be remembered for his unusual ability as a public speaker and for his able administration of the Experiment Stations in the State. For the past twenty-two years, no meeting of the Cape Cod Cranberry Growers Association was quite complete without an address by Director Sievers. We, at this station, join with the many friends and associates of these two men in extending our deepest sympathy to their respective families.

Water Supplies Not up to "Snuff"

The "nor-easter" in late December brought some relief to our diminishing water supplies. A total of 3.38 inches of rain was recorded for that particular storm by George Rounsville here at the Cranberry Station. We had only one other storm during 1952 that brought three inches or more of moisture and that came February 18. However, water supplies are still below normal and many bogs were not properly flooded as of Jan. 1. We experienced some low temperatures over the Christmas week-end, but in the opinion of Dr. Chester

E. Cross, weather conditions were not severe enough to cause damage to exposed vines. If, however, we should have two or three days of low temperatures accompanied by high winds, we could expect some damage. Certain staff members at the Cranberry Experiment Station will keep posted on winter killing and oxygen deficiency conditions. Growers concerned about this problem may phone this station or their county extension office during the week or the following men over week-ends: Dr. C. E. Cross, Sagamore 373R, George Rounsville, Wareham 1033R or the writer, Wareham 220. Whenever possible, cards will be used to acquaint growers on these matters.

Cranberry growers who were present at the November Massachusetts Farm Business outlook conference heard very complete reports on the agricultural sup-

plies and equipment situation. There are no critical shortages of those materials we use in this industry, however, it is sound business as always to estimate normal requirements and place orders early, particularly for those interested in purchasing equipment. **Mass. Advisory Committee Meets**

The State Cranberry Advisory committee met at the Cranberry Experiment Station December 3 to assist the extension service in preparing an educational program for 1953. We had excellent representation from the four cranberry clubs, Cape Cod Cranberry Growers Association, Directors of the Marketing Agencies, County Agents, University of Massachusetts, and the Cranberry Station. It was agreed that our major emphasis should be directed towards raising more berries per acre, improving the quality of our package, and cutting production costs. The advice and counsel of this committee is greatly appreciated. The following members were present: Frank Butler, Emil S. Jacques, Wareham; Charles Savary, Cotuit; Arthur Handy, Cataumet; Asahel Drake, Harwich Center; E. L. Bartholomew, Wareham; Russell Makepeace, Wareham; Ralph Thatcher, Hyannis; Chester Robbins, Onset; Howard Hiller, Rochester;

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Ferris Waite, Plymouth; Robert Handy Cataumet; Allan Leland, Amherst; Arthur French, Amherst; F. E. Cole, Amherst; County Agents Dominic Marini, Arnold Lane and Harold Woodward; Dr. Chester E. Cross, Dr. Henry J. Franklin, Joseph Kelley and the writer.

Union Meeting at Worcester

County Agents Dominic Marini and Arnold Lane met with their County Advisory committees and are developing their educational programs for the coming year including a series of winter club meetings.

The Cape Cod Cranberry Growers Association, under the leadership of President E. L. Bartholomew, sponsored another fine exhibit at the Union Agricultural meeting held in Worcester January 6, 7, and 8. Gilbert Beaton was chairman of a special committee in charge of arrangements. The exhibit featured cranberries both fresh and processed and included samples of the various consumer-type package sold in their markets. The public also had an opportunity to view colored slides of our cranberry industry as they visited the cranberry exhibit. The Association also participated in a Food Editors Luncheon held during the Union Meetings. It was sponsored by the Massachusetts Department of Agriculture under the capable supervision of Louis Webster. The major agricultural commodities produced in the Commonwealth were brought to the attention of the press and radio people working with foods.

CCCGA to be Commended

We believe that the Cape Cod Cranberry Growers Association is performing a real service for the industry in sponsoring these exhibits and participating in Food Editors Luncheons. Certainly the growers and their wives who went to Worcester, set up the exhibit, and tended the booth for three days should be commended for their part in promoting our industry at these New England wide meetings.

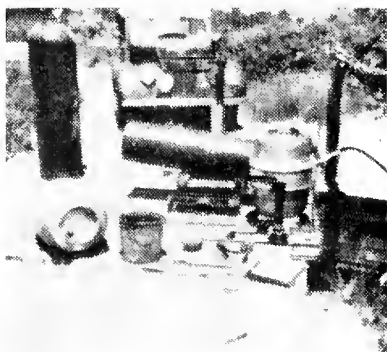
People who feel the need for a dictator always envision him as dictating to someone else.

LIQUID FERTILIZER

By F. B. Chandler

The late Fall issue of the "National Fertilizer Review" arrived after the December issue of CRANBERRIES was published. The "National Fertilizer Review" contained a table on the national nitrogen supplies for 1951-52 and the estimated 1952-53 consumption. These figures estimated about 11 percent increase in the consumption of nitrogen in 1952-53. All nitrogen sources except natural organics show some increase but the greatest increase reported was in "Ammonia for Direct Application" which will increase 46 percent over 1951-52.

This type of fertilizer includes liquid ammonia, nitrogen solutions and ammonium nitrate used for direct application. This type of fertilizer made up 12 percent of all fertilizer used in 1951-52 and is expected to make up 16 percent



Top: Liquid fertilizer being dumped from a flume. Lower: Fertilizer being used on a bog in spray form.

of all materials to be used in 1952-53. These figures indicate the rapid increase in the use of anhydrous ammonia due to the saving provided by a less expensive material which may be applied at a lower cost.

LEONARD MORRIS ON WEST COAST RADIO

Leonard Morris, Long Beach, Washington cranberry grower, was heard on the radio during the holidays. He was interviewed by Kay West on KEX, Portland, Oregon. Happening to drop in at the studio, after meeting visiting daughter, Patricia, who was on holiday vacation from Washington State College, they found the chef of the show had prepared a cranberry pie. Mr. Leonard was asked to explain about cranberries.

OREGON CROPS UP IN 1952

Oregon berry growers in 1952, according to U. S. Agricultural Statistics, produced a total of 46,300 tons of strawberries, cane-fruits and cranberries, which is 45 percent higher than the relatively small production of 1951 and is the second largest on record. Total value of berries grown is placed at \$13,109,000. With the exception of cranberries, 1952 prices somewhat under the 1951 season. Combined production of all main crops reached 4,627,700 tons with a value of \$284,508,000 which is a record high.

DAUGHTER OF MASS. GROWER IS MARRIED

Miss Catherine Handy, daughter of Mr. and Mrs. Robert S. Handy of Cataumet, Mass., the latter being one of Massachusetts' best-known cranberry growers, on December 20th became the bride of Hans Englemann, son of Max Englemann of Wilmington, Delaware.

The ceremony was in the little, historic church at Cataumet.

Mrs. Englemann is a graduate of Middlebury College, attended the University of Wilmington and taught there. Mr. Englemann, a graduate of Haverford College, Pa., and Columbia University is a teacher of languages at Peekskill Military. The couple will live at Peekskill, N. Y.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF JANUARY 1953-VOL. 17 NO. 9

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

The spirit of Santa Claus prevailed all December for growers, here. As a month, it was a good one for the Bay State.

The sunshine factor was up, the month was warmer than normal—about three degrees a day and rainfall was 4.99 inches, which was above normal, and was a good thing as water supplies had been extremely scanty all Summer and Fall.

Much Sanding Done

First part of the month was especially warm, and the growers, encouraged by the success of the 1952 market went to work in earnest on their properties. This was especially true in sanding. A tremendous amount was done. In sanding, it appears that wheelbarrows and planks are now taking a minor place.

A great deal of the sanding was done by mechanical means. That is, small tractors, or converted light cars, with a truck body, or trailer attached, were going out directly upon the vines. It is conservatively estimated that at least 100 such outfit of truck, or tractor and flats were in use.

Observers said these did not appear to be leaving much or any mark on the vines, although this was a practice generally abhorred until recently.

Winter Flooding Last of Month

The surfaces of the bogs remained unfrozen, and on most bogs no attempt was made to flow until just before Christmas, in view of the warm weather. During most of the month with the bogs unprotected because of little water, cold snaps causing damage, could have occurred—but did not.

Final 1952 Cranberry Figures

Final crop estimate of USDA of 1952, dated December 24th, shows production for the country as 796,000 barrels. This is 5 percent larger than the 10-year average of 769,660, but 13 percent less than the large 1951 crop of 910,300 barrels. Massachusetts and Washington crops were moderated below average and the smallest since 1944. New Jersey was the largest since 1937 and the Oregon crop the largest on record.

Crop Reporting further said that "very hot, dry weather in late June and during July caused a poor set in Massachusetts on late held bogs. The dry weather also reduced the size of the berries. Fruit worm damage was worse than usual in Massachusetts. The season in New Jersey was mostly favorable. July was unusually hot, but timely showers prevented extensive damage. A light set, dry weather and insect damage were the causes of the small crop in Washington.

Production in Barrels

States	10-year average 1941-1950	1951	1952
Massachusetts	497,600	560,000	440,000
New Jersey	76,700	76,000	114,000
Wisconsin	147,100	196,000	190,000
Washington	35,880	57,500	30,000
Oregon	12,380	20,800	22,000
Five States	769,660	910,300	796,000

First Touch of Winter

On Monday afternoon, Dec. 22, just 24 hours after Winter began officially, Southeastern Massachusetts had its first touch of wintry weather. At dusk, rain turned to sleet, and rain mixed with snow. Driven by winds of 40-45 miles per hour and more at moments of gusts, driving and walking conditions were extremely hazardous. Many areas in other parts of New England received snow which remained for several days. The precipitation from Monday to Wednesday was 3.30 inches. Every hour of this was extra dollars in the pockets of the growers. Water supplies were helped materially, and many growers had their planks in to save water for the Winter flood.

Winterkill Warning

On December 29, the first winterkill warning, a new practice this

year, was prepared at the Experiment Station and sent out by County Agents. It read:

"It is the opinion of Dr. C. E. Cross that weather conditions over the Christmas week-end were not severe enough to cause frost damage to exposed vines. However, two or three days of low temperatures, plus high winds at this time

Vernon Goldsworthy

Cranberry Specialist and Grower
B. S. M. S. University of Wisconsin
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3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

could cause real damage.

"Certain staff members of the Cranberry Experiment Station will keep posted on winterkilling and oxygen deficiency conditions.

"Growers concerned about this problem may phone the Cranberry Experiment Station during the week, or Dr. Cross, George Rouns-ville or J. Richard Beattie over week-ends.

Ice Forms End of Year

Floods were on most bogs that could be flooded before January 1, and ice formed, sufficient for skaters on such bogs, as owners permitted skating and ponds. There was no opportunity for ice sanding before 1953. Coldest temperature reached was 8 above on the morning of the 28th.

JANUARY STARTS WARMER THAN NORMAL

At the end of the first nine days of January, 1953, although the weather had turned somewhat colder there had been no winterkill. There was heavy rain on the 2nd and 3rd, which further added to water supplies. Aiding the winter-kill situation was the fact that temperatures did not drop to extreme lows and there were no sudden colds followed by warm days, or severe cold winds, and bog surfaces were not frozen to prevent sap from running up into the vines.

In spite of the more wintry conditions, with slight snow on the ground the 8th and 9th, temperature as recorded at Boston since January 1 was a departure from normal of 14 degrees, plus, further bearing out Dr. Franklin's earlier forecast of a mild winter.

NEW JERSEY

J. J. White in

Big Renovation Program

In 1952 Joseph J. White, Inc., renovated about 100 acres of the less productive bogs by ditching, heavy pruning, removal of grass and weeds, and replanting poor spots. In the larger bogs some cross roads were built. It is planned to improve another 60 acres in this way in 1953.

Pruning Demonstration

Ed Lipman of the National Cranberry Association, Bordentown, held a pruning demonstration with the Crandon pruner and bog rake on

December 4th at the bogs at Ethelbert Haines and brother. There were approximately 30 growers present. The association is making arrangements to provide dusting service to New Jersey growers by helicopter and conventional planes in 1953. Airplane fertilizing service will also be available.

Fresh Fruit Average

Walter Fort, Manager of the Growers' Cranberry Co., reports that the fresh cranberry sales from his company will average between \$23.50 and \$24 per barrel.

New Varieties Sauce Excellent

At Pemberton some samples of Beckwith, Wilcox and Stevens cranberries, which had been made into whole berry sauce, were tasted by several persons. The sauce was of outstanding quality and reminded us that here are three valuable varieties.

December Mild and Wetter

The weather at Pemberton during December was milder and wetter than normal. The average temperature was 37.3°, two degrees above normal, and the precipitation was 3.92, 1.46 inches greater than normal. The maximum temperature was 62° on the 10th and the minimum was 10° on the 29th.

The records kept by Bill Haines at Chatsworth show that the temperature during December was identical to that of Pemberton. However, .50 inches more rainfall was recorded at Chatsworth than at Pemberton.

1952 Weather Really Abnormal

An analysis of the weather data at Pemberton during 1952 yields the misleading fact that the average temperature throughout the year was normal, 54.4°F. This "normalcy" was achieved by an abnormally cool Fall and Spring and an excessively hot Summer. July was the hottest for the month on record, while one of the coolest Mays ever recorded was experienced in 1952. There were 22 days in July in which the temperature reached 90° or above and 11 such torrid days occurred in June.

'52 Rainfall Above Normal

Rainfall during 1952 was 53.64 inches, or 10.63 inches above normal. Only February, June and October were deficient in normal rainfall. There were 104 rainy days in the year with most of the rain

falling in August (8.02 inches) and April (6.29 inches).

WASHINGTON

December Warm, Pleasant

Cranberry areas seem to have had their Winter in November, as December, into early January, turned out to be nice and sunny. But, of course the cold months are not over yet.

Crowley to Attend Meeting

D. J. Crowley, director of Long Beach Experiment Station was to attend a week at the State College at Pullman, starting Jan. 12. He was planning to make the spray chart for 1953. The following week the Western Spray Conference, which includes all research workers from the Western States and the USDA men in these areas, will be held at Portland, Oregon at the Imperial Hotel.

Jean Nash New Vice-President Wisc. Cranberry Sales

Wisconsin Cranberry Sales Company at its annual meeting, December 17 re-elected Dan Rezin of Warrens, president, and Miss Jean Nash, Wisconsin Rapids, vice-president, succeeding Craig Scott of Warrens. C. D. Hammond, Jr., of Wisconsin Rapids was named again as secretary-treasurer.

Directors chosen for one-year terms were: Vernon Goldsworthy, Sturgeon Bay, Harold Olson, Mather; R. C. Treat, Tomah; William Harkner, Millston. Craig Scott, Harold DeLong, Mather and Tony Jonjak, Hayward will be directors on the board of the American Cranberry Exchange.

Robert Rezin, Tomah, succeeds Lloyd Rezin, Cranmer, as directors of the National Cranberry Association.

The meeting was held at the Elks Club, Wisconsin Rapids.

Maine blueberries grow wild and prefer light, acid, sandy or gravelly soils. Most of them grow in a belt along the Maine coast from the mouth of the Kennebec River to the Canadian boundary. (New England Homestead.)

Too Many Back-Breaking Jobs In Cranberry Growing

Arthur M. Handy, Youthful Second Vice-President Cape Cod Cranberry Growers' Association Believes There Can Be Many More Short-Cuts in Labor—He And Father Grow More Than 85 Barrels to Acre.

By CLARENCE J. HALL

There is the familiar pattern of Cape Cod cranberry growing in this "profile" of Arthur M. Handy of Pocasset, Massachusetts, who is rapidly coming on in importance in the Bay State cranberry world. He is a fourth generation grower. Although he prefers the cultural end of the business to marketing and what might be called cranberry "civics," he is taking part in both of the latter.

Last Summer he was elected second vice-president of the Cape Cod Cranberry Growers' Association. If the usual tradition is followed he will be president in 1953, after the present vice-president, E. L. Bartholomew has served two years and the present vice-president, Frank P. Crandon put in his two. Some of the other cranberry areas, perhaps notably New Jersey, have in recent years made it possible to have younger men head up the state organization. Older men have been the general rule in Massachusetts. Arthur will be one of the first really young men, at least in recent years, and one of the first in some time from Barnstable County.

Beside being vice-president of CCCGA, Arthur is secretary of the Upper Cape Cod Cranberry Club, a director of Cranberry Growers' Mutual and is one of those invited to sit in on the annual conference at the Massachusetts Experiment Station which determines what is to go in the weed and insect control charts each year.

Following Path of Father

Arthur is rather closely following his father, Robert S. Handy (CRANBERRIES, July 1948) in such activities, and in other ways. Robert Handy has long been known as one of the more careful and better growers of Massachusetts. Arthur is achieving the same reputation. Robert Handy is a quiet man, saying very little, talking only when he has something worthwhile to say, but thinking a lot all the time. Arthur is the same.

In the Cape Cod pattern of the Handys is the fact they are members of one of the oldest families on the Cape, the immigrant Handy, Richard, coming to Sandwich in 1664. The Handys began cranberry cultivation nearly 90 years ago, the first being Arthur's great grandfather, Joshua, his grandfather, Henry, then as stated, Robert S. and now Arthur.

Arthur and his father are associated in the business with a total of about 43 acres, mostly in the Pocasset-Cataumet area, but with some bog in adjacent Fal-mouth. Arthur owns about three

acres of his own in Cataumet.

Born in Cataumet, April 3, 1921, Arthur first attended school in that village, then in Bourne (Cataumet and Pocasset being a part of that sprawling township) and was graduated from Bourne High School in 1939. He entered Dartmouth College, majoring in botany, but not with any clear idea that he would become a cranberry grower. He was graduated with a B. S. in botany in 1943.

In Aviation in War

Then came the hitch in service. His first duties were in Puerto Rico in weather service. He remained on that American Island for six months. He was transferred to Texas as an air cadet. He was at Big Springs, Harlingen and San Marcus. His training was that of navigator. He was later sent to Carlsbad, New Mexico and, finally to Yuma, Arizona, where his training was as bombardier. The Second World War ended. He was discharged and returned to the Cape to enter cranberry growing with his father.

While in Texas he had met the

future Mrs. Arthur M. Handy, then Margaret Breneman of Austin. They were married in 1946. The Handys make their home, with their son, Michael, 5, on Patuisset Island, which is near the village of Pocasset, and is not really an island today, but a point of land projecting into Buzzards Bay, connected with the mainland by a causeway.

Their home, which Mr. Handy helped build himself is beautifully situated with a view of the water on two sides, and by the side of the Patuisset cranberry bog, one of the Handy properties. Patuisset is lonely in Winter, with only a few families keeping homes open, but, during July and August as a Summer resort. Arthur says it is a "madhouse" of vacation activity.

Arthur is "kind of proud" of what has been done with the Patuisset bog (nearly 4 acres) since it passed through the two Cape hurricanes and was completely under salt water. The salt killed out the vines, mangled them and it became a mess of 3-square grass, chiefly, and other weeds. The property was heavily sanded over, PDB, 2-4D was used plentifully, and today the bog is a pretty one, completely restored.

Use Sprinklers

This is a totally dry bog, without even springs. The only source of water is rainfall. The Handys irrigate it with Buckner sprinklers and portable pipe. Water comes from the town water mains, which pass close by. One other bog of Handys is also sprinkler irrigated. This is the Lily Pond in Cataumet.

As well as irrigating these two bogs by sprinklers, the systems are used for frost control. By this method far less water is used, and the sprinklers do not need to be turned on until a real danger point is reached.

On the 43 Handy acres excellent crops are being produced. Average production for last ten years is around 2,900 barrels. The last four years have brought production of between 2,800 and 3,800, the latter being for the 1952 season. This 1952 crop is better than 85 barrels to the acre, which assuredly is alright. But crops were not so good back in the 30's—there were many weeds then. Arthur attributes the up in production to general

improvement, such as cleaning up the weeds, sanding, consistent insect control, using modern methods; taking advantage of the latest in research. Dusting has been by both straight-wing plane and 'copter. Arthur feels that insect control from the air is superior to ground work. Ground dusters he believes, cause too much damage to growing berries.

Better Ways of Cranberry Growing

In his operations Arthur tries to do things as mechanically as possible. "One of the problems in cranberry growing, as I see it, is to get away from the slow hand labor when ever mechanization will do the job as well or at least approximately as well as far as quality is concerned. Labor is too difficult to obtain. We must keep looking for more efficient ways to properly care for our properties. There must be quicker and easier methods of doing some of the back-breaking jobs connected with the growing of cranberries." He re-

Right—Arthur shows one of his Summer cottages. Below, the Handy's home at Patuisset.

CRANBERRIES (Photo)

ferred, then particularly to his sanding program.

He sands with a sand tractor, which has a front-end loader, that is, a hydraulic bucket which scoops sand directly out of the sand banks. He sets up a sand screen on a stand

and drives the truck in under this, to avoid extra handling. He does not drive the truck out on the bog directly on the vines, as many were doing in Massachusetts this past Fall, but more cautiously uses planks for the wheels. With a



crew of four, including himself as one of the workers he has sanded as much as five acres from a single spot, before moving the screen.

Doesn't Like Ice Sanding

He prefers sanding on the vines to sanding on the ice, saying, "I'm not much impressed with ice sanding. The sand goes down alright, but it doesn't shorten the vines as sanding should. The sand doesn't do enough good, in my opinion." In truck sanding, when sand is put on too heavy he pulls out the buried vines with a potato digger. The Handys did formerly ice sand, but haven't for the past five or six years.

This Fall Arthur tried out the Crandon mechanical pruner and liked it very much especially where there were many runners to cut.

While inclined to mechanized effort, mechanical pickers are not used—at least as yet. The Handy's stick to scooping. They utilize a crew of 20-25 pickers, local people, including four or five women, most of whom come back to work on the Handy bogs year after year.

The Handy bogs are mostly Early Blacks, the exceptions being about 15 acres of Howes and one acre of "mongrels." Both Robert S. and Arthur are members of National Cranberry Association and sell their entire crop through that co-op. They do not screen, taking their fruit from the bog to an "Ocean Spray" plant. The elder Mr. Handy has long been a member and director of NCA.

Arthur says he doesn't feel especially qualified to talk much about the marketing end. He is a grower and "likes to see things grow." Which, presumably is why he took up botany.

However, he does agree with most that the two markets are needed. "The more ways we have of marketing, the better are bound to be the results. He believes in the old truism "Don't put all your eggs in one basket."

As a director of the Mutual, he is certain that new organization has justified its existence. This was especially true in 1951, he believes. The Mutual provided a common meeting ground for distributors and he notes that selling conditions in '51 improved vastly over 1950 when there was no Mutual.

The young Mr. Handy is a member of the M. E. Church of Cataumet and of DeWitt Clinton Lodge of Masons of Sandwich.

Has a Profitable "Hobby"

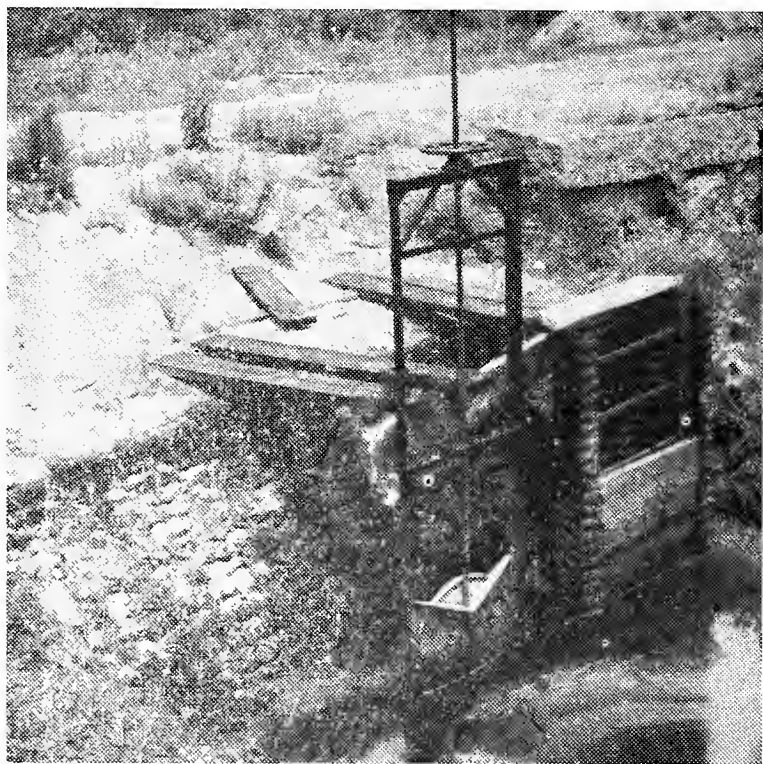
It has already been noted that he assisted in the building of his home at Patuisett Island. In doing that he found he enjoyed carpentry. So, he has adopted that as his hobby.

With considerable land around the bogside at Patuisett lying idle and Patuisett being the popular Summer resort it is, he conceived the idea of enjoying his hobby by building Summer cottages. First he finds it a great deal of pleasure to draw up the plans—a happy indoor pastime. Then, he does the actual building himself, assisted by two of his "boys," that is, bog workers whom the Handys keep on the payroll the year around.

Arthur, with his brace of helpers does all the work except for the wiring, plumbing and masonry. So far, he has built and completely furnished four of these camps. Each one is different in interior and exterior plan. His hobby is a more "handy" one than are many others, and besides being relaxation to him, it is a hobby which pays off.

MASS. CRANBERRY STATION STAFF COMPLETES RED CROSS COURSE

The entire staff at the Massachusetts Experiment Station, East Wareham, has completed standard Red Cross courses and each member has received a certifying card to that effect. The Station also has a First Aid kit ready for accident emergencies.



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Relation of Different Methods of Expressing Size of Cranberries

By F. B. Chandler

In addition to the cup count of cranberries there are several other measurements which express berry size. Some of these are used by research workers and some will be interesting to growers as a comparison to the cup count measure. Such measurements are average berry weight, average berry volume, specific gravity, number of berries per pound and distance between grader bars.

In 1944 the author made extensive studies of cup count, cup weight and the volume of cranberries grown in New Jersey. This was done to better understand the cranberry seedlings which were to be selected in 1944 and 1945. From the measurements made, the average weight, the average berry volume, and the specific gravity (the weight of the berries compared to an equal volume of water) were determined. Some samples were carefully graded to determine the cup count in relation to the graded size and to determine the distribution of berry by size classes. Information from the "Largest Cranberry Contests" of 1951 and 1952 have given figures which permitted the extension of the original curve. The figures used to make the curves in "Preliminary Report on the Development of Cranberry Fruit," published in the August issue of CRANBERRIES were checked with the data presented here.

The average berry weight for any given variety, for example Early Black, varies from year to year but the average berry weight for a given cup count varies less than 0.07 grams from year to year.

Figure 1

Figure 1 presents the average volume of cranberries in cubic centimeters in relation to the cup count. The data for small berries, cup count over 120, fall on or near this line regardless of variety or shape. This probably would be true of very large berries, cup counts

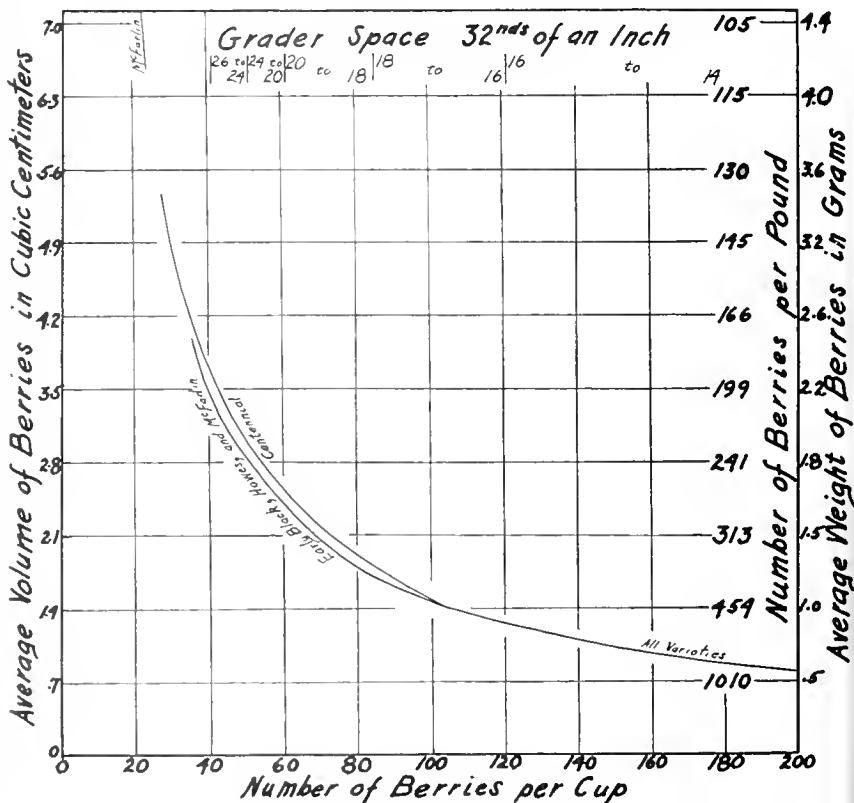
less than 25, but there were not enough data to check it. Between these extremes there is a variety and shape difference. The heavy berries or those with high specific gravity, will be on the top line or above it while those with light berries will be on the bottom line or below it. Shape plays a role only in the packing of the cup. Perfectly round berries will pack only a small amount while the pointed berries may pack about ten percent. Early Blacks are in between, packing about six percent.

At the top of Figure 1 will be found the distance between grader bars which will give cup counts shown below. In mechanical sorting it will not be possible to get as uniform separation due to the speed with which the berries pass over the grader. The right side of Figure 1 has the best fit of the average weight. As the left side

was fixed for average berry volume, the right side is not correct for light or heavy berries. The number of berries per pound is determined from the average berry weight.

If one wished to know the other measurements of berries with a cup count of 80, they could be found by following the line from 80 up to the curve. For Early Black, Howes or McFarlin the average berry volume would be 1.78 cubic centimeters with an average berry weight of about 1.25 grams, which would pack about 370 berries per pound. These berries would pass through a 20/32 grader but would not pass through an 18/32. If the variety were Centennial the average berry volume would be 1.91 and the average berry weight would be 1.33 grams, which would pack about 350 berries per pound. When the cup count is over 105 Early Black will be heavier than McFarlin. Only two samples of Early Blacks with cup counts of less than 65 have been studied but these indicate that large Early Blacks are very light. Centennials are heavier than Early Blacks, Howes, or McFarlins when the cup count is small but the

(Continued on Page 12)



1953 PROMISES MUCH

NINETEEN hundred and fifty-three! How will this brand new year find the industry? It won't find it static, that's a cinch. The industry is on the move.

With a successful 1952, marketwise behind the growers they are bound to be doing many things. In fact, this past month of December saw a tremendous amount of bog work in all the areas. That bogs are, and will receive more attention, is borne out by little things as well as big. Such as that the "Trading Post," Bordentown, New Jersey, sold more pruning rakes than for the past nine years.

The industry will become even more mechanized. That humble task of sanding is now mostly done with powered wheels. There are half a dozen or more picking machines, some notably the Western Picker, perhaps not in final perfection, but working well and on the market. The industry will be less dependent upon the hand scoop in '53 than hithertofore.

There are interesting experiments and new trends of thought. For instance the experiments of Dr. F. B. Chandler at the Massachusetts State Bog, with liquid fertilizer as told in last month's issue. With water supplies shrinking almost everywhere attention must be focused upon sprinkler irrigation. This is another project at the Massachusetts Experiment Station. Droughts, like those of last Summer cannot be permitted to take such toll each year.

It is interesting to note that an attempt will be made from this station in Massachusetts in '53 to forecast to growers when conditions are too dry. We were interested in the statement of L. A. Blake, new manager of N. E. Cranberry Sales Company in "Cranberry World" that he is exploring the possibilities of profitable uses of screenhouses which are idle so much of the year. He feels that some other use, between cranberry screening seasons, should be made of the equipment. If some satisfactory use could be found for the idle periods it would not only reduce screenhouse overhead for growers but would help hold together a crew the year around.

Research on weed and insect control will continue. Progress will undoubtedly be made. There will also be progress in the program of hybrid seedling and varieties.

Encouraging everyone in the industry was the success of the marketing season

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Editor and Publisher

CLARENCE J. HALL

EDITH S. HALL—Associate Editor

CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.

Wisconsin Rapids, Wisconsin

Washington—Oregon

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Cranberry Specialist

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Massachusetts

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Director Mass. State Cranberry Experiment Station

East Wareham, Mass.

BERTRAM TOMLINSON

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New Jersey Cranberry and Blueberry Station

Pemberton, New Jersey

of last year. The clean-up was excellent, and a really stabilized market is nearer. The two major co-ops, ACE and NCA have merchandising programs which really move fruit both fresh and processed.

ACE's "Winmor" campaign, rather a new wrinkle to cranberries was a real hit. NCA has built up a powerful sales program. The Fresh Cranberry Institute functioned admirably. Cranberries received a tremendous amount of publicity in 1952.

However, the industry should not become complacent. Remember it was a short '52 crop that had to be moved. Next year's could be much larger.

1953 should be an exciting year for us all.

BERRY SIZE

(Continued from Page 10)
same at cup counts of 105.

The specific gravity varies within a variety with the size, the small berries being heavier and having a specific gravity of about 0.71, while the large berries are lighter and have a specific gravity of about 0.56. The very small pie berries with a cup count of 306 may have a specific gravity of 0.739. Growers have had no interest in the specific gravity of cranberries but it has been used in making selections of new cranberry varieties to be sure the new varieties could be packed in the containers used for Early Blacks and Howes. Specific gravity has also been discussed as a method of separating rotten cranberries from firm fruit. Such a separation does not seem possible at present but may be used later. If this method should become possible it would separate the fruit into several size grades and would put the rot in with the pie berries where it could be removed by a grader.

A study of the percent of the berries in the different size graders showed 50 percent over a 16/32 grader but passing an 18/32 for Early Black. On the other hand, Centennial had 49 percent over a 20/32 grader and passing a 24/32 and 4 percent over a 24/32 grader. The large Centennial berries would not pack as well and would have a lower specific gravity than the Early Black because of the size. From a comparison of Early Black and Centennial in the Figure it is evident that with the same cup count Centennial is heavier.

Cup Count Still

Most Practical Method

The curve for the average berry weight and the crop cup count is so much like the figure for average berry volume and cup count that it is not presented. When the data for either volume or weight are plotted against specific gravity the lines are nearly straight, indicating a direct relationship.

The results of this study show that the best measurement of size would be specific gravity and average berry weight or average berry volume. However, as these methods of measuring size are time consuming, the cup count must still be con-

sidered the method which is quickest and most practical for packing house use.

RETIRED MASS. EXT. SERVICE DIRECTOR DIES AT 73

Dr. Fred J. Sievers Had Long Shown Great Interest in Cranberry Industry And Was Frequent Speaker at Cranberry Meetings, The Last Being "Dr. Franklin Day."

Prof. Fred J. Sievers, 73, retired director of the Massachusetts graduate school and head of the Agricultural Station at Amherst, died suddenly December 26 at his home, 109 Fearing Street, Amherst. As director of the Experiment Station for 22 years, the Cranberry Experiment Station at East Wareham was conducted under his charge.

Much of the earlier work at the East Wareham Station was approved by Mr. Sievers and he was well known to cranberry growers of Massachusetts. He was extremely interested in all cranberry activities and was a frequent speaker at meetings of the Cape Cod Cranberry Growers' Association and other cranberry affairs.

He retired two years ago, Dean of the Agricultural Station, his position. Prof. Sievers was one of the speakers at "Dr. Franklin Day," when H. J. Franklin retired as director of the Cranberry Station.

Born in Milwaukee, Wisconsin, he joined the then Massachusetts College in 1928, going there from Washington State College. He was an honorary fellow of the American Society of Agronomy and author of many papers on agriculture.

He was a vice-president of the Co. L. Dickinson Hospital in Northampton, a trustee of the First Congregational Church, member of the Rotary Club and a former chairman of the March of Dimes and director of the Amherst Community Chest.

He leaves his wife, Emma; a daughter, Jennette of Greensboro, N. C.; two sons, Howard R., of Arlington Heights, Ill.; Frederick of Wilmington, Delaware and a sis-



ter, Miss Dora Sievers of Milwaukee.

Funeral service was held at 2:30, Sunday, December 28, at the First Congregational Church, Amherst. Staff of the East Wareham Station sent a donation in memory of Dr. Sievers' name to National Heart Foundation, which was in accordance with his wishes. Cape Cod Growers' Association sent a wreath of flowers.

TRIBUTES

It is with deep sorrow and high appreciation that I take my pen to write of this splendid man, our former director of the Massachusetts Agricultural Experiment Station and my immediate superior for twenty-two years. Throughout this long period, as I had abundant opportunity to observe and am now glad to testify, he showed a sincere and lively interest in the cranberry industry and its progress. He attended and addressed all the principal meetings of the Cape Cod Cranberry Growers' Association and was always highly reliable in his support of the Cranberry Experiment Station and its work. This made possible the steady development of our cranberry research over a long period which did much to obtain for it that general aspect which it now enjoys among cranberry men everywhere.

When Sievers addressed so ably the special meeting of the Cranberry Growers' Association held at the Experiment Station

in my honor in August, he seemed so robust and well that it is hard to believe that within so short a time he has left us. He was given a vigorous mind and body and he used them admirably in the sustained pursuit of worthy life purposes and so left behind an enviable record as a man, as a scientist, as a teacher, and as an administrator. He will be missed by all who knew him and especially by those who labored closely with him. He was one of that rare human clan that is so useful and effective in their living as to seem nearly indispensable. He has answered the great summons. He will surely hear the great verdict, "Well done good and faithful servant". In my long relation as his subordinate, I saw his character put to many and varied tests and I could but admire his capacity for meeting them. Among his other fine qualities, there seemed to me to stand out especially—common sense, honesty, and kindness.

Henry J. Franklin

My first meeting with Mr. Fred J. Sievers was a memorable and difficult one—it was the occasion of my oral examination for the Master's degree in the Graduate School of the University of Massachusetts. Mr. Sievers was Director of that School which he administered with the same deftness, poise and insight that made him so successful in directing the Experiment Station's activities. During my examination he gave me assurance and generous encouragement when he found me nervous and uncertain, and later when I showed signs of over-confidence he made me humble by proposing a few pointed and deeply philosophic questions. He commanded the respect of all his listeners.

I remember Mr. Sievers for two achievements which in him were remarkable even among college men. First, he was a graduate student of our English language and had developed an extensive vocabulary which he



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1 Geared to the needs and wishes
of the Wisconsin grower.

2 Promoting Wisconsin cranberries.

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used with amazing skill and effect in both his writing and talking. Perhaps his best effort was that fine tribute he paid to our own Dr. Franklin last August when in praising the efforts and achievements of another he revealed much of himself. Second, he was a student of people. He liked them and strove to help them. In his passing we have lost a friend, one whose counsel will be missed, and one whose ready wit is no longer present to lift our humour.

Chester E. Cross

"Indian Trail" of Wisconsin Has New Sales Manager

Ben G. Pannkuk, Topeka, Kan., will succeed S. Lloyd Healer as sales manager of Cranberry Growers, Inc., B. C. Brazeau, president of the cranberry marketing organization, announces. Healer, who has held the position since July, 1951, has resigned to become general manager of a St. Louis banana importing firm.

Pannkuk left the Fleming Co., sponsors of a chain of food stores in Oklahoma, Texas, Kansas and Missouri, to go to Wisconsin Rapids shortly after Jan. 1. Before becoming divisional produce man-

ger for the Topeka firm, Pannkuk was a branch manager for Gamble Robinson Co., a large produce company in that area.

The new sales manager for the cranberry company, which markets "Indian Trail" products, was born and reared in Iowa, and majored in business administration at Iowa and Des Moines Universities. He is a member of the Chambers of Commerce at Estherville, Ia., and Topeka, was county YMCA chairman at Estherville and budget chairman of the Community Chest



BEN G. PANNKUK

Photo courtesy Wisconsin Rapids Daily Tribune.

at Topeka.

Pannkuk is a member of the Methodist Church and is a Rotarian. He is married and has a son and a daughter, both married and living in Kansas. He and Mrs. Pannkuk, whose first name is Gretchen, will live at 1250 4th St. S., Wisconsin Rapids.

Healer will become general manager of the Tropical Banana Co., Jan. 15. He and his family will live in Glendale, Mo., a suburb of St. Louis.

NATIONAL CRANBERRY QUEEN OF '51 WEDS



Auburn-haired Barbara Patterson, who was chosen the first National Cranberry Queen in 1951 and before that Cranberry Queen of the Wareham (Mass.) Post, American Legion, Sunday afternoon, December 21 was married to Donald Rene Maitzen, who is an electronics technician, 1st class in the Navy, attached to the CIC school at the Fargo building, Boston. The bride is the daughter of Mr. and Mrs. B. C. Patterson, the latter, retired principal of Wareham High School and the bridegroom, the son of Mr. and Mrs. Rene Maitzen of Chicago.

The wedding was at the First Congregational Church in Wareham, Rev. Oscar L. Olsen officiating. After winning the cranberry crown Mrs. Maitzen attended the Modern School of Design in Boston, and functioned as Cranberry

Queen at a number of events. The couple will reside in Boston.

100 Percent of Council Co-op Has Been Shipped

Pemberton, New Jersey—Theodore H. Budd, Sr., chairman of the Board of the Growers' Cranberry Council, reports that 100 percent of the cranberry crop handled under the direction of the Council has been shipped. This total amounts to 218,000 barrels for the fresh fruit market and 257,000 for processing.

Blueberries Major Small Fruit In Jersey Now

More than 150 blueberry growers and their friends were present at the Annual Blueberry Open House in December at Pemberton, New Jersey. This is the largest annual gathering of blueberry growers. It is the occasion when the N. J. Agricultural Experiment Station reports to the growers on the work of the past year and makes announcement concerning problems of the coming year.

Unusual features of the program were a picture story of blueberry pests, the pruning of large blueberry bushes in the midst of the meeting, and a discussion of three new varieties of blueberries. Philip Marucci's story on pests was illustrated by Walter Fort's handsome colored slides, for which he has become very well known in South Jersey. Charles Dechert showed the relation between different types of pruning and the final effect on the year's income for the grower. Gene Galletta gave the ancestry and the outstanding qualities of Earliblue, Herbert, and Bluecrop varieties, recently announced jointly by the U. S. Department of Agriculture and the N. J. Agricultural Experiment Station. The Herbert variety was named for the late Herbert Beebe of Pemberton, one of New Jersey's well known and beloved blueberry growers.

1953 Blueberry Pest Chart

Ordway Starnes was spokesman for the Experiment Station in presenting the facts to be printed on

the 1953 pest control chart including several new recommendations. Dr. Starnes indicated that the printed chart should be available in January.

Austin Goheen reviewed the history of "mummy berry" disease as known in Europe and America. He also announced a new spray recommendation for protecting the foliage and young shoots in the Spring from the first attacks of the disease. He encouraged growers to continue the old procedure of early and frequent cultivation to destroy "mummy" cups in the Spring. He reported unfavorably on the use of ground sprays to kill these mummy cups.

Jersey Blueberries Lead Strawberries

Ernest Christ presented figures showing that the blueberries are now the major small fruit produced in New Jersey and the industry outranks the growing of strawberries. He feels that it is a stable and well organized industry now but warned that as it continues to grow fast and various fields become failures, the growers will have to face the problem of dealing with abandoned fields which breed disease and insect pests.

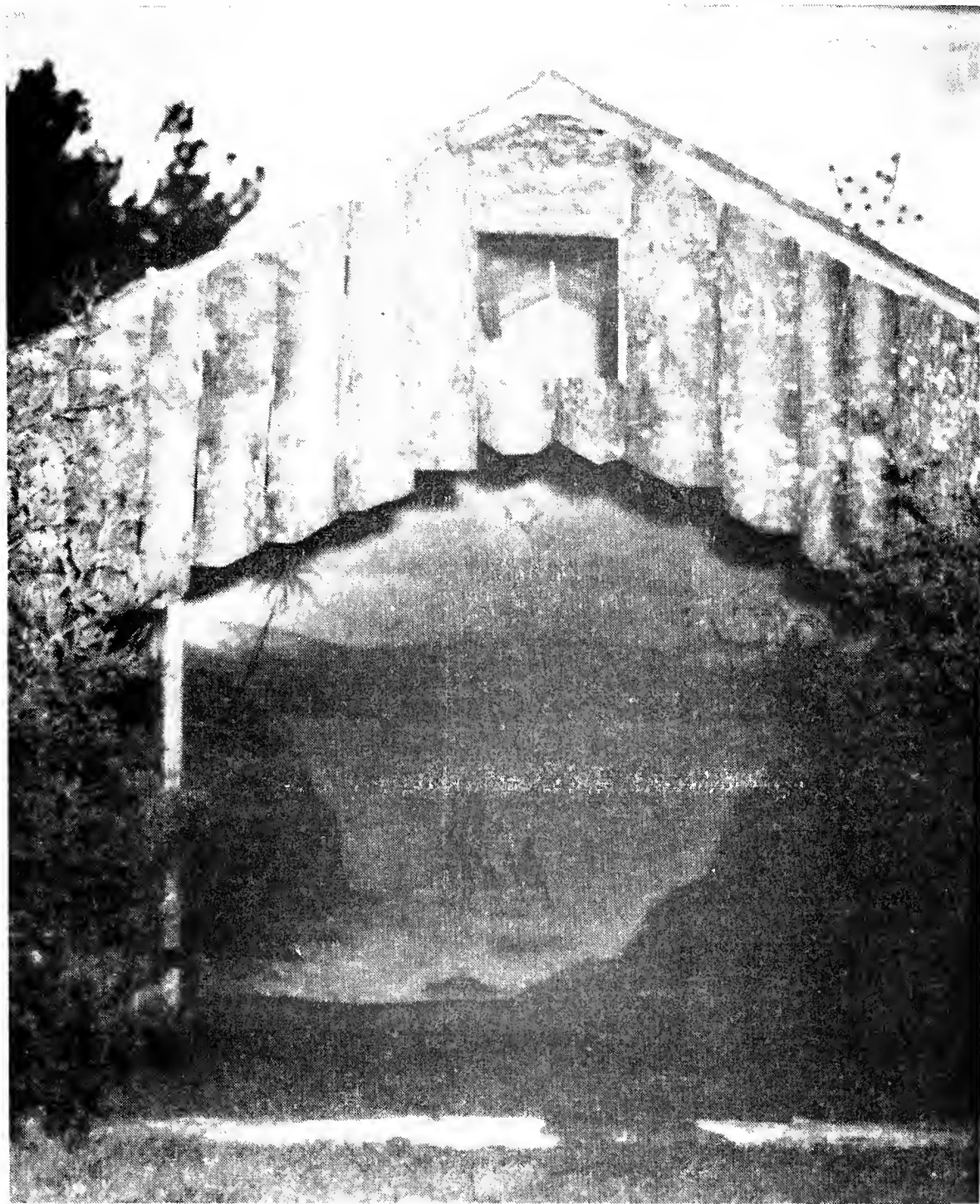
William Boyd of the N. J. State Department of Agriculture reported on the past year's inspection and certification of propagating sources as to blueberry stunt disease. There is difficulty and discouragement in one important area but there has been definite progress made in the control of the disease throughout the State.

"WINMOR" Proves Fresh Fruits Not "Dead Ducks"

A grand climax to one of Eatmor Cranberries most successful selling seasons in recent years is reported by Harold E. Bryant, General Manager of the American Cranberry Exchange with headquarters at 5 South Sixth Street, New Bedford.

1952 sales of Eatmor cranberries, totaling over twenty million consumer packages have been completed, following an unusually active demand and fast clean-up of

(Continued on Page 16)



EDAVILLE HAS MORE VISITORS THAN IN '51

The far-famed "Edaville," at the estate of the late Ellis D. Atwood, South Carver, Mass., opened its display of lights and other features on December 5, 1952, and closed Jan. 2, 1953, during which time there was a total of 59,800 riders

on the narrow-gauge railroad. This was approximately 15,000 more than the previous year, and probably an all-time high. Total number of tickets issued for the ride from the time of opening last May until Jan. 2, was 170,000.

There were a good many more visitors to the plantation, both dur-

ing the entire season and over the near-end holidays, as not all take the train ride.

A new feature this year, pictured above, was an illuminated creche in front of the screenhouse. Another was a miniature fishing fleet along the route, complete to tiny boats and skiff.

"WINMOR" Proves

(Continued from Page 15)
supplies in retail markets. Although the cranberry crop was reduced about 14 percent by unfavorable growing weather, the dollar volume for the Exchange was materially ahead of last year as a result of a sharp increase in consumer demand.

Credit for this upsurge in consumer demand is given to Operation "WINMOR," Eatmor Cranberries 1952 advertising and merchandising program. "The program", Bryant said, "has demonstrated to us that demand can be created for fresh cranberries almost overnight if there is a sufficient impulse for consumers to buy. Our consumer limerick contest provided that impulse. Around 150,000 housewives entered the contest, six times the number we had anticipated, and the interest in fresh cranberries was the greatest we have seen in a good many years.

Proves Demand Can Be Created

"Equally important", Bryant said, "our WINMOR program has demonstrated what aggressive merchandising and promotion can do to re-awaken and create a real interest in fresh cranberries among our wholesale and retail customers. Without this interest and initial enthusiasm at the trade level our merchandising and advertising program could not have hoped to be a success.

"Through Operation "WINMOR" we believe a new pattern is being set for future merchandising campaigns for all fresh fruit and vegetables as well as Eatmor cranberries that should mean increased distribution at higher returns for growers and distributors alike.

"Operation WINMOR", Bryant continued, "has also proved to us that a well rounded merchandising program can be used effectively to meet the competition of non-advertised brands. Eatmor distributors were able to meet substantial price cutting from competitive brands simply because the "WINMOR" campaign had created a solid demand at the consumer level and provided aggressive merchandising support at wholesale and retail outlets.

"In our opinion", Bryant concluded, "this program has fur-

nished an effective answer to the sceptics who believed that fresh cranberries, as well as all other fresh fruits and vegetables, were gone ducks, about to be handed over to the processors. We believe the natural advantages of fresh fruits and vegetables have never been fully explained. The future was never brighter and is limited only by our ability to merchandise, advertise and produce."

Two contests featured the "WINMOR" with EATMOR campaign, a consumer limerick contest with prizes of a Cadillac convertible, 10 G. E. electric ranges and 25 cash awards, and a display contest where retailers and wholesale distributors were competing for two Chevrolet cars and 20 Winchester rifles or shotguns. Both contests closed December 31st and the winners will be announced in special ceremonies at the annual convention of the United Fresh Fruit and Vegetable Association at Los Angeles, Jan. 28.

The Cranberry Season In Oregon During Past Year

By Ethel Kranick

We have come to the close of the 1952 season. It might be interesting to look back over the events of year and the effect on the crop.

The frost season was a long hard one. Charles St. Sure reported the use of overhead irrigation thirty-one times during the Spring, while many growers irrigated as few as seventeen times. Growers differ in their opinion as to the exact temperature to irrigate. Mr. St. Sure believes that the bog should be protected in the Fall after harvest if the temperature falls low enough to threaten damage. Some seasons are quite free from frost until quite late in the Fall and the bud appears to swell. It is times like these that damage may occur. Year after year Mr. St. Sure has a heavy and a uniform crop which indicates that his irrigation practices pay off.

The higher price for berries has inspired growers to go to work on their marshes with renewed energy and the bogs in the Bandon area are looking more prosperous. Money has been invested in both spray weeding and hand weeding,

with excellent results.

The Summer season was cool followed by a long season of drought so that the berries never did attain a large size except on those marshes where overhead irrigation was so consistently carried out that the berries never experienced chill at any time during the growing season. This experience indicates that low temperatures when not low enough to kill the growing bud or berry may have a decided effect on the size of the mature fruit.

Dry Weather

Very few bogs lacked water enough for general irrigation during the season but a few growers were hard pressed for water raking when harvest time rolled around. Never in the memory of the oldest grower was rain so scarce during the harvest season. Day by day growers postponed picking expecting rain but there were a few who waited just too long and finally lost their berries by late Fall frost.

Another very annoying factor during the harvest season was the abundance of deer who cut down production by eating berries and tramping them down. A special "your choice" season was declared to help cut down the deer population . . . however the extreme dry season caused considerable danger to forests and it was necessary to postpone the deer season. When it rained slightly the special deer season was finally opened for three days. A real storm developed and the deer took to the tall timber so very few doe deer were taken by hunters.

Deer Fences

Cranberry growers were so concerned over the damage to their bogs that a special meeting was called by the South West Oregon Cranberry Club and a representative of the Game Commission was called in to see if some solution could be worked out. The Game Commission has offered to pay \$2.50 per rod to any grower who wishes to fence his property against deer. The fence must be built to specifications of the Game Commission. Occasionally kill permits have been issued to farmers who have suffered damage but the representative of the Game Commis-

sion, Bob Corthel, reported that these have accomplished very little as the deer are killed off, more keep coming. The work of killing, dressing and delivering the animals to state police is more trouble than it is worth. The fencing appeared to be the best solution to deer damage. A grower with small acreage, Ennis Loshbaugh remarked to the writer recently that he had never know how many berries he had been losing until he built himself a deer fence. Now his crops surprise him, they are so much larger than before.

As 1952 drew to a close growers everywhere were busy building fences, pruning vines and in general doing those things which will be necessary to prepare their bogs for a good crop in 1953. You can never discourage a cranberry grower, he is always very sure that "next year will be much better than this year."

Editor's Note: Oregon this past Fall had its largest production of record, it may be noted. In this, sprinkler irrigation seems to have played its part.)

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The 1953 crop production goals
 aim at increased output of feed
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Isn't it good to know that when you are busily engaged picking Cranberries with your Western Picker that should you have a breakdown or need some additional instruction in operating the picker, that you can go to the nearest telephone and call the nearest Service Agency where you purchased your picker and they will have a man out there in an hour?

In other words, owners of the Western Picker are not orphans. Somebody is going to look after them for sometime to come. All this is done without cost to the Grower.

For this reason nearly all Western Pickers are in constant use today. Most of the older models have been brought up to date by remodelling, and undoubtedly even this year's Western Picker will be remodelled in future years as new improvements are suggested by Growers.

All new mechanisms have been improved since their earliest introduction and Western Picker is no exception. Every year since 1946 has witnessed important improvements.

This is called "taking the Bugs out". This year we have taken out a few more "bugs". We will have better balance, better heights, more power, more positive control of the vines in the tines, less chaff in the bags, etc., etc.

Let our Agents give you a better picture of our new 1953 model and remember that our prices are hundreds of dollars lower than in former years.

(ADV)

WHAT IS NEW

There is a new method of controlling disease of plants or of removing the harmful effects. An example in human medicine which we have heard a great deal about, is the use of quinine for malaria. In plants we have heard less about this method but it has been used to control the fusarium wilt in carnations and tomatoes. The fusarium wilt has been studied in the greenhouse with a number of chemicals. Another example is the control of Dutch elm disease, in which case applications of chemicals to the soil are made each Spring. In the case of the Dutch elm disease the virus which causes it may not be killed but the disease is no longer detrimental to the elm tree.

The chemical treatment of false blossom disease of cranberries was started in 1951 using some of the chemicals which were successful in the control of Dutch elm disease. These experiments have not been in progress on enough bogs to warrant a statement at this time. If these chemicals work, this should not be considered a practice which should be carried on indefinitely but rather a temporary one. In other words, the chemicals would be used to control the disease sufficiently to produce crops until the grower could rebuild the bog or until he had been able to get good vines by sanding.

Dr. Franklin Honored at Open House

On Tuesday, Feb. 10, there was "Open House" at the Cranberry Experiment Station, East Wareham, Mass., this being an occasion to inspect the new "Dr. Franklin" room, and to visit Dr. Franklin in his new working quarters.

The day, honoring the retired head of the Station, was sponsored by Cape Cod Cranberry Growers' Association. A more complete account will be given in next month's issue.

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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



Weather at the State Bog

January was another balmy month, based on weathr bureau standards, with temperatures averaging nearly $5\frac{1}{2}^{\circ}$ per day above normal. Here at the Cranberry Station there were eight days when maximum temperatures of 50° or above were recorded. The heat wave reached its peak on January 17 when we experienced a temperature of 57° . As one grower remarked to his neighbor, "Why go south?" We have, however, experienced considerable cloudy weather and precipitation. Rain, sleet, or snow was recorded on eighteen days in January, totaling 8.09 inches; incidentally the normal for the month is 4.12 inches. On January 8 and 9, due to several consecutive days of cloudy weather plus three or four inches of ice on flooded bogs, we came uncomfortably close to severe oxygen deficiency conditions. The oxygen content of the flooding waters at the State bog dropped to 5 c.c. on January 8, which Dr. Bergman now considers to be the danger point. We immediately withdrew the Winter flood from under the ice. Then with the cooperation of the County Extension Offices, suitable warnings were prepared and released to local newspapers and radio stations. Fortunately, the ice melted and the weather cleared within a few days. Dr. Bergman examined fruit buds here at the State bog and found a little evidence of injury due to oxygen deficiency, but believes that the injured buds will recover. We know that the water was withdrawn from a substantial acreage of bogs in the Cape area. With the assistance of the County Extension Offices, we will do our best to keep growers informed of the situation during the remainder of the Winter.

If this mild weather continues, green scum can be a problem. The cheapest treatment would be to take advantage of any ice that we may have during February and early March and broadcast small crystals of copper sulphate on the ice. The recommended amount is ten pounds per acre. Many times it is necessary to repeat treatments in early Spring using four pounds of large crystals for each one acre foot of water. The usual technique is to place the large crystals in a burlap bag and tow behind a boat or distribute evenly in the bog fi wage. Many growers are using the airplane propellor-type float boat for this job. It is also effective in breaking up dead scum following a reflow of treated bogs. Just a word of caution on the use of copper sulphate, as it is harmful to fish. A reasonable period of time should elapse before draining off the Winter flood into any fish streams or

ponds after treating for scum.

Annual Control Chart

The annual task of revising the Insect, Disease, and Wood Control Charts is nearly completed. The County Agricultural Agents will mail out the new charts in March. The experience and observance of the growers who assisted with this work are always a tremendous help to the Experiment Station Staff. We have lively discussions and the final control recommendations are based on the collective experience and observations of the group.

Blueberries

Cranberry growers who also raise cultivated blueberries will be interested to know that the first Massachusetts Blueberry Insect and Disease Control Chart will be prepared and distributed to growers this Spring through the County Extension Offices. We plan to follow the same procedure used so successfully in the preparation of the Cranberry Charts. Blueberry growers will be pleased to learn that Professor John Bailey and William Tomlinson, our new staff members, will be carrying on blueberry research here at the Station. Professor Bailey's research projects also include strawberries, raspberries and beach plums. Professor Tomlinson, who is our entomologist, is primarily responsible for cranberry insect work but

*While your bogs lie snug under
a good Winter flood, take time to
go over your insurance.*

*A good program of sound cover-
age is better and cheaper than hit-
or-miss scattered policies.*

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will also study the insect pests of the small fruits listed above. These men are a fine addition to our staff, and are exceptionally well qualified for their positions.

Cranberry Seedlings

In mid January, Dr. F. B. Chandler called a meeting of the Cranberry Seedling Cooperators to discuss the work in this field and make plans for the future. A tremendous amount of work has been carried on in this project this past Fall. Over 900 seedling plots were harvested and considerable data was collected and analyzed by Dr. Chandler, Dr. Bergman and Irving Demoranville. The number of seedlings selected for further study was narrowed down to twenty or less.

This is real progress when we realize that there were approximately 130 seedlings planted in Massachusetts in 1946. The officers and directors of the Cape Cod Cranberry Growers' Association were asked by the Cranberry Seedling Cooperators to appoint a committee to determine how and when the vines from these selections will be prepared at a future date by the project leaders in the various cranberry states.

Those attending the cranberry seedling meeting were George Crowell and Oscar Norton, Cape Cod Co.; Frank Butler, A. D. Makepeace Co.; Marcus M. Urann, United Cape Cod Co.; County Agent Arnold Lane, Barnstable County; Drs. Cross, Bergman and Chandler, Irving Demoranville and the writer. Dr. Chandler presented a summary of the seedling work at the Plymouth County Cranberry Club meeting and showed samples of some of the more important selections. Barnstable County growers will have an opportunity to hear this talk and see the selections at one of their Cape club meetings this Winter.

NCA MAKES ADDITIONAL ADVANCE

NCA announces that it is paying another \$2 a barrel, bringing the total advance on 1952 berries to \$11. Checks were scheduled to go out February 10th.

Cranberries—No Longer "Bogged Down"

(EDITOR'S NOTE: The following was written by Mr. Blake at our request to get the views of a newcomer to the cranberry industry. Mr. Blake became general manager of New England Cranberry Sales Company late last Summer.)

By L. A. Blake

A "bogged-down" industry which has been lifted out of the doldrums by the sheer will power of bog owners and ingenuity of Yankee businessmen! That might be one way of describing the observations of a businessman now being initiated into the whys and wherefores of the Cranberry business.

In conformity to American tradition it appears that the industry, like the nation's economy and business in general, has at certain times in its history swung from one extreme to another—from prosperity to depression. The trend at present seems to be toward a period of better times.

If the viewpoint is generally accepted that not much can be done to create a more prosperous and better economy for the industry then there is small chance of bringing about such improvement. Fortunately there are in the cranberry business outstanding leaders in production, organization, merchandising, marketing and finance. There is plenty of evidence to indicate that competition among them is keen and that no spirit of defeatism exists.

Programs have been developed through modern merchandising and advertising to create a demand for our product over a twelve month period of the year. Processed berries can and are being distributed, sold and consumed on a year around basis. Fresh berries are being purchased by the housewife in Fall months, stored in a deep freeze unit with other fresh fruits and produce and consumed in any month she desires to serve them.

It sounds too simple to be true, but experts in their fields of promotion believe that the demand is being developed and can continue to be increased.

There appear, however, to be some disturbing factors as might be expected. Perhaps it may be found desirable to find some means, if possible, whereby each and every grower of cranberries can share in the costs of advertising and sales promotions which create this demand for their product. They share in the benefits derived from the programs and they perhaps will be glad to share in the costs and help to correct a situation which now is unfair to those who are carrying the ball and increasing the demand.

Cranberry Literature Exchange

• • •

Cranberry growers who have literature such as bulletins or articles pertaining to cranberries which they no longer want, may be interested in securing other bulletins or articles which they do not have. Cranberries will try to assist you in exchanging the literature which you do not want for some of the articles which you do want. If you are interested, send us the title of the publication you have for exchange to "CRANBERRIES," Wareham, Mass., and specify what you wish to have sent to you. We will publish the title you wish. As soon as it becomes available it will be forwarded to you.

This is a service offered by "CRANBERRIES" to get cranberry literature to cranberry growers. It is a plan by which you send your duplicates or issues you no longer want for exchange for what you desire. Old issues of Cranberries may be sent in for newer issues or for other publications.

No charge for this service.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF FEBRUARY 1953-VOL. 17 NO. 10

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

January, Warmer and Wetter

January turned out to be a most mild, but an abnormally wet month in the Massachusetts cranberry area. This followed the pattern for December. Some areas of the State had snow on the ground at different times, but the Cape area almost none. There was snow and sleet New Year's Eve, but this soon cleared up. Again 3.38 inches of precipitation were recorded at the State Bog at East Wareham and this included a considerable amount of snow and sleet, which at times covered the ground, but almost continuous rains followed, so there was no large accumulation. Had all this precipitation been in the form of snow there would have been more than three feet.

Total Precipitation

Total precipitation for the month, as put down at East Wareham was 8.09 inches; at Boston there was 6.28 inches. Departure from normal at the State Bog was nearly double.

No Ice or Frost

Coldest day at the State Bog was 27 on the 12th and the warmest 51 on the 17th. Bogs skimmed over slightly, for a day or two but there was never sufficient for ice sanding. Some took off the water. It was off for 17 days at the State Bog. Even at month's end there was no frost in the ground.

Averaged 5.5° Warmer a Day

So warm was the month that the departure from normal in temperature totalled 171 degrees or about five and a half degrees a day.

A Really Balmy Month

To sum up this January it was almost balmy most of the time, welcome to cranberry growers and

others alike. There was some sunshine deficiency, and that is not on the good side, particularly in January. Because of cloudiness and so much rain, the borderline of oxygen deficiency was reached. In fact, Dr. H. F. Bergman detected some. The sunshine factor could make berries slightly smaller next Fall.

"All to the Good"

However, such a mild open month is said by Director Cross of the State Bog to have been "all to the good," and the Cape Cod Winter weather in continuing favorable to size of crop next harvest.

Not Much Work Done

With no opportunity to sand, not too much work was done. There was some brushing out along shores, repairing roads, cutting wood from uplands and repairing of machinery.

February Starts off Mean

February was beginning with raw, cold weather; rain and snow flurries in the cranberry area. The night of the first brought violent rain, high winds, thunder and lightening.

The groundhog, on poking his nose out of his hole on the second, surely must have seen his shadow—the day was very cold and with unusually bright sunshine. If the old adage is true this meant six more weeks of Winter.

NEW JERSEY

January Weather

The weather at Pemberton during the month of January was much milder and wetter than normal. The average temperature was 38.2 degrees, about 6 degrees warmer than normal; while the precipitation was 4.19 inches, which is .75

inches above normal.

Very, Very Mild

The extreme mildness of the weather for January is revealed in the fact that we had 12 days in which the temperature reached 50 degrees or above and 4 days in which the temperature climbed to 60 degrees or above. There was not a single day in the month in which the temperature remained at 32°F. or below (freezing) for the entire day. There were 11 days in the month during which the minimum temperature did not get down to freezing (32°F.). The maximum for the month was 65°F. on the 16th and the minimum was 18° on the 50th.

Snowfall

A total snowfall of 5.5 inches occurred during the month but it remained on the ground only for 3 days.

WISCONSIN

January Mild

As of January 22 the weather was very mild. In fact, it was so mild that it reminded of Cape Cod winters, rather than Wisconsin. Precipitation in the form of both rain and snow was light, consider-

Vernon Goldsworthy

Cranberry Specialist and Grower
B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
2. Vines for sale: Searls, Jumbo, Howes McFarlin. All highest quality—state inspected.
3. Hail insurance
4. Management and consultation by year or individual assignment.
5. Interested purchasing cranberry properties in Wisconsin.
6. Custom marsh work of any nature.

ably below-normal. This helped sanding operations, and a large amount has been accomplished.

'53 Crop Prospects Seem Bright

Every indication, as of the end of January points, to a good production in 1953. Most marshes went under the Winter flood without having sustained any apparent Fall injury. Neither did it appear most marshes had suffered any serious damage from adverse conditions in 1951.

Some New Planting

A limited amount of new planting has been done; in the neighborhood of 100 to 150 acres.

New Control Chart

The Wisconsin Cranberry Sales Company is preparing a revised disease control chart, which will be released in February. Work is progressing on experiments with drying and picking machines.

Goldsworthy Resigns

Vernon Goldsworthy, who was elected a director of the Sales Company (as reported in the January issue) has felt it necessary to resign from this office, as he feels he lives too far distant in the northern part of the State from the Rapids, center of the Wisconsin industry. Following his resignation, James Schnabel of Wisconsin Rapids was named to the office. Mr. Schnabel is a partner in the Schnabel and Sullivan marsh at City Point.

WASHINGTON

Foot of Rainfall

A 39-year record for January rainfall was set when precipitation at North Head Weather Bureau (near Ilwaco) reached 13.15 inches for the month. However, the down-pour of the month is far from the all-time record which is 22.28 inches back in 1880.

Some rainfall was recorded every day from the 5th. The average for January is 7.35, but more than 10 inches have fallen every January for a number of recent years.

OREGON

Storms, Floods in Southwest Oregon

Coastal Oregon also had its water troubles during January. The area was lashed with heavy storms, high seas, and floods. Row-

boats were used in the streets of Prosper and many houses were deserted by their occupants to seek higher ground. Several hundred people were evacuated by the U. S. Coast Guard and others, mostly in the vicinity of Coquille. The River-ton ferry was used to rescue dairy herds. Due to damage to the highway south of Bandon there was but one bus in and out of Bandon.

Farm product prices generally averaged 4 per cent lower during the first 11 months of 1952 than for the same period of 1951, but prices paid by farmers for all production items averaged 3 per cent higher.

Grass roots are had to beat as a reservoir for rainfall. Checks have shown that a good sod cover holds 97 per cent of the water that falls on it.



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This conviction is arrived at after working on more than 1,000 acres.

We also find that a properly pruned bog is easier to pick, with less drop and far less damage to the vines.

From one demonstration in New Jersey, six machines were sold. New Jersey growers wishing information on these machines may contact Eddie Lippman of National Cranberry Association, Bordentown.

Massachusetts growers who wish their bogs pruned or want information on these machines may contact the C & L Equipment Company, 191 Leonard Street, Acushnet, Massachusetts . . . or call either Frank P. Crandon or Herbert C. Leonard. Tel. New Bedford 3-4332—North Rochester 89-3.

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Discussion On Cranberry Bog Irrigation

(Editor's Note: The following article is based upon a talk Dr. Cross gave before Cranberry Growers at Carver, Mass., and dwells upon an increasingly important problem, better irrigation when needed).

by C. E. Cross

All cranberry growers suffered losses in crop and stand of vines during the heat and drought of June and July, 1952. About 250,000 barrels valued at \$4-5 million were lost, and in addition vines were thinned out and in patches wholly destroyed, creating ideal conditions for the invasion of weeds, particularly annuals, this year. Furthermore, considerable expense was incurred for temporary and makeshift watering, and in using labor that should have been employed in weed and insect control. Such losses cannot be allowed to continue, our cranberry bogs must produce more per acre to give us an equal opportunity in competition with other cranberry producing areas. Wisconsin and the West Coast have solved its irrigation problems, and we must do likewise.

Trend to Drier Weather

What happened to us in 1952 may very well happen again. It is a fact of record that in every year since 1943 there has been a damaging dry spell of more or less severity during the growing season. This could, it seems to me, represent a rather strong trend toward warmer and drier conditions for our area.

How long has it been since cranberry growers have been able to use ice-sanding equipment? Our winters have been open with only brief periods of sub-freezing temperatures incapable of bringing ice of sufficient thickness for this heavy work. Some weather experts feel that the present world trend is toward warmth and dryness.

Weather records at Boston show the annual mean temperature to be 2°-3°F. above normal the last few years. Of course with higher temperatures, there is a higher rate of evaporation and a greater need for increased rainfall. But to illustrate in reverse the meaning of a 2°-3°F. shift in annual temperature, a geologist has told

me that 3°F. below the annual mean would produce a return to ice-age or glacier conditions along large portions of North America.

Coastal Ocean Temperatures Higher Than Normal

Again, weather experts tell us that ocean temperatures along our coasts are running higher than normal. We know the ocean exerts a powerful influence on the climate of our cranberry area. It is probable that the difficulty of reseeding clams along our coast is in part due to the higher temperatures. I am informed that several species of marine life have been found in the Cape Cod Canal which formerly were never found north of the Jersey Coast or that of Staten Island.

There is even a strong probability that the recent problem with scale insects (most of which are regarded as southern or sub-tropical species) is due to our milder weather and the decreased severity of our winters.

In other words, what happened to us in 1952 could very well happen again, its severity might be less but it could be greater, and we need to conserve our water supplies and to know how to use them when drought threatens our crop.

Irrigation Methods

A number of methods of irrigation have been tried on cranberry bogs. Let us look at each of these, analyze them, before designing our research work of the years immediately ahead.

1. The overhead sprinkler system. This method consists of taking water, usually from relatively small reservoirs, and pumping it through pipes to sprinkler heads.

Sprinklers distribute the water with great uniformity, require much less water than is needed for flood irrigation, afford adequate and satisfactory frost protection both in spring and fall, can sometimes be used to distribute fertilizer dissolved in the irrigation water, will probably be used more in the future to distribute insecticides.

Against these numerous and important advantages of the sprin-

kler are the following difficulties: it is an expensive installation both from the standpoint of the high-powered pump necessary to maintain pressure and volume output, and from the standpoint of distribution through expensive pressure pipe; it cannot be used without washing off insecticide dusts and sprays, a feature of some importance during July when such materials must remain on the young berries to obtain good fruit worm control; there is occasional difficulty with clogged strainers and nozzles, and such an expensive high pressure system ought to have continuous service while operating.

To avoid some of the expense of the sprinkler system, there have been various efforts made to use portable systems. One of these consists in mounting the heavy-duty engine, pump and giant head in a truck and sprinkling the bog as far as can be reached from the shores and dikes—130 to 150 ft. being the practical limit of this. For bogs no wider than 300 feet, this could represent a partly satisfactory solution, but it requires a considerable acreage within 150 feet of shore or dike over which to spread not only water but the capital expense.

Another effort to reduce the acre-cost of sprinklers consists of using ditch water through a portable pump into pipes with heads enough to cover 1 to 3 acres of bog. To treat another area the whole system requires considerable labor, and the trampling of vines and berries causes further losses. The portable sprinkler is, of course, of limited use for frost protection.

To summarize, sprinkler systems cost \$600 to \$1200 an acre, a cost that represents a very high capital investment to most growers. Reducing the initial cost by making the systems portable eliminates in large measure the frost protection afforded by a complete system, and increases the labor and trampling of operations. Some less costly but adequate method of irrigation must be found.

2. Ditch irrigation has been practiced by growers for a long time. This method consists of filling the ditches in the lower portions of bogs during dry weather.

The lateral movement of water in most bog soils have been proved by Dr. Chandler to be very slow, and because of this it is usually necessary to keep the water high in the ditch for some time to achieve any considerable penetration toward the centers of bog sections. Very commonly this practise succeeds only in making the wet portions of the bog wetter and fails to bring relief to the higher and drier portions of the bogs. It is thought by many growers with wide experience that ditch irrigation is much more effective when used promptly at the onset of dry weather—forecasts of rain in the immediate future notwithstanding! A week of drying weather in June should probably be followed immediately by irrigation of some sort, remembering that in this month the days are long and high temperatures are frequent, and that these follow closely the period of rapid new growth under the wet conditions of the frost season which are likely to induce a lush, luxuriant and tender growth. Without doubt, ditch irrigation is helpful, but when severe drought comes it is inadequate to protect more than half of our bog areas.

"Flash Flooding"

3. So - called "flash - flooding" presents another method of irrigating some bogs in dry weather. This method which consists essentially of putting a quick frost flow onto the bog and withdrawing the flood with equal rapidity can be practised safely on relatively few of our bogs. It works best on small bogs that are level or within 3 or 4 inches of grade. Small, green cranberries, growing actively, require more oxygen for respiration than can usually be obtained from water when they are flooded. Generally, in July and early August, the small berries will stand immersion for a few hours, but prolonging their stay under water for more than six hours is likely to smother them. In addition to the need for a level bog and quick flooding, a grower needs a very substantial reservoir (one that remains reasonably high even in drought) to be able to use the "flash-flood" for irrigation. In

any case it is probably unwise to flow a bog during the blooming period for it is felt that most of the infection causing fruit rots occurs during bloom and a flood would only distribute the spores and increase the infection.

The three methods of cranberry irrigation mentioned above leaves much to be desired, one way or another. The staff at the Cranberry Station has been making a considerable study of this problem, and since it is not one of easy solution, takes this opportunity to urge growers to submit any ideas they may have.

Dr. Franklin's Initial Work in 1930

At the Station, we looked up the record of the past study on cranberry irrigation—it does not reveal much, but as might have been expected, it was Dr. Franklin who did some initial work back in 1930. He set up a simple test after drought conditions had become established. He poured water through an open-end hose onto a small area of Early Blacks and a similar area of Howes. About an inch of water was applied each week for the remainder of the growing season. The crop in each area was 50 per cent greater than in the surrounding areas, the berries were larger in size, and ripened about ten days earlier than the unwatered areas. Dr. Franklin feels that the vines may have profited as much from the lowering of air temperatures over the irrigated spots as they did from getting a "drink." This poses one of the problems we must solve: what is the value of irrigation in lowering air temperatures, how can this temperature effect be best achieved?

For those bogs that have enough water to fill the ditches in summertime, we are proposing the use of small, portable gasoline-driven centrifugal pumps to force water at about 200 gallons per minute from the ditch onto the middle of bog sections through any 2-3 inch conduit or pipe. The water simply pours out the end, and spreads over the surface—usually to a distance of about 50 feet in all directions in an hour. By breaking the pipe at successive spots along

the middle of the section it is possible "to wet up" the driest areas of a section at the rate of an acre in two or three hours.

More Irrigation Needed

Our greatest problem is that of finding inexpensive 2-3 inch conduit. Ordinary irrigation pipe costs 50c a foot or more. Orangeburg drainage tile costs about 40c a foot. Gutter spouting can probably be obtained for 20c or less a foot. First tests with flexible sausage casings (cost about 6c a linear foot) are not entirely encouraging. The pressure necessary to send water 300 to 400 feet onto the bog is sometimes enough to rupture the casing, and in any case, the glycerine that is responsible for keeping the casing pliable largely washes out with the first use of the tube. Rigid plastic tubes have so far proved to be as expensive as metal pipe or more so, and not as durable.

We cannot say as yet what will be the eventual solution (or more probably "solutions") to cranberry irrigation, but if irrigation can in some years double our crop, keep the vines healthy and vigorous toward the next crop, and ripen the berries ten days earlier, then Cape Cod's cranberry bogs need more irrigation than they have been getting. We will be working on this problem along with the others from now on.

POLE CONSTRUCTION CUTS BUILDING COST

Sheds, storage and shelters (such as might be used around cranberry bogs) constituting primarily a roofed-over area can usually be built at less cost by using pole construction.

Post holes outlining the building are readily dug with tractor-mounted auger. Firmly set poles require little cross bracing to give the building stability.

Rafter supports are notched into the top of the poles and bolted together. Construction of rafters and roofing follows traditional practice.

For long service, be sure to use pressure-treated poles, recommends W. C. Krueger, extension farm engineer at Rutgers University, N. J.

NEW JERSEY GROWERS HOLD 83rd ANNUAL MEETING

Theodore H. Budd, Jr., Succeeds Arthur Coddington As President; "Ed" V. Lipman Becomes First Vice-President

President Archer Coddington called the annual meeting of the American Cranberry Growers' Association to order at 10:45 a. m., on Jan. 29, at Fenwick Hall, Pemberton. He stated that we should all take encouragement at the fine way in which the selling organization disposed of last year's crop. He feels that a kind word is in order for a job well done. Mr. Coddington further stated that no matter what our politics are, we would all benefit if the new administration in Washington will hold taxes from going higher, and possibly finally make a cut in taxes. He concluded by saying, "We have had a new deal and a fair deal, and now I think we could stand another deal."

Sparganosis Fruitworm

Philip Marucci presented a detailed report on all information available on Sparganosis fruitworm, on which he had concentrated much time and effort this past season. New records indicate that Sparganosis infestation may build up on individual bogs rather than being chiefly subject to moths flying in from outside territory in the Spring. This would help considerably in developing control methods. A careful study of habits and life history further indicates that there is a critical period from approximately May 13 to June 5, when spraying may be most effective. At other times of the growing season, different generations of the pest overlap so that there is always a considerable part of the population in a protected stage.

Seedlings

Austin Goheen presented some interesting 1952 harvest records from his seedling evaluation plots which showed a great improvement of crop on areas not harvested the previous year, namely, 59 barrels per acre as compared with 14 barrels per acre on sections that were scooped in 1951. Goheen's point was that harvesting by dry scooping is highly injurious to the vines. Portions of bog on

which he left the crop untouched in 1951, outyielded other portions harvested both in 1951 and 1952 by the ratio of 59 to 14. Goheen mentioned that it was even more startling to find that the berries on the better vines also had much better keeping quality.

Fertilizing

Charles Doehlert reviewed cranberry fertilizer experiments and stated that "the best general cranberry fertilizing procedure in New Jersey is an annual application of 200 pounds per acre of 8-8-8 (either with or without 2 percent magnesium), applied between May 15 and June 15. If the vine growth tends to be rank, omit fertilizer for a year. If vine growth in August is still sparse and leaf size is small, apply another 100 pounds per acre of the same fertilizer during the first week in October, or as soon after that as harvest permits."

Officers

Officers elected for the coming year were: Theodore H. Budd, Jr., of Pemberton, president; Edward V. Lipman, New Brunswick, first vice-president; Thomas B. Darlington, Whitesbog, second vice-president; Charles A. Doehlert, Pemberton, secretary-treasurer.

Austin Goheen Goes From Jersey To Beltsville, Md.



An unexpected development of the meeting was the announcement that Austin Goheen is to terminate his present assignment on cranberry and blueberry disease research in New Jersey. In March he will take over the work of J. B. DeMaree, retired small fruits pathologist, U. S. D. A. at Beltsville, Maryland.

He will be succeeded in New Jersey by Eugene Barney, a graduate of the University of Massachusetts and of the post graduate school at the University of Wisconsin. In his supervisory capacity at Beltsville, Goheen looks forward to furthering experimental projects in cranberry and blueberry research work.

Goheen, a native of Bellingham, Washington has been in New Jersey since 1950. He obtained his B. S. degree at the University of Washington and his master's degree at the Washington State College at Pullman, Washington. For a time he was stationed at the Long Beach (Washington) Cranberry-Blueberry Laboratory under D. J. Crowley. He later received his Phd.

In New Jersey he succeeded the late Dr. Raymond Wilcox.

Dr. B. B. Pepper's Discussion On New Insecticides

Dr. Bailey B. Pepper, Chairman of the Department of Entomology at the New Jersey Agricultural Experiment Station, gave a resume of interesting facts about new insecticides at the 83rd annual meeting of the American Cranberry Growers' Association at Pemberton. The highlights of his talk are given here.

The outstanding quality of DDT in the development of new insecticides was that it was the first contact insecticide that would remain active for a long period after its application. Soon after farmers had begun to use it a series of new pests began to appear. They were insects which under previous conditions had remained subdued, but because of the great change which DDT caused in the biological population, particularly of parasites, these new pests were enabled to become permanent. Examples on apples are the red-banded leaf roller, which is now more damaging than the codling moth, for which DDT was adopted, mites and scale insects. On peaches the lesser peach-

tree borer has now become a severe pest. In addition, several insect pests have been able to develop an immunity to DDT such as house flies, mosquitoes and some moths.

TDE and methoxychlor are improvements on DDT in certain ways and have the advantage of being less toxic to warm blooded animals.

BHC has shown so many disadvantages that it would probably be a good thing if it could be pushed out of use in agriculture. Lindane, which is a refined material and the comparatively pure gamma isomer of BHC, will have a prominent place in the future.

Toxaphene, a chlorinated camphene, is most useful on live stock and cotton.

The chlorinated materials, which are known as chlordane, heptachlor, aldrin, dieldrin, isodrin, indrin, are all probably more hazardous on food crops than DDT.

The organic phosphates, parathion, TEPP, EPN, are extremely toxic to both insects and animals and with these we ought to give humans a slight break and have a thought as to their safety. Malathion is a similar material which is less hazardous to use and presents less of a problem in regard to residues on the crop. With all four of these organic phosphates we have already found several insects developing immunities.

Systemic insecticides are those which introduce a compound into the tissues of the plant so that the insects feeding upon the plant are thereby automatically poisoned. This is "dynamite" and may fit in with the culture of ornamentals, but on food crops they are probably a long way from practical use.

In the line of research, we definitely need more data on the amount of residues which may be expected to be still remaining on the crops at harvest time, if these new insecticides have been used. Research men are urged, in their experiments, to remember to take samples for this purpose. When chemical control methods can be dispensed with in favor of natural control, or taking advantage of our knowledge of the pest and using cultural methods such as cultivating, or plowing, or seeding at a certain time, or choosing resistant

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varieties, the research man should be alert to these opportunities.

Two Cranberry Researchers Speak At Science Meeting

The annual meeting of the New England Section of the American Society for Horticultural Science was held in the Biological Laboratory, Harvard University, Jan. 30 and 31. The American Society for Horticultural Science is an organization composed of professional people engaged in the study of fruits, ornamentals, vegetables and general horticulture.

Two members of the Cranberry Station Staff presented paper at the meetings. Prof. J. S. Bailey presented the results of studies he made with Prof. Drake of Amherst on the "Correction of Magnesium Deficiency in Cultivated Blueberries". This paper gave the leaf analysis of plants where the soil had been treated with different

amounts of magnesium sulfate and dolomitic limestone. The data showed that either material increased the magnesium content of leaves above that in untreated plants. Prof. Bailey presented another paper on "New Materials for Controlling Weeds in Strawberries". This paper was illustrated with slides showing the effect of CH No. 1 and Sesin on the weed population in strawberries.

The "Effect of Containers on Keeping Quality of Cranberries" was presented by Prof. F. B. Chandler. This paper reported the number of spoiled berries per pound in fruit which had been packed in 1/4 barrel boxes, window boxes and cellophane bags. For this study eight lots of berries were used, four Early Blacks and four Howes which had been chosen as two poor keeping and two good keeping of each variety. Prof. Chandler also reported on the "Salt Content of Some Cranberry Soils" which was based on a rather high salt content in a cranberry bog

(Continued on Page 13)

MORE BERRIES AT LESS COST

MASSACHUSETTS State Cranberry Advisory Committee at a recent meeting agreed that major emphasis should be directed in the immediate future towards (1) raising more berries per acre; (2) improving the quality of our package and (3) cutting production costs. These aims apply equally well to all cranberry areas.

Of the necessity of all three there can be little doubt, but more importantly the first and last. Agricultural prices seem to be trending down, generally speaking. The nation's farmers in 1952 averaged about 3 percent lower than in 1951, and some further trend down is expected for this year of 1953. We, ourselves, and you too, have noted slightly lower prices for many items when we go to the store to shop.

Agriculture is racing ahead in complications and technical changes. It will, however be based more soundly on a foundation of scientific facts.

The grower who wants to prosper most must make every effort within his means to increase production acre-wise and to cut production costs. We may be in for a price-cost squeeze on net income.

SEX IN ADVERTISING

ADVERTISING! Advertising sells what you have to sell—of about every nature. We, naturally, believe in advertising. This is a part of our business.

So we read with much interest that U. S. companies last year shelled out a record \$7,000,000,000 for advertising and the top 50 U. S. advertisers in that single year sold nearly \$90,000,000,000 in produce with the help of advertising.

And what was the principal ingredient used in their advertising? It was the feminine form and face. Models received up to \$70 an hour for posing.

Now, we are finding no great fault with the cranberry advertising, taken as a whole, last year. But if sex, is the principal salesman in advertising, how do we "sex" up cranberry advertising? To be sure, we have our cranberry queens to obtain cranberry publicity, and ads which feature women preparing cranberry dishes.

The foregoing is more or less facetious. But do we need to make our cranberries, somehow, have more sex appeal? If all

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CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.

Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY

Cranberry Specialist

Long Beach, Wash.

ETHEL M. KRANICK

Bandon, Oregon

Massachusetts

DR. HENRY J. FRANKLIN

Director Mass. State Cranberry Experiment Station
East Wareham, Mass.

BERTRAM TOMLINSON

Barnstable County Agricultural Agent
Barnstable, Mass.

New Jersey

CHARLES A. DOEHLERT,

P. E. MARUCCI

New Jersey Cranberry and Blueberry Station
Pemberton, New Jersey

indications are true, we are going to have more cranberries to sell each year in the near future. Anyhow, sex appeal in advertising of cranberries is a bright thought in these dull days of February.

NATURE has been behaving queerly this Winter, even for Nature. January was a month, when most inhabitants of most cranberry areas button up their overcoats and shovel snow. Instead this year the situation was such they needed umbrellas, or sou'westers to keep'em dry, and Spring clothing to keep'em from feeling uncomfortably warm. But on the whole such unusual weather has aided crop prospects.



Above photo was taken at the wedding January 17 of David W. Eldredge, superintendent of the famed "Edaville" at South Carver, Mass., and nephew of the late Ellis D. Atwood and Mrs. Atwood. The bride is the former Eleanor Margaret Fava. Mr. Eldredge is the son of Mr. and Mrs. LeRoy L. Eldredge of Wareham and Mrs. Eldredge, the daughter of John Francis Fava of Carver. (CRANBERRIES Photo)

Researchers Speak

(Continued from Page 10)
which had not been inundated by the salt water during the hurricane. The salt content of this bog was compared with the salt content in some bogs which had been inundated during the hurricane. The salt content of reservoirs and ditch water was also presented. Slides were shown to illustrate the soil type and the salt crystals on surface.

Dr. G. M. Darrow Addresses Blueberry Growers of Mass.

A continuing bright future for the cultivated blueberry industry was foreseen at the annual meeting of the outtheastern Massachusetts Blueberry Growers' Association at its annual meeting Monponsett Hotel, Halifax, January 9th. To broaden the scope of the group the name was changed to Massachusetts Cultivated Blueberry Association. Fifty-one persons attended.

Principal speaker was Dr. George M. Darrow of the Beltsville, Maryland, station of the United States Department of Agriculture, who discussed new recent varieties of the fruit. Dr. Darrow is in charge of the U. S. cross-breeding program for blueberries and cranberries.

He told of the new varieties; the Erliblue, which replaces the Weymouth, saying it is earliest of the various varieties to fruit, and is a vigorous, healthy grower with heavy production. He said the Berkeley is the sweetest of the new varieties, and produces large clusters for easy picking. He said he thought the Herbert, recently introduced, has wonderful commercial possibilities. He spoke, also of the Coville, telling how this berry fruited late, extending the season after Labor Day in New England. The Ivanhoe, the final berry he said was suitable for cultivation from North Carolina, northward.

Dr. Darrow painted an optimistic future for the cultivated blueberry business, and said he expected continued breeding work would produce even harder and better varieties. He touched upon new developments in crossing the low-bush fruit with the high-bush to make a more compact plant which can be better protected from birds at fruiting time.

Many Hybrids

There are 9,000 new hybrids being grown by the Department of Agriculture in Michigan, he asserted and 14,000 hybrids, mainly



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WISCONSIN RAPIDS

WISCONSIN

high bush growing at the farm of J. Herbert Alexander at Middleboro. Additional plantings of the crosses are in North Carolina and Georgia.

The speaker said he had made trips to Mexico, South America and Europe to study blueberries and find new species for breeding to improve the American fruit in hardiness and disease resistance.

The head table guests at a banquet preceding the meeting included Dr. Darrow, President Gleason L. Archer of Pembroke, Mr. and Mrs. John B. Bailey, Dr. and Mrs. F. B. Chandler of the East Wareham Experiment Station, Mrs. Maybelle Kelley of East Wareham, acting secretary, and Mr. and Mrs. Alexander of Middleboro. Dr. H. J. Franklin and J. Richard Beattie were guests.

re-elected president, Mr. Alexander. Officers elected were Dr. Archer, first vice-president; George R. Briggs of Plymouth, second vice-president; Maurice B. Elliott of Hanson, secretary-treasurer; directors, Paul E. Crosby, Quincy, for one year; J. Foxcroft Carleton, East Sandwich, two years; O. Wellington Steward, Kingston, for three years. Mr. Alexander was named chairman of publicity.

CHICKEN 'N CRANBERRIES ON INAUGURAL MENU

President Eisenhower, on Inauguration Day ate a lunch which included chicken and cranberry jelly on the menu according to a United Press release sent out a few days before the event and noted by NCA.

To the National, this was another

proof that the "Chicken 'n Cranberries" campaign of NCA had "caught on" and the combination is being recognized.

CROWLEY FORESEES FAVORABLE WASHINGTON WINTER FOR '53 CROP

Speaking at the first 1953 meeting of the Peninsula Cranberry Club, Long Beach, Washington, D. J. Crowley cited long-range weather forecasts that predicted warm January and February weather. This would tend to indicate a good crop next fall, the head of the Cranberry-Blueberry Station said.

Dr. Crowley also discussed peat and the drainage of peat soils. He asserted that peat, being decayed vegetable matter, settles when it is exposed to air by cultivation and the growing of crops; which means that the land gets lower by the disintegration of peat and demands greater efforts to keep it properly drained. For that reason he believed that cranberries are an ideal crop for the Peninsula.

President Don Tilden was in charge of the meeting. Other speakers included Leonard Morris, discussing marketing and Dr. J. Harold Clarke gave an account of his attendance at a meeting of the Western Washington Horticultural Society recently at Puyallup.

Winners In ACE EATMOR Contest Announced

Virginia Housewife Awarded Red Cadillac As Top Prize From More Than 210,000 Entries—To Increase Budget This Year

A meeting of the American Cranberry Exchange was held at New Bedford, Mass., Jan. 19 and 20. At that time a decision was made to appropriate, for advertising, in 1953 the sum of \$250,000. This is about \$42,000 more than the budget for 1952.

Lloyd Williams, merchandising director, said, "I think we have a successful formula for selling cran-

berries, and want to take advantage of it." One thought was to name a "Miss Eatmor" to travel the United States, putting in a plug for Eatmor brand on her trips.

Winners of the 1952 "Winner with Eatmor," contest were officially announced at a special meeting during the United Fresh Fruit and Vegetable Association at Los Angeles on January 28. Customers, brokers and friends of ACE were present at the meeting which was a highlight of the convention. Those attending from the Exchange included Harold E. Bryant, General Manager; E. C. McGrew, Eastern Sales Manager; Lester F. Haines, Western Sales Manager and Charles F. Hutchinson and John F. Manning of Chambers & Griswell, Inc., Boston, the agency which

handles the "Eatmor" advertising.

There were 210,000 entries from people all over the United States, who entered the limerick contest, trying for first prize of a cranberry red Cadillac convertible, or a lesser award. Winner of the Cadillac was Mrs. Iris Theil Berry, 33, a housewife of Lorton, Virginia.

Winner of the grocers' display contest, top prize a new Chevrolet, was Albert John Weiss of the Weiss Super Market, St. Louis, Mo.

Winners of other prizes as determined by the Reuben H. Donnelly Corporation were:

General Electric Prizes

Mrs. Susan Hayward, Fresno, California; Mrs. M. S. Snyder, Hammett, Idaho; Mrs. Francis Neal, Lexington, Illinois; Mrs. Earle C. Mitchell, Portland, Maine; Mrs. George Gannon, St. Louis, Missouri; Mrs. J. E. Richardson, Zanesville, Ohio; J. W. Hess, Entrioken, Pennsylvania; Mrs. Johnnie Wade, Fort Worth, Texas; Lavallette Tinsley Woody, Danville, Virginia.

\$10 Cash Awards

Mrs. Tennie Motlow, Birmingham, Alabama; Mrs. E. L. Cottingham, Redwood City, California; Mrs. Nellie S. Donnelly, Colorado Springs, Colorado; Mrs. J. A. Gagliardi, Denver, Colorado; Miss Ethel Stiff, Denver, Colorado; Mrs. J. E. Savage, Englewood, Colorado;

(Continued on Page 16)

Photo (opposite page shows a scene at the Hotel Biltmore, Los Angeles, Cal., Jan. 28, when winners of the limerick and cranberry display contests were announced. Pictured are Harold E. Bryant, ACE Gen. Mgr.; Miss Gloria Winters, Hollywood starlet; Walter O'Keefe of "Double or Nothing" and Miss Janie Thompson, who is "Miss Louisiana."

Mr. O'Keefe was master of ceremonies, and other Hollywood stars included Bud Abbott and Lou Costello, Adolphe Menjou, Ralph Edwards, "Jo" Stafford, Joan Taylor. Two-way long distance telephone circuits were established to points around the country to bring the surprised voices of the winners to the crowd of some 500 Eatmor distributors and retailers attending the party.

TRUFANT STRAIGHT-LINE PUMPS

There will be six of these new pumps available this Spring—three for the Cape and three for Wisconsin. I expect to deliver and supervise installation of of these pumps personally in April.

Will one of them be yours? Why not?

These pumps, unassisted by storage, will frost-flow five or six acres under normal conditions, and furnish drainage by reversing on as much or more bog. Under favorable storage conditions, twelve or fifteen acres could be handled.

These pumps are installed much like the pre-fabricated flumes. No concrete, no siling, just lower the whole thing into a wet trench and backfill it right in. And all parts subject to wear or breakage are low-cost, mass-produced outboard motor parts. Ideal for the man who has to pump both on and off.

Have you seen the one at Francis Phillip's bog at Smelt Pond, near Plymouth-Kingston line? Float-controlled with gasoline engine!

Bog Railroad for Rental

R. A. TRUFANT

Tel. Carver 64-11

NORTH CARVER, MASS.



Ace Winners

(Continued from Page 14)

Miss Betty Jane Godfrey, Lakeland, Florida; Stella G. Ellis, Hazleton, Indiana; Edward W. Slye, Des Moines, Iowa; Mrs. D. Ray Dunlap, Logan, Iowa; Mrs. Maurice Brenden, Whiting, Iowa; Mrs. Tom Starr, Raymond, Kansas; Rev. Norman Kuck, Rochester, Michigan; Robert S. Staples, Kansas City, Missouri; Mae D. Haitt, Lincoln, Nebraska; Miss Mildred O. Noble, Lockport, N. Y.; Mrs. Robert Shoemaker, Akron, Ohio; Mrs. H. H. Pettey, Blackwell, Oklahoma; Katherine McGinley, Philadelphia, Pennsylvania; Kathleen Crane, Falls Church, Virginia; Mrs. Marcel Shickel, Harrisonburg, Virginia; Angela Mayer, Spokane, Washington; Margaret E. Tomarkin, Menasha, Wisconsin; Mrs. Vera Seter, Milwaukee, Wisconsin.

Here are the names of the winning retailers in the **Eatmor display contest** as announced Jan. 28 by the judges—Richard G. Zimmerman, Super Market Merchandising; Robert W. Mueller, The Progressive Grocer; and Julian H. Handler, Supermarket News.

Winchester Rifles or Shotguns

Richard Van Osdahl, Berg's Town Mart, Portland, Oregon; Edmund K. Naidich, Sumners Food Market, Tampa, Florida; Otto O. Walberg, Terminal Fruit Market, Milwaukee, Wisconsin; Jack Allen, Allen's Markets No. 2, Provo, Utah; Charlie Wise, Kroger Store R-81, Johnson City, Tennessee; Carl Zimmerman, Zimmerman's 12 Mile Store, Gresham, Oregon; William Ehlers, Kroger Detroit Branch D-237, Saginaw, Michigan; Ed Rucker, Kroger Store No. V-157, Memphis, Tennessee; Marvin Brown, Piggly Wiggly Store, St. Cloud, Minnesota; Hugo Carlson, Humpty-Dumpty Super Market, Minneapolis, Minnesota.

More Gypsy Air Control for Mass. This Season

As this issue goes to press it appears that at least a portion of Bristol County, Mass., will be air sprayed for gypsy moth this year. This is important to the Bay State

cranberry growers as Bristol adjoins Plymouth County which has been DDT controlled as has Barnstable. There has been drift of the insect from Bristol, so that the two counties which produce the bulk of the crop were in danger of being infested again.

A block of Bristol in the southern section, which is about one-third of the county will be treated, it is anticipated. County Commissioners have appropriated \$30,000, the State can put up \$70,000, and town could anticipate. Most of the few bogs of Bristol are in a more northerly section than that to be sprayed, but the work will be of benefit. The block to be covered abuts Rhode Island and it is hoped that state will take up the program.

Aiding in getting the program under way were cranberry growers and Bristol County Agent, Charles W. Harris.

"CRANBERRIES THANKS TO TELEPHONES"

The Bell Telephone News, Chicago, Illinois, in its December issue had an article "Cranberries, Thanks to Telephones."

"What has the telephone to do with cranberries?" is asked in the article. It then goes on to explain "Plenty. One bad turn in the weather can blight a crop. A shifting or fast moving storm or cold front leaves no time for guesswork. The growers must have definite, up-to-the-minute information, if they are to save the berries."

An explanation is then given of the way frost warnings are handled "in our neighboring state of Wisconsin." Description goes on as to how an official of the U. S. Weather Bureau at Wisconsin Rapids daily calls the Chicago Weather Bureau during April, May, September and October, and then combines this with local information to make his forecast. This he telephones to the weather bureau at Madison, from where the forecast is relayed to the Associated Press and United Press. These wire services send, by teletype and telephone, the forecast to newspapers and radio stations in the

Wisconsin cranberry area.

This same forecast is used, on the weather broadcast over the Wisconsin State Broadcasting Service Network, which reaches 90 per cent of the growers daily except Sundays. So on each Sabbath the Wisconsin Rapids forecaster makes four phone calls to radio stations in the growing area and they rebroadcast weather news for the cranberry men. Telephone calls are also made to a few key growers in various areas. They begin a series of telephone calls which ultimately reach every cranberry man. Calls, too, are made to the radio stations still on the air which include weather warnings in their late broadcasts.

Dissemination of forecasts in Massachusetts, the article continues, depends entirely upon the telephone. Forecasts are made at the East Wareham Cranberry Experiment Station, and from there calls are sent to distributors in various towns and telephone exchanges. These key points make from 15 to 25 calls each.

(Note: A copy of this Bell Telephone News article was kindly sent us by Bert Leasure of the Leasure-Koller Cranberry Company, Manitowish Waters, Wisconsin).

TOBACCO HIGH IN OUR ECONOMY

Tobacco has played an important role in the agricultural economy of America. Almost every phase of our economy and social life, since the settlement of Jamestown in 1607, has been enriched through the wealth created by this crop. In addition to being one of our greatest sources of Federal revenue, it is an important source of income to farmers growing it.

In 1950, according to the Bureau of Agricultural Economics, tobacco production in this country was 2,035,915,000 pounds with a value estimated to be more than a billion dollars. Taxes on the crop collected by Internal Revenue totalled \$84,648,198. (Better Crops with Plant Food.)

The average farm today produces for about 29 people; back in 1930 the average farm provided for less than 20 people.

WINTER PRUNING DEMANDS CARE

Pruning of shrubs can be carried out throughout the Fall, Winter and early Spring. One point of safety might be mentioned—any tree pruning done by the home gardner that requires him to climb into branches can be a hazard.

It is so easy to tell dead branches from live ones in the Winter as it would be when the tree was in leaf. Great care is urged upon doing this type of work. (Rutgers, N. J.)

WASHINGTON '52 BERRY CROP

Total value of small fruit crops in Washington for 1952 is listed by the Department of Agriculture as \$12,002,000. Of this production cranberries accounted for \$450,000; blueberries (cultivated) \$409,000. Strawberries were the most important of the small fruits.

WANTED WORKING MANAGER

For 2 small cranberry bogs. April to October. Good wages. Knowledge of cranberries essential. Write, giving age, experience and general detail to Box 34, Greenbush, Mass.

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Eatmor Cranberries

Every member of this cranberry cooperative is a vital part in the merchandising program of the American Cranberry Exchange which is rebuilding fresh cranberry outlets and re-establishing the cranberry industry on a prosperous basis.

Join us now and assist in orderly and efficient marketing for 1953.

New England Cranberry Sales Company

(The Cranberry Cooperative)

Telephone 200

9 Station Street,

Middleboro, Mass.

Ocean Spray Is Building Another Tradition . . .

Cranberry Sauce for Valentine's Day



WHAT
 MAKES
 A
 TRADITION?
 SIMPLY
 REPEATED
 USE.

How to add Sparkle
 to Winter Meals
 with
**Ocean Spray
 CRANBERRY SAUCE.**



This is the time of the year when a dash of ruby cranberry sauce adds a bit to spark up a meal. It's especially good with chicken, fried chicken, turkey, chicken pie, or a chicken sandwich. All dressed with a good helping of cranberry sauce on the side. Thetzig, too! Look at prices, and you'll see what a great fruit buy Ocean Spray is. Remember, too, there are 13 minerals and vitamins in Ocean Spray. Also, it aids digestion. A terrific . . . for good-tasting fruits!

These are the Ocean Spray products



Mighty Good-Tasting Cranberry Dishes for Winter Meals

Valentine Dessert
 (For 2-4 and plenty and make in 15 min.)
 Cranberry Sauce . . . 1 cup with 1/2 cup
 1 can Ocean Spray Jellied Cranberry
 Sauce . . . 1/2 cup
 1 can White Cranberry Sauce . . . 1/2 cup
 1/2 cup heavy cream, whipped
 and 55 plus heavy cream, whipped
 1/2 cup of sugar or 1/2 cup Sugar.

For Chicken Dinners
 'Wash' chicken without cranberry
 sauce. Here's an easy, delicious
 Cranberry-Cheese Dish . . . Mix 2 parts
 Ocean Spray (either Jellied or White
 Sauce) with 1 part orange marmalade.

Family Favorite
 Here's the dinner that brings every
 compliment every time it's served.
Chicken Crown . . . Mix together 1 cup
 cranberry sauce, 1/2 cup orange
 marmalade, 1/2 cup heavy cream, 1/2 cup
 flour, 1 egg, heavy cream, 1/2 cup
 butter and cranberry. Place half of
 mixture in a 9" pie pan and top with
 sauce with 1 can Ocean Spray. Bake
 for 30 min. at 350°. Serve hot with
 1/2 cup cream sauce.

Helpful Hints About Cranberry Sauce:
 To get the most Cranberry Sauce out
 of the can, use a firm metal can opener
 rather than a regular one. The extra bit
 left in an Ocean Spray Cranberry sauce
 can slide into a wild world.

ALL THIS MONTH
 next to the Ocean Spray display at
 your grocer's, you'll find a number of
 new recipes. It's FREE to give to
 each one a copy.

While retaining the time-honored tradition of "cranberry sauce for Thanksgiving," Ocean Spray is building new traditions to provide a longer, wider cranberry season.

One of these new traditions-in-the-making is cranberry sauce for Valentine's . . . served with chicken. It's a natural. Cranberry sauce is red. It can easily be cut into heart shapes. Or made into Valentine-red salads or desserts.

Won't you, as a cranberry grower, join us in the building of this tradition by serving cranberry hearts with chicken at **your** house on Valentine's Day?

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R. F. MORSE

WEST WAREHAM, MASS.

• • •

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 general magazine of the industry. you should be a
 regular reader.

• • •

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Western Pickers

Incorporated

1172 Hemlock Avenue

Coos Bay, Oregon

Western Pickers, Inc., of Coos Bay, Oregon, announces the appointment again this year of the Frank Cook Agency of South Middleboro, Mass., as its service representative in Massachusetts.

His shop, at Spruce and Locust Streets in South Middleboro, will be open from April 1st till after picking season, where he will service, remodel or repair your old machines.

Sales agents for Western Pickers in Massachusetts are—Mr. Nahum Morse, East Freetown, phone No. Rochester 32-12—and Mr. Louis Sherman, 7 Cushman Street, Plymouth.

These two grower-agents will explain the long time history of Western Picker harvesting on their own bogs (the good and the bad points) and will also explain to you how you may easily own one without too much money down.

Remember that the Western Picker is the only patented cranberry harvester that both picks and prunes. (ADVT)

FRESH CRANBERRY INSTITUTE ON INACTIVE BASIS

The Fresh Cranberry Institute, with headquarters at 2 West 56th St., New York, under the supervision of Robert Knox (former editor of Cranberry World) is to be on an inactive basis, it was voted at the annual meeting at the A. D. Makepeace Company office, Wareham, Mass., February 16th. The influencing factor in this was the withdrawal of American Cranberry Exchange, which has decided to concentrate its advertising funds in the pushing of EATMOR sales, along the lines of its successful campaign of last year. ACE provided about 75 percent of the funds available to the Institute.

The plan, as originally set up about two years ago was to enable the promotion of fresh cranberries, under a single operation by both the major fresh fruit coop, ACE and independents.

Attending the meeting were Harold Bryant of ACE, Orrin Colley of Cape Cod Cranberry Cooperative, Inc., Howard Morse of Morse Brothers, Attleboro, Mass., Melville C. Beaton of the Beaton Distribu-

ting Agency, Wareham. Other members were represented by proxy. President Russell Makepeace presided.

Mr. Knox, who handles the Blueberry Institute and other advertising accounts will maintain the office on 56th street, even though cranberries will no longer be concerned. The corporation charter will not be dissolved, however.

Other members of the Institute than those attending were Decas Bros., of Wareham, Mass., and Anthony DeMarco of Hammondton, New Jersey.

Cape Equipment Show, Meeting April 11th

Spring meeting of the Cape Cod Cranberry Growers' Association, which includes the equipment show, is to be Saturday, April 11 at Memorial Town Hall, Wareham. The date was moved forward from the latter part of the month, because of the possibility of frost warnings, which have previously called growers away.

Display of machinery begins at 10 a. m. At noon will come the customary lunch, cafeteria style. Afternoon will be given over to talks by members of the Experiment Station staff.

YOUR NEW DEALER FOR INTERNATIONAL HARVESTER

Power Equipment
To Assist The Operation
And Maintenance of
Your Bogs

ALSO I. H. REFRIGERATION
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Mass. Cranberry Station and Field Notes

by J. RICHARD BEATTIE
Extension Cranberry Specialist



The popular telephone frost warning service sponsored by the Cape Cod Cranberry Growers Association is available to all Massachusetts cranberry growers. Frost warning applications have been mailed out to growers who have used this service the last few years. If a grower has not received an application, but would like to receive one, please notify Mrs. Ruth Beaton, Treasurer of the Cape Cod Cranberry Growers Association, Wareham, or the writer.

Last year there were 188 frost subscribers. Frankly, more are needed if the present frost fees or rates are to be maintained. There are certainly more than 188 growers who profit from this program. 250 contributors would guarantee an economic and efficient frost service. We suggest that each grower who values this work sign up at least one new member this spring.

The 1953 Insect Disease and Weed Control Charts have been printed. Growers should receive their copies from the County Agent's offices by the middle of March. Extra copies are available at the County Extension offices or here at the Cranberry Experiment Station. We suggest that growers study the important Summary of Pest Control Recommendations listed at the top of the chart. Blanket control measures, flooding treatments, and an explanation of the use of the insect net are found in this section. We would like to stress again the importance of good timing and thorough applications of pesticides in order to get maximum results.

Major Change

The first major change in the body of the Insect and Disease Control Chart was made under the section on Gypsy Moth Caterpillars. It also applies to False Army and

Blossom Worms, Weevils and Green Spanworms. A new treatment for these pests was added to the chart which recommends the use of a 9% water miscible DDT concentrate applied by aircraft at the rate of three gallons per acre. This is practically the same treatment which proved so successful in checking "gypsies" in Barnstable and Plymouth Counties in 1949 and 1950.

The section on Rose Bloom was omitted from the chart since this disease is now of so little importance in Massachusetts. When using Ferbam or Bordeaux mixture for Fruit Rot Control, the new chart recommends 300-400 gallons per acre. If Ferbam is used as a dust, it should be increased to 75 lbs. per acre. Before leaving the subject of fruit rot, growers are reminded of Dr. Franklin's Preliminary Keeping Quality Forecast. It will be issued early in April and will assist growers in determining the bogs on which the water flood might be held late in order to improve the keeping quality.

For Blackheaded Fireworms, a 10% rather than a 5% DDT dust is recommended as one of the treatments. 10% DDD dust replaces lead arsenate as a control for Yellowheaded Fireworms. The 2% Rotenone dust was omitted from the new chart as a treatment for Blunt-nosed Leafhoppers. Under the section on Spittle Insects, the 24-hour flood was given first preference. It should be made as the first few blossoms open. In addition to the 9% water miscible DDT concentrate recommended for Green Spanworms, a DDT ground spray was also added to the chart. A 10% DDT dust replaces lead arsenate as a treatment for Brown Spanworms. A DDT ground spray replaces lead arsenate as a treat-

ment for Spotted and Black Cutworms and Army Worms.

The Cranberry Weed Control Chart received its share of attention but only a few changes were made. Growers should study the important section on General Notes on Weed Control found at the top of the chart. We corrected the glaring error in last year's chart as to the size of a square rod. The new chart states that one square rod equals 16½ feet square. The Weed Index is a useful guide in locating weed treatments quickly. They are listed in order of preference. The Ferric Sulfate Treatment was omitted from the new chart in view of more effective chemicals that cause less damage to vines. Hardhack can be controlled with 2,4-D which is a new chemical treatment for this weed. Royal and Cinammon Ferns can be checked with Nitrate of Soda which is a new treatment for these particular ferns.

A Cranberry Labor meeting was held at the A. D. Makepeace Company office, Wareham, February 24. Growers, representatives of the Massachusetts Division of Employment Security, County Agents and the writer were present. The purpose of this meeting was to determine whether imported workers would be needed this spring and summer. After carefully considering the problem, it was decided that Puerto Ricans would not be needed until the harvest season. However, should the labor problem become acute before next fall, it was suggested that growers contact their local employment offices so that arrangements could be made to import workers. The employment service must have "work orders" prior to any imported labor program. Frank J. Butler, Chairman of the Labor Committee, presided at this meeting.

Approximately 25 million persons are employed in satisfying the demands of agriculture. Ten million are employed directly on the farms, 9 million in handling, processing and distribution, and 6 million in providing essential raw materials, machines, equipment and other goods and services necessary to modern agriculture.

Bog Irrigation Discussed at Cape Meetings

The Cape club meetings were held March 10th and 11th. The Upper Cape Club met in Bruce Hall, Cotuit, for a supper at 6:30. President Charles Savery presided at the meeting which started at 7:30. The program consisted of a panel on cranberry irrigation and frost protection systems. Darrell Shepherd of the Barnstable Soil Conservation Service informed the growers about the type of information and service his office could supply to those desiring to use irrigation on cranberry bogs. Mr. Shepherd showed diagrams illustrating the arrangement of mains, laterals and sprinkler heads for irrigating and for frost protection. He also gave an estimated price of \$700 per acre if water was found near by with very little lift.

Dr. F. B. Chandler pointed out that irrigation was necessary because of poor drainage in the past. He then outlined the methods of irrigation with the advantages and disadvantages of each. Dr. Chandler showed colored slides illustrating different types of injury which occur in dry, hot weather. Fred Larsen of the Soil Conservation Service in Upper Darby, Pa., spoke on irrigation in other parts of the United States and other parts of the world. Following these speakers there was a very active discussion in which all members of the panel, Bill Richards of Veg-Acre Farms, Forestdale, Emil St. Jaques of Hayden Manufacturing Company, Wareham, and Dr. C. E. Cross, and the speakers answered questions. Dr. Cross summed up the need for irrigation. Attendance at the Upper Cape meeting was very good.

Lower Cape

The Lower Cape Club meeting was held at the East Harwich Methodist Church following a ham and baked bean supper. President Drake presided. The same people were on the program as on the preceding evening, but at the Lower Cape meeting most of them presented their information as a talk and there was only a short

discussion period. The attendance at the Lower Cape meeting was smaller than the preceding month.

Bristol County (Mass.) Not To Be Gypsy Sprayed

Whereas last month (CRANBERRIES, February issue) it appeared at least a portion of Bristol County, Massachusetts which adjourns moth-controlled Plymouth County was to be air-sprayed, this project has now gone by the board. So reported Bristol County Agent Harold D. Woodward at the February meeting of the Southeastern Association Cranberry Club.

He said an appropriation, which had seemed assured by the Bristol County Commissioners is now not to be forthcoming, as the Commissioners have decided against the project. This does away with a State appropriation of about \$70,000 which would have been available in conjunction with county funds. This will now go to some other county. The only moth control, as usual, then will be what is done by towns or cities on an individual basis.

The project of gypsy elimination in Bristol had been spearheaded by the Cape Cod Cranberry Growers' Association as both the principal cranberry counties, Plymouth and Barnstable have been treated. It is feared heavy infestations in

Bristol, or other nearby counties not sprayed with DDT, may undo some of the excellent results which had been obtained in these areas.

Urann, Waite on Business Trip To Europe

NCA Officials to Make Study Of Government Commissaries With View to Increasing Cranberry Sales To Americans Abroad.

Marcus L. Urann, president of NCA and Ferris Waite, vice president in charge of growers relations, sailed from New York on the Queen Mary, Feb. 25, for Europe on a business trip. They intend to make a study of the operations of government stores or "PX's" and commissaries in France, Spain and Italy, with a view to increasing cranberry sales to Americans abroad who are eligible to buy from these supply bases. There will be some attention paid also to the idea of getting Europeans to eat cranberries, but this is very secondary.

Messrs. Urann and Waite are to return April 5th on the Queen Elizabeth. This will be the first trip to Europe for both men.

Last July Miss Ellen Stillman, NCA executive vice president made a trip to England, Germany, France and Italy. She made a study of super markets in Europe.

Cranberry Literature Exchange



Cranberry growers who have literature such as bulletins or articles pertaining to cranberries which they no longer want, may be interested in securing other bulletins or articles which they do not have. Cranberries will try to assist you in exchanging the literature which you do not want for some of the articles which you do want. If you are interested, send us the title of the publication you have for exchange to "CRANBERRIES," Wareham, Mass., and specify what you wish to have sent to you. We will publish the title you wish. As soon as it becomes available it will be forwarded to you.

This is a service offered by "CRANBERRIES" to get cranberry literature to cranberry growers. It is a plan by which you send your duplicates or issues you no longer want for exchange for what you desire. Old issues of Cranberries may be sent in for newer issues or for other publications.

No charge for this service.

Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF MARCH 1953-VOL. 17 NO. 11

Published monthly at The Courier Print Shop, Main St., Wareham, Massachusetts. Subscription, \$3.00 per year. Entered as second-class matter January 26, 1943, at the post-office at Wareham, Massachusetts, under the Act of March 3, 1878

FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

February Sunshine Good

February sunshine turned out to have been a total of 167 hours, which is one more than normal for that important month in this factor, and considerably more than it was felt is needed to help produce a crop of good size. January was slightly below, but not very much, and this was help to the size of the berries.

Month Was Again Warm

The month was also six degrees a day above normal. Precipitation was 5.50 inches as recorded at the State Bog. Director Cross continues to be inclined to believe there will be a good production and also good sized fruit. This, of course, goes only for conditions to date, but the set was also good last year, although not exceptionally so. However, Cross thinks there will be plenty of flowers.

Will There Be Enough Wild Bees?

But, not so favorable is a quite general fear, from those who know best, there may be a serious scarcity of wild bees. They were adversely affected by the drought of last June and July. There will probably be more colonies of honey bees placed at work than usual, to offset this deficiency.

Cold Days in March

Quite in contrast to preceding months, and the fact that March came in like a lamb, by the end of the first week Old Man Winter had gripped all New England with an icy hand. By the 10th the familiar "plus" temperatures had changed to "minus" departures from normal, to 43 for the month to that date. However, the plus degrees since January first stood at 288. Although bogs were skim-

med over with ice, there was no snow on the ground, and many growers were remarking this was the first year they could recall, when they had shoveled no snow. There were a few days left of "official" Winter, but the cranberry area has got some real blizzards in late March.

NEW JERSEY

February Another Warm Month

The weather at Pemberton during the month of February was for the third consecutive month warmer than normal. The average temperature was 39.3° F., about 5.7 degrees above normal. For the first time in four months rainfall was slightly below normal, amounting to 2.46 inches, or only .19 deficient.

The extreme mildness of the weather is shown in the record of 14 days of temperature above 60° F. A maximum of 69° was registered on the 21st and a minimum of 14° was recorded on the 2nd. For the second consecutive month there was not a single day during which the temperature remained below freezing all day. There were 6 entire days during which the temperature did not go down to freezing. The water on cranberry bogs remained unfrozen a very great proportion of the month of February, as it has all Winter long.

February also produced signs of an early Spring. Swamp maples were beginning to bloom the last week of the month. A yellow jasmine shrub on the lab grounds began to bloom on February 5. A flock of robins and a pair of bluebirds were observed at the laboratory the last day in February. Peepers have not been heard from

yet and we won't yield to Spring fever until we get this signal.

WISCONSIN

Not Too Cold

The weather for the most part has been rather mild in February. There were several nights when temperatures dropped to sub zero, but for much of February the days were nice.

Water Supplies Good

Water supplies for frost protection in the State are very good and no shortage for Spring is anticipated.

A Good Deal of Ice Sanding

It is estimated by "Del" Hammond of Wisconsin Cranberry Sales Company that approximately 1/3 of the acreage in Wisconsin will have been sanded this Winter. In mid-February there was an ice coverage of approximately 10 inches around the Rapids and in the Northern areas there was a snow coverage of approximately 18 inches.

Phil Bennett

"Phil" Bennett, one of the old time growers of the State, and one of the oldest members of the Wisconsin Cranberry Sales Company passed away February 16. He is survived by Mrs. Bennett, a son, Keith, cranberry grower, two daughter, Elizabeth and Jean and four grandchildren.

OREGON

Floods Didn't Injure Bogs

While the terrific storms which swept the southern coast here in January flooded many bogs temporarily, there seems to have been

(Continued on Page 20)

"BEN" C. SAVARY, 79, HAS HAD TWO LOVES— CRANBERRIES—THE SEA

Wareham (Mass.) Man Had First Bog In About 1900—For 26 Years Was Inspector For New England Cranberry Sales Company—Goes To The Shore Nearly Every Day.

By CLARENCE J. HALL

"In the old days in cranberries when you got a real crop you had something," says Benjamin Clifton Savary of Wareham, Massachusetts, who, until recently had, for 50 years, been a grower, but now at 79 has retired. "I don't think the big profits for a small grower, at least, will come back. Costs of growing cranberries today are too high.

"But I do think the industry has worked its way out of its slump of the past few years and is a good business to be in."

"Ben" Savary, it was just stated, has retired from cranberry growing, but he always had two loves—cranberries and shellfisheries, chiefly oysters—and despite his years he still goes down to the shore to look at his oyster grants about every day. He is remarkably active. "Ben" is a typical "salty" Cape Codder (if it is admitted that Wareham, which is really one town above the actual peninsula, is a part of the Cape, and most do).

Entire Life Spent in Wareham

He has spent his entire life in Wareham and devoted his time to the water, boats and cranberrying, as so many of the Capemen of previous generations did.

He is one of the better known veterans of the Massachusetts cranberry industry. For 26 years he was an inspector for the New England Cranberry Sales Company, and so made wide acquaintanceships. He is still an honorary member of that Massachusetts unit of ACE. He has been a member of the Cape Cod Granberry Growers' Association almost since he became a grower and is a charter member of Southeastern Cranberry Club. Whenever there is a cranberry meeting you generally see "Ben" Savary.

His father, Adolphus, was a grower, who built a small bog on Great Neck, Wareham, about 1885, scalping an dsanding a three and a half acre piece. He sold his fruit himself, or that is, went to Boston and placed his crops in the hands of commission merchants. "Ben" picked cranberries for his father as a boy, and was brought up to know the shores of his native town. It was no wonder he became engaged in the pursuits of cranberries and oysters. The Savary family is one of the older ones in Massachusetts, the original emigrant Savary,

Thomas, having settled in Plymouth in the 1630's. There he became keeper of the Plymouth lock-up.

"Ben" Savary's background, like his own career, is an interesting one. His father was a civil engineer and was one of the first to survey the present Cape Cod Canal site. His mother, Julia Bourne Savary was a member of the family whose ancestors purchased the present Bourne township from the Indians.

Made First Sea Voyage at One

Mr. Savary took his first sea voyage when he was a year old. His parents had decided to go to Florida, and in those days, nearly 80 years ago, transportation was not as simple as it is today. You couldn't hop on a plane and be in that state of oranges and bathing beauties in a few hours.

So the trip was planned by boat in December, the journey to be made in a sloop named the "James Nelson." The group sailed from Little Harbor on Great Neck, near East Wareham. But the sloop only got as far as Barnegat on the New Jersey coast. Winter had then set in, and the boat was frozen fast. The family remained aboard the little ship for the cold months. In the Spring Mrs. Savary returned to Wareham with her children by train, while Adolphus Savary

brought the sloop back.

That voyage was "Ben's" first contact with the sea, and it has always fascinated him since—the sea and cranberries. As a young man he followed the sea for a short time and then returned to go into the oyster business with his father. Since that time he has been a "boatman," as he calls it, often acting as skipper for yachts of prominent Wareham Summer residents. One of the boats in which he was in charge was the yacht of Frederick Fish, whose father was president of the Bell Telephone Company at one time. For 12 years he was "boatman" for General Stephen Weld on his formerly well-known "The 56," named for General Weld's Civil War regiment.

As stated, about 1900 he caught the cranberry bug, although never forgetting his interest in boating, the shore and oysters.

Bought Bog at Time of Boom

"That was the time of a cranberry boom," he says. Those were the days when you made money in cranberries and everybody who could, was getting into the business.

So, he had built for him, by one Frank Rose, a four and a half acre piece on Great Neck, and even this bog was only a skip and a jump from the shores of an arm of Buzzards Bay. Considerably later he bought a bog at Tremont (West Wareham) of four and a half acres, which had been the property of Taylor and Holmes, cranberry men, whose name, older Cape Cod growers will remember. Both his bogs were set mainly to Howes, with some Blacks and a few odd varieties. The Tremont bog is now owned by Robert Hammond of East Wareham. The Great Neck property he later sold to Amando Grassi, who was a victim of the Second World War, and whose widow later resold it.

Only Two Insects Bothered Then

"There were only two insects that really bothered us when I started in," is Mr. Savary's recollection, "fruitworm and fireworm. Most of the pests that bother us today came in later. We used tobacco, or what is now "Black Leaf Forty" as an insecticide. We didn't have the number of insects or the number of insecticides that the growers of today have. Of course

we had none of the mechanical time-savers there are now, such as tractors or mechanical pickers.

"In those days we picked by hand or with snaps. The scoop was just coming in. It was a metal-toothed scoop and sold by the Makepeace Company.

"We sold our crop in quarter-barrel and half-barrel boxes. The 'consumer package' was unknown. We had more varieties of cranberries in those days, all the 'fancy' varieties. Today, as you know, these have been nearly all dug out and reset to Howes and Blacks."

For some years, Mr. Savary sold his crop through the late John J. Beaton of Wareham. Then, in 1925 he became a member of the New England Cranberry Sales Company. When he took a job as inspector for the cooperative, there were five inspectors. This was later reduced to two, as the New England screenhouses, strategically located, began to handle more of the members' berries. His first area was Wareham, Rochester, the southern part of Plymouth and Bourne. There were a good many more brands then, than today, he recalls — maybe 20-25 different labels.

When he ended his services he was covering South Carver, Norton, Assonet, and the entire Barnstable County.

This business taking him over so much territory, plus the fact that his hobbies are fishing and hunting—he has always owned a hunting dog—have made him vastly familiar with Plymouth and Barnstable Counties. Contrary to general opinion, he declares there is still a good deal of fine, undeveloped bog land in Plymouth County. All the good locations, with adequate water and sand supply are not used up. He can name a number of such sites.

In speaking of bogs he says he much prefers a long, narrow property to one which is round. "This is much more economical for every bog operation." He thinks sprinkler systems are entirely practical. Referring to the bog he formerly owned on Great Neck, he says sprinklers could make this a much better property. Before he sold, he had built a pond, or sump, costing \$1,200 and sprinklers supplied from

this source could give excellent irrigation and frost protection.

Recalls Dr. Franklin's Early Days

"Ben" Savary is one of the diminishing number of growers who can still remember when Dr. H. J. Franklin first entered cranberry work in 1909. He recalls that Dr. Franklin used to "stick little sticks around the State Bog," and I wondered what he was doing—marking out test plots it proved to be.

Some of Franklin's earliest ex-

periments in insect control were made on Mr. Savary's bog. It was not far from the Experiment Station.

"I know Dr. Franklin put in a lot of time at first, testing out growers' theories as concerned cranberry growing. A good many of these theories he found to be fundamentally sound, but he began improving on them. At first maybe some of the growers didn't think his work was entirely prac-

(Continued on Page 20)



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From one demonstration in New Jersey, six machines were sold. New Jersey growers wishing information on these machines may contact Eddie Lippman of National Cranberry Association, Bordentown.

Massachusetts growers who wish their bogs pruned or want information on these machines may contact the C & L Equipment Company, 191 Leonard Street, Acushnet, Massachusetts . . . or call either Frank P. Crandon or Herbert C. Leonard. Tel. New Bedford 3-4332—North Rochester 89-3.

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CRANBERRY LOANS ON ABILITY TO REPAY—MASS. MEETINGS

Financing for Growers Subject Cape Meetings

Upper and Lower Clubs Hold First Winter Meetings With Good Attendances.

First 1953 meetings of the Upper and Lower Cape Cod Cranberry clubs were held respectively, at Bruce Hall, Cotuit, Tuesday, Feb. 10 and Wednesday, Feb. 11 at East Harwich Methodist Church, the subject — "Cranberry Financing." A panel, consisting of William Collins of the Federal Farm Housing Administration, Brockton; Warren Arnold, Federal Farmers' Production Credit Association of Taunton and also of the Federal Land Bank; Marcus L. Urann, president, NCA, (at Cotuit) and Stanley Benson (at Harwich) and Roger Weston, representing ACE spoke briefly of their ability to extend credit to growers and then answered questions from the floor.

The meetings were led by Arnold C. Lane, Associate Barnstable County Agent, after president Charles Savery had opened the Cotuit session and president Anahel Drake at Harwich. The object learned from the session was apparently that credit to cranberry growers is sometimes rather difficult to obtain, and is largely a matter to be considered upon an individual basis, with ability of the borrower to repay, the prime consideration. The three pertinent factors in obtaining loans are: this ability to repay, equity of property which a grower possesses and the personal risk involved in each case.

Trend to Larger Growers

One pertinent question asked (at Cotuit) was that if the present cranberry credit situation was not tending to make it harder for the small grower to obtain credit and was setting up a trend to take cranberry growing (and all farming) out of the hands of the smaller grower and into large scale or syndicate operations. This was held to be more or less true, unfortunately. Reason for this trend is that the larger grower, or a syndi-

cate, usually has sufficient outside collateral to make possible any loans desired, while often the small grower has only his bog holdings or his home to put up for security.

Mr. Collins (at Cotuit) said the Farm Housing was more or less rigidly limited to family loans and for not more than a single year. He did state, however, that the cranberry loan situation was somewhat different today with the improved situation of the industry. He said it boiled down to individual applications.

Mr. Arnold referred to a Federal survey of about two years ago of the value of cranberry bogs when the maximum value of bog was placed at \$1,200 an acre and that he was limited by the government to loan only sixty-five percent but his organization was farmer owned and did have the interests of the farmers at heart. He said the Credit Association did have some cranberry loans out at the present time. He, too, stressed the individual nature of making loans or advances. Loans might be made on the basis of about \$7 to \$8 a barrel.

Mr. Weston stated that American Cranberry Exchange does nothing

to finance cranberry growers, confining its efforts to selling the fruit of its members. He said that some of its member units (the state sales companies) had made loans.

Credit Situation Improving

Mr. Urann asserted that National Cranberry Association was working all the time to "help out any of its members who needed assistance, and that he felt the credit situation was now getting better.

The matter of obtaining credit at private banks was discussed. A principal questioner at the Cotuit meeting was Wolcott Ames, Barnstable banker.

Other brief speakers included, "Dick" Beattie, Extension Specialist, Emile C. St. Jacques of Hayden Separator Manufacturing Company, Wareham, L. A. Blake, manager of New England Cranberry Sales Company, who was making his first attendance at Cape club meetings, Bruce Arthur, representing the "Independent" Cape Cod Cranberry Cooperative, Inc., and Louis Sherman of Plymouth, now chief New England distributor of the Western Picker, at Cotuit, with Drs. Franklin and Chandler and Barnstable County Agent Bertram Tomlinson at the Lower.



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LATE vs. EARLY WATER-FLOWER BUDS-FINANCE

These Are Topics At Ply- mouth Cranberry Clubs— Heavy Attendances

The talks on cranberry finance, given at the Cape club meetings were continued—with some different speakers, at February meeting of South Shore Club, Reed hall, Kingston, the 17th and South-eastern Club, Rochester Grange hall, the 18th. However, three other subjects were taken up. "Late Water vs. Early Water," location of thermometers on bogs and a lecture on the cranberry flower by Dr. C. E. Cross.

These were well-attended, interesting gatherings, with president "Bob" Whiting in the chair at Kingston, an evening meeting, and president Frank Butler at Rochester, this being in the afternoon, followed by a supper. There were about 50 at Kingston and 72 at Rochester. At Rochester a nominating committee to bring in candidates for office at the March meeting, was named by president Butler, this consisting of "Bob" Pierce, Maurice Makepeace and Kenneth Beaton. At both meetings, Dr. Cross introduced William E. Tomlinson, recently appointed entomologist at the East Wareham Station.

Cranberry Money is Available

As at the Cape meetings it developed from the talks by the financial experts that cranberry money is obtainable in either short or long term loans provided the banker is convinced of the ability of the cranberry borrower to pay back.

Speaking at Kingston was Roger Tillson of the Middlevoss Trust Company, Middleboro, Mass., who said he had known cranberries since he picked them as a boy. He continued, he had been in the banking business since 1920 and during that time his bank had loaned cranberry growers money. At the present time there is probably out about \$125,000 in long-term cranberry loans and other sums short term.

He said he considered cranberry loans good business and couldn't recall any failure to repay. Cranberry loans had been slow during the recent "cranberry depression," but, "now I think cranberries are coming back to where they should be."

There is no "pet" formula for cranberry growers he asserted, but he appreciated serving cranberry growers and a grower will get a loan "if you can prove to our satisfaction that you can pay it back." In answer to a question, he said he believed his bank would finance irrigation installations on a mortgage basis.

Maurice Makepeace of A. D. Makepeace Company, Wareham, speaking from his financial experience, but asserting the Makepeace company had no money to loan, replaced Mr. Tillson at the Rochester session. Talking in generalities, he asserted some cranberry loans are difficult to obtain, others are not so difficult. Number one item of importance to the banker is: the management ability and experience of the grower, and the productive record of the property; number two, present condition of the property as to production. Also taken into consideration is the responsibility of the individual—his interest in community affairs. "Is he really a serious man, a man of responsibility?"

"Don't Borrow Too Much"

He urged a grower not to take on more obligation than his ability to repay. "Don't hold it against the banker if he tries to hold you down a little. It is probably for your own good. If you need money, see your banker, tell him your whole story. He will be pleased to see you—he is in business to loan money, you know."

He said he thought irrigation loans should be made on a secured basis.

Irrigation Loans

Ferris Waite of Cranberry Credit Corporation division of NCA (at Kingston) said the corporation was set up to serve cranberry growers, who are members, or about to become members of the National. It is the function of the corporation, he said, to help growers in either short or long term loans. He also urged growers not

to borrow beyond their capacity. Loans for irrigation, he believed should be in the form of mortgage loans. "Jim" Glover, assistant to president Urann of NCA, spoke at Rochester along the same line.

Warren Arnold of Production Credit Corporation repeated his discussion as given at the Cape meetings.

Early Water Advantages

"Joe" Kelley of the Experiment Station staff spoke on early water at Kingston saying:

"Bogs that have the Winter water taken off the last of March or the first of April will stand more frost after the water is taken off than will the late-held bogs. Early water hardens the vines, so giving more frost protection, and for some unknown reason slows the growth of vines up into the flowering season, but from there on they start ahead and make up for lost time and color up for ripening about 10 days ahead of late held water.

"Winter water regularly drawn early gives a better vines growth for scooping.

"I believe the water on bogs with heavy vine growth should always be taken off early, as late holding has a tendency to make heavy vines and runners, and it is important to keep your vines and berries in balance. If you get heavy vines and they grow too fast they grow right over the blossoms and seem to smother them. I have seen some bogs and parts of other bogs where the vines were so heavy that they never had good crops.

"Bogs in warm or moderate locations with limited water supply should be drawn early. This gives protection in Spring, because vines become resistant and flowering is delayed and it also gives protection in the Fall because berries have a chance to take color before Fall frosts.

"The same year as Spring sanding or the Spring following a Fall sanding should be early water, as under these conditions, your bog has a tendency to grow vines rather than berries.

"The year of early water are good years to clean up insects because, except on fireworm bogs, if insects are cleaned up the years when the water is drawn early, the

chances are that you can hold late a year without having to spend anything for insect control."

"Bob" Hammond

"Bob" Hammond on early water at Rochester said this early pulling of the Winter flood gave nice upright vines which are a pleasure to scoop, a notable instance being those at the State Bog. There is added frost protection, as vines on bogs with water withdrawn in mid-March have time to have frost resistance for late freezes. These vines will flower later but will catch up and come in about ten days later than late water bogs. The berries have more chance to take on color in the Fall.

He said a disadvantage was apt to be more vine growth. If a bog has been sanded recently it is good practice to take a chance on early water as the sand will give some heat radiation against frost. He added that if the gypsy moth should again become a serious problem this might make early water impractical.

**Mr. Beaton's Talk
Appears on Page 18**

Bog Thermometers

At both meetings Kelley gave a talk on thermometers. Using one, he demonstrated how it might be cleared of bubbles or breaks in the fluid. This can be done by tapping the bulb end (being careful not to break the instrument) or by whirling from a string or piece of wire (being careful the string doesn't break or wire come off) or by an abrupt snap, holding the thermometer in the hand. He said thermometers should be checked for accuracy. If there are four available they can be placed side by side and if one varies widely from the others that one is probably not correct. The correct way to keep a glass during the Winter, he reported, is not to store it lying down, but to hang it from a wall by the hole in the upper end.

His talk:

"There has always been a difference of opinion at what temperatures cranberries will stand at the stages of ripening, without harm from frost.

"The day after the frost of last September 8th, Dick Beattie and I thought we could get some valu-

able information for future use by taking some colored pictures of cranberries near the thermometers on the bogs. We went to six different bogs and found only two with thermometers on the bog. One was 5 or 6 ft. above the bog level, one was 15 or 20 ft. from the bog on the upland, on two the thermometers had been taken home and two were on the bog.

"Out of six thermometers checked, two varied one to 1½ degrees from the check.

"I used to know some growers who kept their thermometers on the sides of their houses and some who kept them on their uplands. I also knew one grower who used to watch the tar paper on the roof of a shed near his bog. When there was frost on the tar paper he used to flow his bog.

"At the State Bog we put a thermometer on the bog just above the vines, about 20 feet from the edge, where we think the temperature is about average for the bog, being careful not to place it over any moss, as mossy spots are colder than the rest of the bog. We also placed another thermometer about 20 feet from the edge of the bog on the upland for a check on same.

"Particularly during the frost season, you should check your

thermometers often and very carefully for any separations in the fluid.

The Cranberry Flower

Concluding both meetings was an instructive address by Dr. Cross, chiefly upon the cranberry blossom and how it is fertilized. The cranberry blossom is not self-fertilizing, never fertilized by wind, or at least only to a negligible extent, but is cross-pollinated by insects, chiefly bumble bees and honey bees, the latter usually leased by the grower. He said hives of bees should not be set out until the bog is at least one-fifth in bloom.

His talk was illustrated by blackboard drawings and some remarkable and beautiful color slides taken by "Walt" Fort of Growers' Cranberry Company, New Jersey.

(Editor's Note:) Something to look forward to! In next month's issue Dr. Cross plans to have a complete article upon this subject of the cranberry flower and pollination. "Bill" Tomlinson also plans an article on the effects of certain new insecticides upon bees on bogs.

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CRANBERRY LOANS

IN THE instructive discussions of cranberry loans at the Wareham Massachusetts cranberry club meeting last month it appears that various banking agencies are not hard-hearted toward the grower, but have to let sound practice be their guide. First, the banker must evaluate the ability of the borrower to repay the loan—that is the primary point in his mind.

This is, as in a loan for any type of business. What the banker must weigh, is the value of the crop plus any collateral any other collateral the grower may possess and, finally, and of much greater importance, the capabilities of the grower to grow his bog efficiently and to produce. In other words the grower who can convince the banker the loan is sound, will get money.

BIG FELLOW BORROWER LITTLE ONES FEWER

A BY-PRODUCT of this banker discussion (at the Cotuit meeting) was agreement that the difficulty of a smaller grower to borrow money is adding to the trend toward larger holdings by fewer growers—and a slow elimination of many of the "little fellows." The smaller grower, larger grower with some big acreage, in the eyes of the lender of money has an easier time to get his money to cover immediate expenses and program. He is regarded as a better bet.

"The Bit Bot" in cranberry borrowing, as in many other types of financing, has his own sources of information. He often has other realistic "big boys" to put up as collateral. This situation appears to be true in all types of farming. Big operators are getting bigger. The smaller grower has a tougher row to hoe, and it is being pulled by the wayside. The concentration of credit sources toward the larger operators, too, to make a market for their products not to our liking. The fact is, however, that many relationships in the cranberry industry that are being made are better for, and certainly better for the cranberry industry than the existence of only a few giants.

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Here it is March again. Winter will be officially over. Growers everywhere continue to feel cheerful. They now seem to look for good production, barring, of course, the always possible flips-ups between now and harvest. There will be a lot of bog work done. Growers have courage for another successful year. In the background, however, there is the spectre of a recession, and the thoughts of falling farm prices.

But, as another active year gets under way, the feeling is good, better than in any recent Spring, certainly.

More Background Of New Jersey Researcher

Dr. Eugene H. Varney who goes to New Jersey to pursue similar work as that done by Dr. Austin Goheen, the later having been transferred by the United States Department of Agriculture to Beltsville, Maryland is a native of Massachusetts.

He was born at Great Barrington and was in the U. S. Army Air Force from 1943 to 1945. He graduated from the University of Massachusetts in June, 1949 and obtained his Doctor's Degree from the University of Wisconsin in January of this year.

He has worked for the Bureau of Plant Industries, Soils and Agricultural Engineering on virus diseases of cherries part-time at Sturgeon Bay and Madison, Wisconsin, making field surveys and investigations on the host range of cherry yellows and of the necrotic ring and spot and virus diseases of sour cherry, and on a virus transmitted mechanically to herbaceous plants from the genus *Prunus*.

He has worked on the isolation and identification of a virus transmitted from a mosaic-infected elm to various herbaceous plants. At the time of his transfer to New Jersey he was testing the supposedly virus-free indoor stocks of *Fragaria vesca*, the wild strawberry used to test strawberry varieties for virus.

Dr. Goheen is to be in charge of the Small-Fruit Disease Investigations at Beltsville, but will also supervise and continue his interest in the cranberry and blueberry disease work in New Jersey.

Oregon Club Elects—Large Attendance

The Southeastern Oregon Cranberry Club held its annual meeting Feb. 12, and elected officers as follows: president, Ted Hultin; vice-president, Bill Panter; secretary, Vivian Kranick; treasurer, Bill Bates, corresponding secretary,

John Themes.

A movie, "Block That Termite," was enjoyed. Announcement was made that some experimental work on CMU weed killer was being done at the Bates bog. There was discussion as to experimental work on trace elements on the Jackman and Kranick bogs.

Named was the cranberry festival committee for next Fall's activity, these members being Vivian Kranick and Ennis Loshbaugh.

Turnout for the meeting was the largest in a long time, which might indicate the interest in cranberry growing is now being renewed.

Liquid Nitrogen On Cranberries

The February issue of *Country Gentleman* contains an article on saving labor with liquid nitrogen. This story tells of the use of Solution 32 on corn in Kentucky and Ohio, explaining how quick it is to apply by sprayer, nitrogen tanks or airplane. Nitrogen from this source was from ten to fifteen cents per pound.

We have learned from a representative of the Barrett Company that it plans to make a shipment of Solution 32 to Massachusetts for use on cranberries. The experiments planned with this fertilizer include ground sprays with insecticides, airplane sprays and flood water applications.

Ocean Spray On 3 TV Spots In Boston

Ocean Spray has added a third television spot announcement in Boston at 9:30, Thursday nights, over WNAC-TV. A chicken flashes on the screen with a large can of Ocean Spray saying, "What goes best with chicken? Ocean Spray cranberry sauce, of course." Important to housewives is the tip that a hole punched in the bottom of the can before removing the top will make sure that the jellied cranberry sauce comes out smooth and gleaming.

This is an extension of Ocean Spray's program of television spot announcements in 6 major cities in the country. The new Boston

time is very choice, coming right after the "Biff Baker Show" and before "Big Town." Two other chicken and cranberry announcements on WNAC-TV are on Wednesday night at 8:00, between Perry Como and Arthur Godfrey, and on Friday nights at 8:00, between Perry Como and "I Remember Mama."

Opposite Page— "EATMOR" Winner

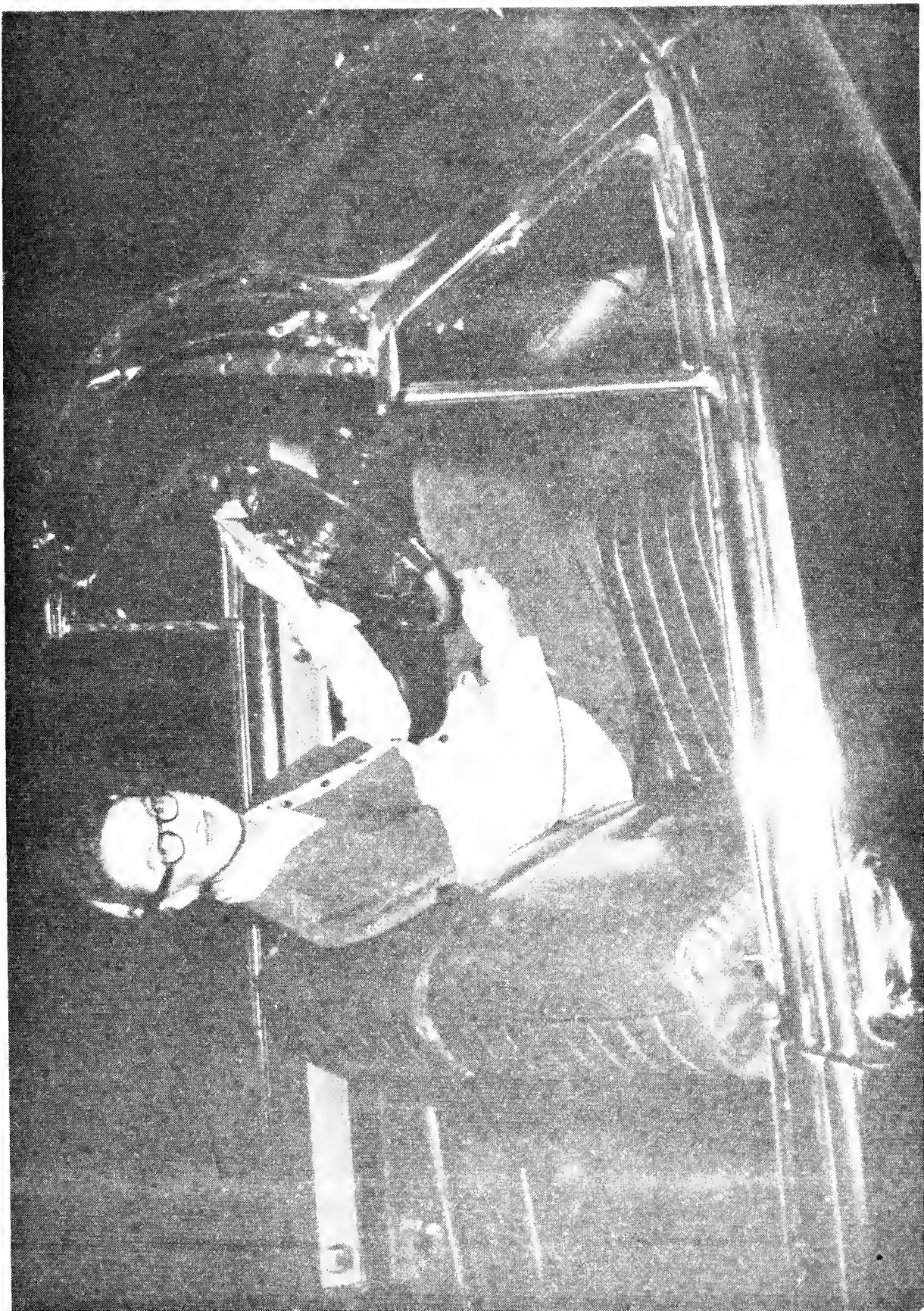
Mrs. Iris Thiel Berry, winner of top prize in the EATMOR limerick contest is shown (opposite page) at the wheel of the new cranberry red Cadillac convertible she was awarded by American Cranberry Exchange. Photo was taken in New Bedford, Mass., where, with her husband, Joseph W. Berry, arrived on Feb. 7, to get the car and drive it back to her home at Lorton, Virginia.

Mrs. Berry, 33, whose verse was selected from 210,000 entries is a former school teacher and holds a masters' degree from Colorado State College at Greeley. She also attended Minot State Teachers' College in North Dakota, in which state she was born.

Mr. Berry was also a school teacher, both holding positions at Rifle, Colorado. Mr. Berry is now employed in the U. S. Weather Bureau at Washington, from which Lorton is about 30 miles away. The couple went to Washington from Colorado in July 1944. For a short time Mrs. Berry was engaged in government work also. They have a son, Wendall, 5, on whose fifth birthday, it happened Mrs. Berry received notice of her victory.

Stanley D. Benson made the presentation of the convertible in behalf of ACE.

American farmers now are producing 69 percent more than they were 40 years ago, and are doing it with 20 percent fewer man-hours of labor and only 11 percent more harvested acres. Steel, chemicals and machine-power have taken up most of the labor and acreage slack.



Open House Held For Dr. Franklin Room

More than 100 cranberry growers and other friends of Dr. Henry J. Franklin, retired director of the Cranberry Experiment Station visited him in the new "Dr. Franklin" room at the station, Tuesday, Feb. 10. This was an "open ouse" to enable the public to inspect the room for use of Dr. Franklin in his retirement to use for research, built by subscription of the industry.

Those attending were given a card with the following inscription: "I am grateful, indeed for the kind appreciation shown by those of the cranberry industry who have so generously provided this beautiful room and its furnishings." It was signed by Dr. Franklin.

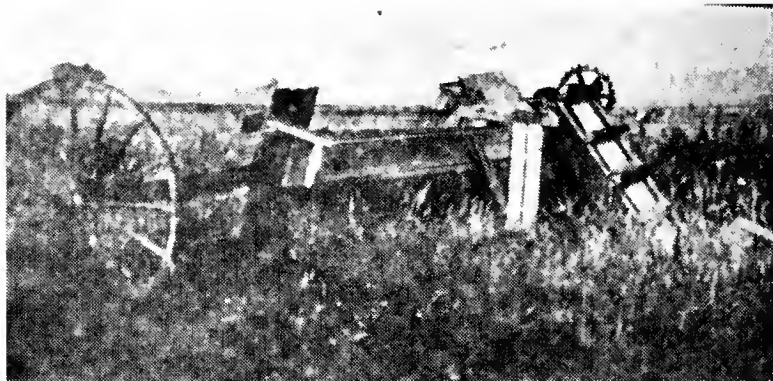
Dr. Franklin greeted his friends from ten in the forenoon until four in the afternoon. Refreshments of coffee and cakes were served, the hostesses being, Mrs. J. Richard Beattie, chairman; Mrs. E. L. Bartholomew, Mrs. F. B. Chandler, Mrs. George Roundsville, Mrs. John S. Bailey, Mrs. Joseph L. Kelley, Mrs. Robert Pierce.

A feature of Dr. Franklin's flower-decorated desk was a miniature scale model of a cranberry property made by Mrs. C. E. Cross. This showed a cranberry bog, a bog worker using an insect net, a blueberry planting by the bogside and even a goat tied under a tree.

Mrs. Franklin was presented with a corsage and Dr. Franklin with a brown leather-bound book containing the report of the last August meeting of the Cape Cod Cranberry Growers' Association, which was "Dr. Franklin Day."

Committee in charge of the "open house" was Gilbert Beaton, association secretary; Mrs. Beaton, treasurer; Dr. Cross, Dr. F. B. Chandler, Mr. Beattie and Ferris Waite of NCA. The large new room is finished in knotty pine, comfortable office furniture, attractive window drapes and lamps.

Dr. Franklin's work is including research upon the bumble bee. He has, since youth, been interested in this study and is an authority upon the bee.



REDISCOVERY

Frequently we find the cases of rediscovery of equipment which was developed in other section of the country and sometimes developed for other purposes. In 1919 W. L. Powers wrote a bulletin published by the Oregon Agricultural Experiment Station on The Improvement of Marsh Land in Western Oregon. He illustrated a ditch cleaner which was constructed with wagon wheels and powered with a small gasoline engine. It appears that it operated on much the same principal as the improved ditch cleaner constructed in Wisconsin by Guy Potter and son, Rollie and illustrated in CRANBERRIES in July, 1950.

CRANBERRIES ARE IN FIVE OF THE N. E. STATES

Occasionally one hears of a cranberry bog located in a state where one did not realize there were cranberry bogs. This has prompted a study of the United States Census to see the listing for cranberry bogs. While some people do not believe the census reports are complete, it is the best source available. The number of growers reporting, the acreage, the production, and the value of the crop is presented for the years 1920, 1930, 1940 and 1950.

In this article the figures are given for Massachusetts and for the other New England states. Vermont did not report any cranberry logs. According to the census Massachusetts had 856 cranberry growers in 1920, 407 in 1930, 996 in 1940 and 540 in 1950. For these same years the number of growers reported in the rest of New England were 382, 67, 71 and 19. The acreage reported for Massachusetts was 7,096 in 1920, 6,233 in 1930, 10,680 in 1940 and 11,035 in 1950. The acreage reported for these years in the rest of New England was 310, 65, 112 and 107. This shows that the rest of the New England states in 1950 had about one percent of the total acreage in

the region.

The yield per acre is much higher in Massachusetts (40 to 56 barrels per acre) than in any of the other New England states. In 1950 the other states produced only six tenths of one percent of the crop. The New England production outside of Massachusetts came largely from Rhode Island in 1920 (48.5%), from Connecticut in 1930 (71.8%) and 1940 (61.1%). In 1950 Rhode Island produced 90.7% of the crop of the states other than Massachusetts.

From the above it is evident that there are cranberry bogs in five of the New England states but the acreage and the production outside of Massachusetts is extremely small.

Opposite Page

Shown on the opposite page is a typical group visiting with Dr. Franklin during the "Open House" for the Dr. Franklin room at the Massachusetts Cranberry Experiment Station. Left to right are, Louis Sherman, Plymouth; Bruce Arthur of Cape Cod Cranberry Cooperative, Inc.; R. E. Saltus, Acushnet Saw Mills Company; Irving A. Demoranville, Fairhaven and Dr. Franklin. To the right E. L. Bartholomew, president of Cape Cod Cranberry Growers' Association talks with Mrs. Franklin, whom he obscures from the camera.



50th ANNIVERSARY OF
FARM DEMONSTRATION WORK

"The last week of February marked the 50th anniversary of farm demonstration work, the forerunner of today's Cooperative Extension Service in Agriculture and Home Economics. Extension work got its start February 20, 1903 on the Walter C. Porter farm near Terrill, Texas, and has expanded to a point where it now takes in four and one-half million farm families and more than two million non-farm families in every state in the country.

On the Porter farm a half century ago, Dr. Seaman A. Knapp of the United States Department of Agriculture conducted a crop demonstration to show Texas farmers how to control their most serious insect pest, the cotton-boll weevil. From this modest beginning, which demonstrated a new idea of farmer self-learning, stemmed the nucleus of what we now call cooperative extension work, and which has since been adapted to many other countries of the world.

The Commonwealth's six most valuable crops in 1952 were hay \$18,792,000, tobacco \$8,667,000, cranberries \$7,744,000, potatoes \$4,851,000, apples \$3,917,000 and feed corn \$3,229,000.

SCOOPS AND SCREENINGS

Did you notice that item in last month's "Cranberry World" about the cranberry development on Lulu Island British Columbia? It is rather startling to have a new development of 1,000 acres pop up with relatively little publicity. There are about ten growers, seven of them now members of American Cranberry Exchange.

We understand there is unlimited peat on the island, and the vines are simply broadcast on this, without sanding. Those who have seen the project seem to be quite enthusiastic about possibilities in this newest cranberry area. We hope to have some more information about it later.

Recording the mild Winter in Massachusetts. Even before March came in there were signs of Spring. A dog caught a big black snake at Gray Gables, Mass., much earlier than reptiles crawl out of their Winter hibernation; a robin was seen in Waerham and at Falmouth two herring were netted in a river.

At the Massachusetts State Experiment Station an early Spring is anticipated. There is none of the usual accumulation of frost and

cold in the ground.

Although we were catching it with unseasonable cold in early mid-March, there was still no snow.

For the fun of it, we are going to introduce to you a friend of ours of long standing. He is the "Old Cape Codder, who lives at Punkhorn, a village close by the sea on the Lower Cape.

Some believe that we simply made up ancient CC, and that Punkhorn is an entirely mythical place. Be that as it may. He is long and lean, with snaggy teeth and a white beard, with a habit of chewing tobacco, which adds nothing to the pristine beauty of his teeth or beard, or his shirt front. He is not too savoury an old duck. But he does have a penchant for uttering sharp, or funny remarks to us, when we call him up, or go down to visit him at allegedly mythical Punkhorn.

Here is a typical one. March is the month of town meetings in New England. So, he heard about a Punkhorn woman who was planning to run for school committee. "Wull," he says to us. "Can't that woman never be satisfied? What does she want to be on the school committee for? Why, she jest had a operation? Ain't that enough for her fer awhile?"

How a Wisconsin Marsh Appears to High School Girl

(EDITOR'S NOTE) The following is how a Wisconsin Cranberry bog appears to Charlotte McClellan, of Manitowish Waters, Wisconsin, a high school sophomore. It was written for an English class study. Her father is foreman of the Manitowish Cranberry Company.

A cranberry marsh consists of a number of beds, each of which is one section of the marsh about 1/4 mile long by 400 feet, and dug about 3 feet down from the normal level of the ground; has ditches all around it and also one down the center for flooding and draining the bed.

In early Spring the beds are one mass of beautiful, green vines, reminding one of a perfectly-groomed lawn and, then, in the month of July it turns to a dazzling coverlet of pink flowers dotted with green. Along with the dainty pink

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flowers come the swarms of humming bees, so you not only have a pleasant sight, but also music and a fragrance to behold.

Cleaning house again in September a scarlet cover is thrown over the beds; by looking close you will find it to be made of bright, red berries. The beds will be changed once more, before a new year starts, and that will be to a spread of sparkling ice or snow.

Early Mechanization In Agriculture

(EDITOR'S NOTE) The following is reprinted with permission from the "Esso Farm News," published by the Esso Standard Oil Company. It is one of a series of articles "RFD, USA" currently appearing in the "Esso Farm News," and since there is so much interest among cranberry grower in mechanization, we believe this brief history of farm machinery merits attention.

The introduction of modern mechanization in agriculture in this country began with the invention of a workable threshing machine in the late Eighteenth Century, and its gradual adoption by the farmers in the early 1800's.

This machine was driven by water, wind power or horse labor and later by steam. It was not until around 1830, however, that steam began to be applied extensively to agriculture. A system was then introduced where one or two engines were employed to draw multi-furrowed ploughs by means of cables back and forth across the fields. After considerable experimentation, the established system of steam-plowing with a double-engined cable set was devised about 1850.

Heavy implements, such as the cultivator and the mole plough, were later added to the equipment of the steam tackle. Mechanical threshing had reached some degree of popularity, and steam engines were used to drive barn machinery to some extent.

Nevertheless, for the most part, the development of agricultural machinery owes little to steam. The mowing machine, the self-binder, the tedder, swath-turner, drill, potato digger, chaff cutters and root cutters, all were developed in the first instance for horse or manual labor.

Many machines, developed between 1830 and 1860, were being

used by farmers prior to the War Between the States. The mechanical reaper, which was probably the most significant invention, the steel plow, the grain drill, the corn drill, the mechanical raker and binder attachments, all were becoming popular with the farmer of the day.

It was the War Between the States that really marked the turning point in mechanization on the farm. The fact that a million farmers were withdrawn from production to fill the needs of armies meant machinery had to be used on a large scale if those left on the farms were to do their jobs effectively.

During the period from 1860 to 1910 there was a general displacement of man labor by horse labor and additional machines were invented to be run by horses. By no means all of the increased efficiency of agriculture was due to mechanization, but it was a major force in bringing more land under cultivation, making it possible to produce up and beyond the market demand, enlarging farms, shifting production to level lands, reducing labor requirements, and lightening the age-old burden of farm toil.

(Next issue: mechanical power replaces horse power.)

Did You Know?

Winterkilling was very severe on Barnstable County (Mass.) bogs in the winter of 1871-72, the vines being killed down to the roots in some localities. Nearly half of the strawberry plants in all New England were killed. Evergreens and rhododendrons were killed very extensively throughout New England. Great numbers of evergreen died everywhere in the country. Apparently the damage was done by the very strong winds early in March.

Vernon Goldsworthy

Cranberry Specialist and Grower

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Blueberries As Compared With Other N. J. Fruits

(Editor's Note: The following is most of a report made before the Annual Blueberry "Open House" in New Jersey).

ERNEST G. CHRIST

N. J. Agricultural Extension Service Specialist in Small Fruits

As most of you folks know, Dr. Starnes and I spent some time in blueberry fields and with you blueberry growers developing and promoting an Extension program this past year. Our duties are concerned mainly with the production phases of blueberry growing and include drainage, fertilizing, pruning, tillage, varieties, selection of sites, etc. Dr. Starnes has been concerned with the insect and disease phases. Dr. Starnes and I have not attempted any marketing program in Extension. One of your Agricultural Agents, Mr. John Brockett in Atlantic County, has been active in the marketing phase for the past several years..

Since I am involved in the Extension program with all of the fruit produced in New Jersey, I would like to compare the blueberry industry with some of these other fruit industries. Many of the production problems regarding the other fruits are similar to those encountered in the blueberry industry, and we are able to formulate a much more efficient Extension program as we make this comparison with the other fruits. Let's look first at the value of the entire industry in 1951 for New Jersey. The 1952 figures are not yet available. Table 1 shows 1951 figures from the Bureau of Agricultural Estimates. If we add these figures and include the 1950 value of raspberries, we have a total of a little over \$15,000,000. This figure does not include sour cherries and blackberries, which would increase it slightly. From the value of the crop standpoint we can see that the blueberry is advancing and is becoming a more important fruit crop in New Jersey. If we look back 20 years we see that the blueberry industry is the only fruit industry that has been on the increase rather steadily. All of the

of late water, let's imagine there are two identical bogs. Each one of the bogs has two separate pieces diked off so that they can be flowed independently of each other; also that each bog has a limited water supply. For purposes of identification, let's say that Mr. Jones owns one of these bogs, and has decided to hold one of his sections late, the other early; also that a Mr. Jackson owns the other and has decided to take the water off both of his sections early.

Mr. Jones has the immediate advantage over Mr. Jackson because his late water section increases the period he can kerosene by quite a few days. Another valuable advantage is his having to flow only one of his sections for early Spring frosts, thus saving his water supply. Getting into the Summer Mr. Jones also holds his advantage in any drought by having saved his water supply and also because his late water section remains wetter longer into the Summer than the earlier drawn water. Because of the late blossoming period of late water it is benefited by coming into bloom after the heavy infestation of the fruit worm miller, and also by usually coming into bloom during a drier period than early water thus practically controlling the danger of the fungi causing fruit rots.

Late Water—Better Quality

Because of the better quality of late water berries, Mr. Jones has the advantage over Mr. Jackson by being able to hold his berries for possible higher prices, and by being able to ship his berries a further distance.

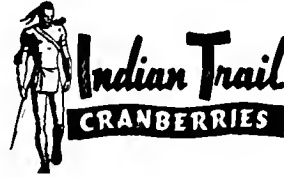
Disadvantages

There are quite a few disadvantages however, of late water. These include the increased danger of late Spring frost due to the tenderness of the unhardened buds. Also because of the lateness in the berries ripening, they are more apt to be hurt by Fall frosts. One of the most serious disadvantages of late water is that it tends to increase vine growth so that it becomes too rank on some bogs.

Our own ideas of late holdings can be taken from these bogs: Our Wine Brook bog has Manponset Pond in back of it thus having sufficient water supply. This bog

has the tendency of growing heavy rank vines. Because of these reasons, we never hold Wine Brook

late. On the other side of the pictures is our Old Colony and Middle-



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town bogs. These bogs, outside of a Winter flowage, have no water supply at all. Because of this we usually hold late water on these bogs. Then there is Rose Brook which has a limited water supply; usually we hold one half of this bog late one year, and the other half late the following year.

No Set Rule

There are so many ifs, ands, and buts about the advantages and disadvantages of late held water that there is no set rule governing all bogs. Each bog has its own peculiarities and these should be studied before making up ones mind as to whether late or early water should be held.

The man with the pull is mightier than the man who gets pulled.

FRESH FROM OREGON

(Continued from Page 5)

no damage done. Except there may be a considerable weed seed distribution which may make extra work this Spring.

Beautiful Bud-set

The season continues mild with very light frost on a few mornings. The bogs are loaded with a beautiful bud-set. If the Spring continues mild, and growers are able to keep off frosts, chances now look excellent for a heavy crop.

Too Many Deer

A growing trouble to the growers is an increase in the deer population. Many bog owners continue to build deer fences, and are doing this according to specifications of the Game Commission, which has

agreed to pay \$2.50 per rod to help in the cost of the fencing.

"BEN" SAVARY

(Continued from Page 7)

tical—but they soon began to change their minds."

"Ask them today what they think of Dr. Franklin, and the work he has done. Ask me." Mr. Savary was one of the many who made a particular point to visit Dr. Franklin last month on the occasion of the "Open House" for the new Dr. Franklin room at the Experiment Station.

Mr. Savary has devoted most of his time to the fresh fruit end of cranberries and still thinks a considerable portion of the crop should be sold fresh, and there will always be a fresh fruit market. "I think fresh fruit will hold its own, at least for a long time," he says, but you've got to admit there is the general swing towards everything coming in a can. I suppose cranberries will trend more and more that way."

What, perhaps, bothers Mr. Savary most about the cranberry game is that selling prices haven't kept abreast of the continually rising costs of production. "This, naturally, has reduced the profit, and I don't think cranberries will ever again be the gold mine they were 50 years ago.

However, he does think cranberry bogs are good things to own. "Particularly for a younger man, and this because of so much frost work at night. The biggest reason I sold my bogs was because costs were getting too high and I couldn't do all the work myself."

Oysters

As to Mr. Savary's other interests than cranberries, at the age of 79. He is president of the Oystermen's Association, organized nearly 50 years ago, and a recognized authority upon oysters and other shellfish. His first grant was located at Shell Point Bay, Onset, but he sold that and purchased the one at Little Harbor, which he continues to operate. He also has a grant in Bourne's Cove. Wareham oysters were once famous, and when the Oystermen's Association was organized there were 40 members all earning their living producing oysters commercially for

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the market. Now there are only about a dozen, and the business is chiefly selling "spat," or seed oysters.

In 1903 Mr. Savary married Miss Hattie Vose of South Wareham, and they have one daughter, Mrs. Herbert A. Suddard, and two grandchildren, Benjamin A. and Paul Suddard. His son-in-law, incidentally, has considerable contact with the cranberry industry through selling Ford cars, trucks and industrial engines to the growers.

Mr. Savary is a member of the New England Fox Club and the Wankinquoah Rod and Gun Club. He is a charter member of the Wareham Foerst Firemen's Association and one of the oldest members of Wankinquoah Lodge of Odd Fellows, having joined more than 50 years ago.

Mr. and Mrs. Savary spend their Summers at a cottgae near Little Harbor, handy to his grant. He is still keeping in close touch with his beloved shores, and cranberries.

Nothing jolts a narrow-minded man more than being forced to admit he is in the wrong.

MARCH 1953

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Extension Cranberry Specialist



Frost Warning Service

Plans have been completed to send out frost reports over the telephone and radio. The popular telephone frost warning service is sponsored by the Cape Cod Cranberry Growers' Association and is available to all Massachusetts growers. It is a splendid service and one that should have greater grower support. The writer wonders if it is clearly understood that the frost fees received by the Association pay for the cost of collecting the data necessary to making up the frost warning, as well as the cost of phoning it to the subscribers. This brings up another question. Where does the radio fit into the picture? We at the Cranberry Station are also members of the staff of the University of Massachusetts which is supported by state and federal taxes. It is obvious that we cannot limit our frost activities to a small group of growers who pay for telephone frost warnings. Therefore, the same frost message is broadcast over the radio which is available to all growers. We have found the radio to be an effective and efficient method of supplementing the telephone warning service but not a satisfactory substitute. The Extension Service pays the cost of phoning the message to the radio stations. Under present arrangements, if it were not for the frost subscribers and their fees, there would be no funds to pay for the cost of collecting the necessary data, and as a result there would be no telephone or radio frost warning service. The problem could easily be solved if each grower who values the work

could sign up one new member this Spring. The additional revenue would guarantee an economic and efficient frost service for all growers.

Frost warnings are intended to serve only as a guide. Dr. Franklin's formulae indicates the minimum temperatures likely to occur over average areas of the bogs, in the cooler than average locations—not the coldest temperatures that might be expected. Growers would find it to their advantage to review the subject of frost as prepared by Dr. Franklin in his Bulletin 402, "Weather In Cranberry Culture", particularly pages 34 through 67.

Keeping Quality Forecast

The Preliminary Keeping Quality Forecast has been mailed out to the growers through the County Agricultural Agents offices and is as follows: "Drs. Cross and Franklin state that weather data through March 31 indicates that the general keeping quality of the Massachusetts cranberry crop for 1953 will be fair. Growers who have bogs that usually produce weak or tender fruit should consider holding the Winter flood late or spraying them with a fungicide in June." Dr. Franklin refers to this information as a "gamblers forecast". It is intended only as a guide, but growers have found it to be amazingly accurate.

Weeds

Mid-April until early May is a good time to treat for grubs, poison ivy, chokeberry, and wild bean using PDB Crystals and sand. Grubs can also be controlled with Sodium Cyanide, but extreme caution is required when using this chemical because it is a deadly

poison. For best results, every effort should be made to dry out bogs prior to this particular treatment. We have a timely suggestion from Dr. Cross relative to the use of Iron Sulfate. The cost has increased approximately \$7.00 per ton. If this chemical is mixed with common salt at the ratio of 9 parts of Iron Sulfate to one part common salt, only half as much of this mixture is needed. This technique reduces the cost of this treatment and eliminates the necessity of rain in order to make the Iron Sulfate toxic to the weeds. We should like to remind growers again of the new weed treatments found in the 1953 weed charts. First, royal and cinnamon ferns can be checked with Nitrate of Soda. Second, hardhack can be controlled with 2,4D. When treating cutgrass, manna grass and cotton grass with kerosene following late held water, the spraying should be done within eight days and preferably on a cool day in order to get best results. We refer you to the new weed charts for details concerning the above treatments.

Careful Planning

A new cranberry season is here which brings to mind a situation that can and should be improved. We are depending heavily on custom operators to treat our bogs for insects, diseases and weeds, as well as do our sanding, ditch cleaning and other bog work. Too many times these operators are not given enough advance notice to properly plan their work. A little more planning on the part of the growers would help to correct the situation and pay him dividends.

EX-OFFICIO

Two well-known Massachusetts agricultural leaders, Willard A. Munson, former director of the Massachusetts Extension Service, and Sumner R. Parker, former state Production and Marketing Administration executive officer, have been invited to serve as ex-officio members of the Massachusetts Agricultural Mobilization Committee.

High cost of living increases—but every holiday week-end an increasing number of citizens escape it.

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		A. M.	F. M.			
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WBSM	New Bedford	1230 K.	97.3 mg.	3:00	9:00	

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COOS BAY, OREGON

Telephone conversation between Dale Terp of Bandon, Oregon and (Rudy) H. J. Hillstrom of Coos Bay, Oregon:

"Is this Rudy?"

"Roger"

"I thought your name was Rudy Hillstrom."

"That's fish talk."

"Do you write the ads I see in "Cranberries" Magazine?"

"Well, most of them—why?"

"I was just curious to know how you choose your subjects when you write for growers in Massachusetts, Nova Scotia, New Jersey, Wisconsin, British Columbia, Washington or Oregon."

"Between you and me it is quite a sticker. Now for instance in Mass., this month I'd like to tell all owners to get their old pickers checked at Frank Cook's Picker Service Station at South Middleboro, or call Louis Sherman about another picker."

"Owners in Nova Scotia and B. C. should be sure to prune their excessive vine growth. Growers in Wisconsin should investigate our new adaption for water picking. Growers in New Jersey should rake old debris out of their vines with the fine tooth comb cleaning that the Western does, and out on the West Coast where most of the vines are long McFarlins and very little sanding is done, the vines should be combed and trained in the direction they are to be picked, particularly if water pickers have been used previously.

"So all in all it's hard to decide which things come first but in the end Cranberry Growers seem to arrive at the proper answer as long as they have a Western Picker.

"Its great fun, though, and I enjoy it. Selah!"

(ADV)

Mass. Governor To Be At Meeting Of Growers

Christian A. Herter Will Address Annual Session of Cranberry Growers' Mutual at Wareham, April 18—All Growers Invited To Attend.

Massachusetts's governor, Christian A. Herter, is scheduled as a speaker at the annual meeting of the Cranberry Growers' Mutual, Wareham Memorial town hall, Saturday afternoon, April 18 at 3:30 o'clock. This will be the annual meeting of that group and President Nahum Morse announced the Governor's acceptance of an invitation to attend, at a director's meeting at the Cranberry Station March 25th.

The session is limited to cranberry growers and their immediate families, and a cordial invitation is extended to all growers by the Mutual, whether members of the Mutual or not. There will be a few special guests invited, such as the Wareham Selectmen, staff of the Experiment Station, county agents of the cranberry growing areas and others.

The Governor is to be accompanied by his son and a member of his Council, as it is understood Gov. Herter and his son are interested in the industry and wished to "sit in" on a growers' meeting. Representatives to the Massachusetts Legislature, Alton H. Worrall of Wareham and Steven French of Swansea are to be brief speakers.

In addition to the Governor's talk and the election of officers, representatives of the various sales organizations, including ACE and NCA and the independents, have been invited to speak briefly.

President Morse and the secretary, Chester Robbins of Onset, are making final arrangements.

The Cranberry Growers' Mutual is the group organized in 1951 at "grower level," to be concerned chiefly with the marketing of the crop. It was held at the time that it is the duty of the grower to retain an interest in his berries, not only through the growing period, but in marketing as well, and to see that only quality fruit was sent to the consumer. Meetings have been held to which distributors have been invited to meet with the growers.



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Cranberries

THE NATIONAL CRANBERRY MAGAZINE

ISSUE OF APRIL 1953—VOL. 17 NO. 12

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FRESH FROM THE FIELDS

Compiled by C. J. H.

MASSACHUSETTS

March Rainy "Whackey"

March was a miserable month in Massachusetts. It was windier, wetter and "whackier" than usual. Rainfall totalled 7.71 inches as measured at the State Bog, East Wareham. This, plus a fall of 8.09 inches in January and a precipitation of 5.50 in February, brings the total for the first three months of 1953 to more than the normal for half of the year.

As April comes in there is certainly plenty of water available for frost protection, for most growers, at least. Dr. Cross, director of the Experiment Station, does not anticipate much frost this Spring, however—nothing like last Spring's troubles.

Less Frost This Spring?

He bases this anticipation on three factors; (1) the entire year of 1952 was warm; (2) the past winter was warmer than usual; (3) there has been an abnormally warm Spring so far, and, he says, "this doesn't spell much frost to me."

March Sunshine Deficient

There were more cloudy days in March than normal. This is, of course, definitely adverse to the sunshine factor. The month just didn't have enough "Old Sol."

March Warmer

Temperature for March was in excess of normal by 39 degrees, although the first 15 days were colder than usual by a total of 57 degrees for the 15. But the latter part of the month more than caught up. And the temperature departure from normal since January first is plus 370 degrees. (Boston Weather Bureau.)

Forecast for Wetter April

U. S. Weather Bureau 30-day forecast for New England is cooler and wetter than normal for April. And, April did start off with rainy days.

Prospects Still Bright

There is good bud, generally speaking. Some growers say the crop may be cut down a little because of heavy sanding last year on many bogs. But it may be said crop prospects continue bright for '53.

NEW JERSEY

Weather Report

Some of our most wintry weather occurred in the early part of March, but the month as a whole was milder than normal. The temperature averaged 44°F., about 2° above normal, with extremes of 73°F. on the 28th and 11°F. on the 9th.

The month was unusually rainy with a total of 6.58 inches of rain falling on 15 days. This precipitation about 3 inches more than normal, was the second rainiest month in 25 years at Pemberton.

The Winter of 1952-53 has been one of the mildest on record. There has hardly been a day during which water on bogs has remained frozen all day. Winter injury of cranberries appears to be slight.

As of April 1st the season in New Jersey appears to be about two weeks earlier than normal. Mummy berry apothecia began appearing in blueberry fields around March 25th. A peach tree on the cranberry laboratory grounds was in full blossom on March 31st. Growers in South Jersey are in a vulnerable position in the event of

late frosts.

Getting Water Off

Drawing of the Winter flood was begun on at least one large property on March 23rd.

WASHINGTON

Spring Arrives

Spring weather, while not advancing as rapidly as it appeared a while back, will be at least a couple of weeks ahead of last year. Bogs are losing their somber winter color and are taking on the green of Spring. New bogs are showing a little new growth and blueberry blossoms are already in evidence as of March 24th.

Cranguyma Farms at Long Beach is planning to put in 20 acres of new cranberries this season. Newkirk and Chabot are also adding to their acreage and are installing a sprinkler system on about 10 acres.

OREGON

The Bandon area, which is the center of cranberry growing in this state, will this year observe its 100th anniversary. The "Western World," Bandon's weekly news-

Vernon Goldsworthy

Cranberry Specialist and Grower

B. S. M. S. University of Wisconsin
STURGEON BAY, WISCONSIN

1. Growers supplies of all kinds
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6. Custom marsh work of any nature.

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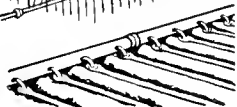
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paper, is publishing a series of historical reports. In the March 26th issue the "World" says the first donation claim taken up south of the Coquille River on the coast and extending almost as far south as Port Orford was taken in the year 1853 by Thompson Lowe, better known as Tommy Lowe, who came here (Bandon) from New Orleans; and the second by Chris Long, a Canadian.

"Tommy Lowe's house was the first house built in all the extensive country just mentioned and Chris Long's the second; both of these were on Bandon Beach.

"After these, and at the close of the same year, the site of the town of Bandon was taken up, and not for the gold, that glittered in front of it, for there was none, but because it was a convenient place for a ferry and from its admirable position for commercial purposes must in course of time, necessarily become very valuable."

There is more in the article, but that gives the facts of the first settlement in this cranberry area. Bandon is 100 years old!

WISCONSIN

Winter is Over

Temperatures for March were above normal, while precipitation was below the average. In the general break-up in the central

marshes, the complete disappearance and ice and snow took place from approximately the 15th to the 20th of March.

Water Being Lowered

As of the first week of April growers were lowering their winter floods in preparation for taking the water off completely. Marshes appeared healthy and to have overwintered well.

Frost Plans

Present plans call for the Wisconsin cranberry growers' state frost warning service to start May 1, with R. T. Walford in charge as last season.

URANN DIRECTOR OF NATIONAL CANNERS ASSO.

Marcus L. Urann, President of the NCA, was elected a director of the National Canners Association at a recent convention in Chicago. Mr. Urann was one of 25 new directors elected for a three year term from processing companies throughout the United States.

Representatives of the cranberry growers cooperative are regular attenders at the National Canners Convention and this year held their 26th breakfast meeting with Ocean Spray brokers and sales representatives.

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Cranberry Flowers and the Set of Fruit

By Chester E. Cross

(Summary of a talk given to the South Shore and Southeastern Cranberry Clubs, February 17 and 1, 1953.)

If I were to describe the cranberry flower to a group of botanists, it could be done very quickly and easily as follows: actinomorphic, synsepalous with 4 sepals persistent; polypetalous with deciduous corolla; androecium of 8 separate stamens with bright red filaments and elongate anthers with terminal pores; the flower epigynous with a 4-loculed, multi-ovulate gynoecium. And they tell me Latin is a dead language! The problem of describing the flower to cranberry growers is different, of course, so if you will bear with me, allow me a few terms that I think necessary, and make allow-

scale leaves that protected last year's terminal bud. A close look at the figure shows that each flower stalk grows out of the upper angle formed by the bract with the stem. All branches and branchlets of the "higher" plants develop in the upper axils of leaves, so the position of the flower stalks on the cranberry upright makes it clear that the bracts are really leaves and that the flower and its stalk is a true branch of the upright. About 2/3's the way out along the flower stalk are 2 more dwarf leaves which look like the bracts and because of this similarity are called bracteoles. In the very early stages of flower bud development, the bracteoles enclose and protect this bud. Dr. Bergman has thought that the relative size of the bracteoles provides an indication of the degree of oxygen-deficiency injury to the flower buds; the larger the bracteoles the greater the injury.

Before we study the flower itself, we should mention briefly one other matter. When the flower bud and its stalk have developed, a curve is formed in the stalk that forces the flower to "nod" or hang. This is characteristic of all healthy or normal flowers, while on vines afflicted with the false blossom disease this curve does not develop, the flower does not nod but is directed upward at a sharp angle.

The flower bud as shown, much enlarged in figure 2, is quite simple. At the end of the flower stalk appears the swollen green ovary, and beyond that is the calyx, a tiny ring of tissue made up of 4 united sepals. The calyx persists after the bloom and set, and is best known to cranberry growers as the organ inside which the fruit-worm millers lay their dreaded eggs. Inside the calyx and extending far beyond it is the corolla of the cranberry flower, made up of 4 white or pinkish petals forming in the bud, a tube or enclosure for the reproductive parts.

Having followed the cranberry flower through the bud stage, we come now to that fine June day when the bud "bursts" into flower. With patience a grower can witness this bursting, for developing water or sap pressure within the petals finally causes them to spring apart suddenly and within a few hours curl back on themselves in characteristic fashion.

It will be remembered that this curling of the petals fails to occur in vines afflicted with the false blossom disease, and instead, remain straight.

The petals of normal flowers, especially when newly open, are white or only slightly pink, and remain thus for a few days.

Just within the petals lies the brownish stamen "tube" composed of 8 separate stamens which stand so close together in a ring that they form a tube. Each stamen has two elongate sacs, called anthers, each containing myriads of pollen grains which adhere in groups of four called "tetrads". The dry, mature pollen makes its exit downward through a tiny opening in the extreme tip of each pollen sac. Cranberry pollen is relatively heavy and cannot be carried far by the wind.

Just inside the base of the stamens there is a ring of tiny, inconspicuous structures called "nectaries". These produce nectar in rather great quantities when flowers are healthy, and it is this nectar which with the bright petals attracts the bees to cranberry flowers. The bee thrusts its proboscis down through the stamen tube to suck out the nectar.

At the center of the flower



Fig. 1

ances for my sketchy drawings, we will try to make all clear.

In figure 1 the new growth of two uprights is shown at a stage just prior to the opening of the first blossom. This growth has consisted of a swelling of the terminal bud and elongation of the stem. You will notice that the new leaves are developed at the top of the upright while the flower buds occur just beneath these new leaves. From the base of the new upright where last year's terminal bud was formed, upward through the flower bud zone, a number of very small leaves, called bracts, are found distributed around the stem. At least the lower of these bracts are all that remain of the

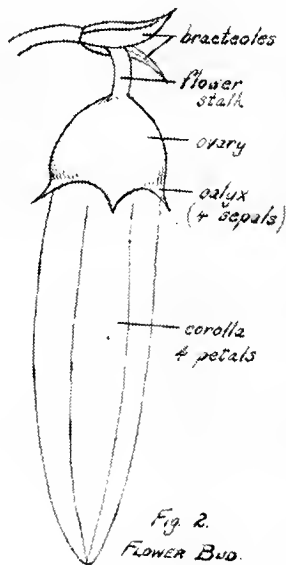


Fig. 2.
FLOWER BUD.

stands a small, straight, tubular structure which is called the style. It is inserted at the far end of the ovary, and a tiny opening which runs down its center connects with each of the four openings or cavities inside the ovary. The outer tip of the style is flattened or slightly expanded, and this surface is called the stigma. The surface of the stigma becomes sticky at the right time so that pollen will stick to it, and provide moisture enough for the pollen grain to germinate.

As previously mentioned the ovary is divided into four small chambers, cells or cavities in each of which tiny immature seeds called "ovules" are developed.

With the above picture of the cranberry flower and its parts, we are now prepared to study pollination and fertilization which bring about the set of fruit. In this discussion do not forget that the cranberry flower is nodding and is pointed downward. At the time when pollen is being shed, when the tiny tetrads are ready to sift through the small openings in the ends of the stamens, the stigma is dry and well concealed beneath the stamen tips. Bees visit this flower to collect the nectar and shake the flower considerably in hanging on. At this time pollen is shaken out dusting the head and other parts of the bee. The grains are caught and held by the numerous hairs on the bee before he leaves the flower. The next flower visited by the bee may have been open a few days longer than the first and thus may have shed all its pollen. Supposing this to be true, the style will be showing at least 1/16 of an inch beyond the stamens on this second flower, and in addition the stigma at its tip is sticky or "receptive", as the botanists say. In making this second flower preparatory to collecting the nectar, the stigma picks up some of the pollen which was dusted onto the bee by the first flower. As we have said, the pollen is in tetrads or fours, so each tetrad on the stigma has four grains or cells. Each pollen grain grows a long, hairlike structure called a pollen tube which grows down through the tiny canal in the center of the style and finally enters one of the four chambers in

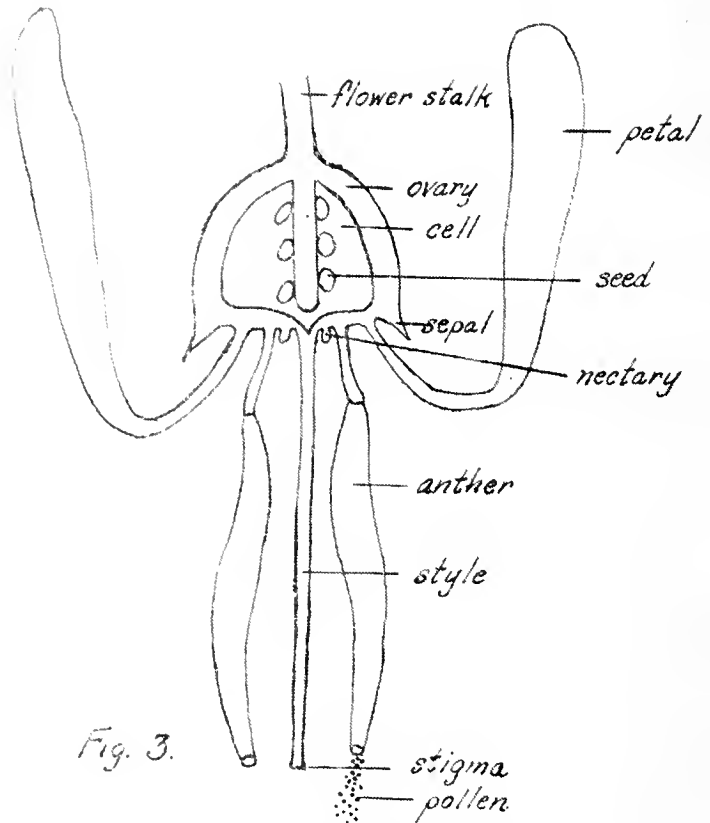


Fig. 3.

Diagram of Longisection
Open Cranberry Flower

the ovary. Nuclear material from the pollen tube finally unites with a bit of similar nuclear material in an ovule, and this process is called "fertilization", and after this, the fertilized ovule develops into a mature seed.

Dr. Bergman informs me that the stigma does not become receptive in a flower until 24-36 hours after that flower has begun to shed pollen. A perceptible swelling of the ovary can be seen 36-48 hours after pollination has been effected. Such a swelling can be noted in peaches and apples only after 4 or 5 days, probably because the style of these two fruits is solid and it takes the pollen tubes that much longer to grow down through the solid tissue instead of the easy canal provided in the style of the cranberry.

Unfertilized flowers may hang on the vines for 2-3 weeks, during which time there is a development

of rosy coloration in the petals. The greater part of the flowers on a bog should open, set, and the petals fall within a two-weeks' period. A delayed fall of the petals is a sign of a poor pollination and usually results in a poor crop.

Many cranberry growers have at one time or another seen their bogs "bloom white," by which they mean there was an extraordinarily large number of flowers only to have a poor set and finally a poor crop. Why such a fine crop of flowers should yield so poor a crop is a problem which is still debated. Some say heavy rains during the blooming period washed off the pollen and prevented pollination or that it kept the bees from their normal activity or that it diluted the nectar beyond a point where bees would collect it. Some consider that cold weather in late Spring retards or stops pollen development so that fertilization is

not effected. Some even think the cranberry is wind pollinated while others have attributed the failure of a good set of fruit to high winds in the blooming period. And finally some think oxygen deficiency in the Winter or Spring flooding waters injures the nectaries so that little or no nectar is produced and consequently bees fail to work the flowers.

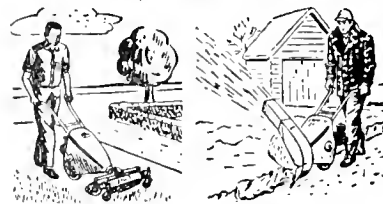
With such a difference of opinion prevalent both among research men and cranberry growers, I am hesitant to make known my own opinions particularly as I have not made this problem one of my own particular studies. Therefore, I will point out a few facts and suggestions and leave the matter until it has been studied more closely. Screen cages have been set out on the State bog to exclude bees during the blooming period. The screens were not fine enough to prevent wind from shaking the uprights. Scarcely a cupful of berries could be found on the ¼ sq. rod enclosed. The nodding cranberry flower points downward. It is difficult to see how the rain can wash away any pollen or get at the nectar which is confined within the vertical anther sacs. As for rain keeping bees away, it takes 10 days to 2 weeks for all the flowers on an unright to open, shed the pollen, and make the stigma receptive. In that time, there is generally at least a few days when the bees could work. If they are present in sufficient numbers, there should not be a poor set of fruit. I have no facts at all relative to the effect of low temperature on the development of cranberry pollen. As for nectaries injured by flooding waters, I have seen a bog in full bloom, and it was a heavy bloom, where with ideal weather there were scarcely any bees present and very few flowers containing nectar. We need a close study of this important subject.

If, as we now feel morally certain, bees are very largely responsible for transferring the pollen from one flower to the stigma of another, we should do all we can to see to it that bees are plentiful during the cranberry flowering period. The bumblebee is apparently much more helpful than the

honeybee in this work. It has been estimated that the bumblebee will visit 100 or more times as many blossoms as the honeybee, and as long as bumblebee populations are heavy, there would appear to be little need or use in placing hives of honeybees near a bog. Bumblebee populations in the Cape Cod cranberry area have been quite heavy each year since 1944 and have probably played an important role in the large crops of those years. There is a little concern felt at the Cranberry Station that the bumble bee population in 1953 may not be as heavy as recently. Heavy rains in May could cause much trouble in this direction, and last Summer's drought may have deprived the bumblebees of their usual supplies of pollen and nectar. Dr. Franklin, as many of you know, is studying the bumblebees, and although most of his work is unrelated to our present problem, some of his findings will be helpful to us. Professor William Tomlinson and Mr. Joseph Kelley hope by transferring a few bumblebee queens to the uplands of the State Bog to have a few colonies of these bees established near the Station for study this Spring and Summer.

As for the placing of hives of honeybees near our cranberry bogs during the bloom, their value will be indirectly proportional to the numbers of bumblebees present. In this regard, each interested grower should look up the January issue of Cranberries Magazine for 1947 and read the article by Farrar and Bain on Honeybees. The cranberry grower who wants to be sure of enough pollinators for his cranberry flowers should consider hiring a strong hive for each two acres of bog. As for the time of placing the hives at the bog, remember that if there are too few cranberry flowers open to keep the bees busy they will seek nectar elsewhere and will probably continue to go elsewhere as long as their alternate choice is adequate. I think hives should be brought to the bog only when 1/5 or 1/4 of the cranberry blossoms are open. I am sure you should read Professor Tomlinson's paper on the care of bees while spraying insecticides on the bog in this same issue of Cranberries.

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THE Clapper Co.
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Insecticides Can Kill Cranberry Pollinators

William E. Tomlinson, Jr.

It is a well established fact gained through careful experiments by several different workers in Massachusetts, New Jersey and Wisconsin that cranberries are largely pollinated by bees. Therefore, that these bee pollinators should be encouraged in the interests of larger crops is self evident, but some of our insect control recommendations have been drawn up with too little regard for their effect on bees.

It is true that honeybee hives can be replaced, but the wholesale killing of colonies will not lower the hive rental cost nor will it make for popularity with beekeepers. Those dependent entirely on wild bees will do themselves and the bees a great favor to give this matter particular thought. The senseless slaughter of the field workers of rented hives or of wild bees in the area may reduce fruit set very appreciably the year the bees are killed and the effects are likely to hold over into the following year where the bogs are entirely dependent on wild bees for pollination.

A glance at some 1953 Cranberry Pest Control charts shows the importance New Jersey places in the value of pollinating insects since they do not recommend any insecticide applications during the blooming period. The Massachusetts Pest Control chart and the Wisconsin Cranberry Sales Company chart on the other hand are careless of the bees with DDT, cryolite and parathion suggested to be applied at some time during the blooming period to control one or more insects.

Of the older insecticides still in use on cranberries, lead arsenate and cryolite are particularly harmful to bees because they not only kill field workers, but they are stored in the pollen which kills the brood when it is fed to them. Lead arsenate is still found on the Massachusetts chart for brown grasshopper control. We should be able to time applications to avoid bloom, but if not, some other effective but safer material such as toxaphene might be used.

Cryolite is still recommended in Massachusetts for cranberry fruitworm control and to be applied at a time when it can do great harm to bees. It could well be avoided in the first fruitworm application when it would be most hazardous to bees by sustaining rotenone which is less harmful, or by using ryania or some other materials that are of low toxicity to bees.

DDT, though much less harmful to bees than lead arsenate, is dangerous to use during bloom because it kills field bees. In general DDT dusts are more toxic to bees than wettable powder sprays. On the Massachusetts chart we find DDT recommended for controlling several different insects at times when it can be injurious to bees, i.e. weevil, black-headed and yellow-headed fireworms, blunt-nosed leaf leafhopper, green and brown spanworms, spittle insect, tip worm and girdler. Further research with safer materials or different timing might correct some of the harm these applications are doing to the bees, but if DDT is necessary during bloom, its adverse effects on bees can be minimized by spraying or dusting during the hours bees are not working, such as at night or on cool cloudy days.

The organic phosphates, such as parathion, EPN, malathion and metacide, are all highly toxic to pollinating insects. Parathion is one of the most toxic insecticides known to bees by contact, ingestion and from fumigation. Furthermore, it is stored in both the pollen and honey so that it not only kills field bees, but also the hive bees and brood as well. It and other organic phosphates have no place in cranberry insect control during the blooming period.

A brief summary of insecticide toxicity to bees to keep in mind when applying recommended insecticides or trying new ones in bloom follows:

1. Safe to use during bloom: Aramite, Ovotran, Ryania.
2. Kills not more than 10% of field bees—considered safe, Toxaphene, Methoxychlor, TDE, Rotenone.
3. Kills 10% or more percent

of field workers—apply during hours bees are not working; DDT, Chlordane, Aldrin.

4. Cannot be used safely during bloom; Benzene Hexachloride, Lindane, Dieldrin, Heptachlor, Parathion, EPN, Metacide Malathion.

The effects of the wholesale use of some of these materials on the parasite-predator and pest complex on cranberry bogs should also be kept in mind. Their use on some crops has upset this balance to such an extent that insects that were once only minor pests have assumed major pest status, because the parasites and predators have been reduced or eliminated and the insecticide has not controlled the pest. Cranberry scale may be just such a case.

To summarize, if at all practical, insecticides should not be used during bloom unless they are harmless to bees. If good control of the insect and adequate reduction of damage can only be obtained by applications during bloom, materials that are least harmful to bees should be used and only applied during the hours bees are not active in the field.

JERSEY APPLE GROWERS ASSESS THEMSELVES

Members of the New Jersey Apple Institute have voted unanimously to tax themselves 2 cents a bushel on apples they sell to finance a promotion and publicity effort. The tax will be imposed on all apples above those of cider and vinegar grade.

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Above—Panel at Rochester meeting of Southeastern Massachusetts Cranberry Club. From left to right: speaking, Richard Kiernan; seated, Assistant County Agent, Dominic A. Marini; E. L. Bartholomew; Louis Sherman and Fritz Shaw. (Cranberries Photo)

TECHNIQUES IN LABOR SAVINGS MEETING TOPICS

Plymouth County Clubs In Winter Gatherings Discuss Various Sanding Methods — Elect Officers For 1953.

Winding up the series of winter meetings, Plymouth County (Mass.) cranberry clubs, had an instructive program, "Labor-Saving Techniques," featuring sanding. At both the sessions of the South Shore group at Kingston, March 17th and the Southeastern at Rochester Grange hall the 18th, there were near record attendances.

As these were annual meetings, officers were elected for 1953.

At Kingston, "Bob" Whiting was succeeded as president by Francis Phillips of Plymouth; vice president is Irving Gorham, Kingston; Fred Bailey, Kingston, secretary-treasurer. Advisory Committee, Russell A. Trufant and Orrin Colley.

Same slate was re-elected at

Rochester as the customary two-year tenure of office had not expired. The officers are: president, Frank Butler, Wareham; vice-president, Chester Robbins, Onset; secretary-treasurer, Emil C. St. Jacques, Wareham. Advisory committee, St. Jacques and Russell Makepeace.

The labor saving technique program was under direction of Dominic Marini, associate county agent, and speakers were Edward L. Bartholomew, Wareham "Tractors and Trailers for Sanding"; "Piecework with Wheelbarrows," Richard Kiernan, Wareham; "Jalopies for Sanding," Louis Sherman, Plymouth, and "Ditch Cleaning," Fritz Shaw, Carver.

Bartholomew

Mr. Bartholomew told how he had begun sanding last fall with a wheelbarrow crew, but found this was costing him about \$200 an acre, due chiefly, he said, to the fact his workers, 6-8 in number, "just showed no interest in working." Then he bought an International Cub tractor and three trailers. He laid planks about 100 to 150 out on the bog, loaded his

trailers and had them pulled out. Reaching the end of the planking he had tractor and trailer driven directly on the vines, and the sand spread. His method of procedure was to have one trailer in the pit, another being hauled out and the third on the bog unloading, simultaneously.

Althouh he assumed he was doing some damage to his vines, he said, he could note very little, and as his boge needed sanding very baadly and he could not afford any other way of getting the sand, he felt the vine injury was more than justified by the good of the sanding. He found, oddly enough, he said, that his same sanding crew, working with the tractor and trailers stopped wasting time.

He sanded a total of 15 acres at an average cost, including a \$1,500 investment for equipment, at \$85 an acre. One actual measured acre cost \$92 and one five acre hog which he "buried with sand" cost \$115.

"I call that very reasonable for sanding," he said. "More than \$100 an acre I consider too much non-ey."

"Personally," he added, "I don't think you need to sand nearly as much if you wash, that is, flood your bogs to clean up the trash after picking each fall."

With the tractor and trailers he said he had only one engine to maintain and he found the outfit useful for other purposes.

"Jalopies"

Sherman's topic concerned the use of old Model A. Fords, or other cheap cars, stripped down to bare operating essentials, with a platform body built on. He said he could pick up these cars at a cost of \$25 to \$35 each and he had five at a total investment, after conversion, of about \$750.

At first, he said, he drove right out over the vines, but decided he was doing too much damage to vines, so he used 8-inch planking. Most of his bogs were so laid out that he could drive on from one shore and go off on the other. Where he could not do this the "jalopies" were backed on. Each truck carried about five wheelbarrow loads, and men could spread from the rear of the truck and from both sides, covering a strip about 30 feet wide before moving planks.

Last fall he said he covered about 16 acres at a cost, he es-

timated of about \$80 an acre, not counting his investment or maintenance of the "jalopies." Besides sanding, he found the stripped-down autos valuable for other purposes, such as hauling out picking machines, boxes and for running around the roads of his property.

Ditch Digger

Mr. Shaw told of a ditch cleaner he had devised. He said he had rigged up a double-drum winch on an old car body, for which the engine supplied the power. Cables were attached to a bucket, with one end fast to a "dead man." The bucket is pulled through the ditch, getting a clean cut down to a depth of 18 inches, which he understood was the recommended depth of a margin or cross ditch.

Longest haul he made he said, was 1,500 feet. He found that ditches were cleaned out properly of weeds, rotted stumps, overhanging vines, and the method was effective in preventing weed spread. He has three buckets, 18, 24 inches in width and one larger one for main ditches. He estimated roughly he could clean the ditches of one acre for \$40-\$50.

Imported Labor

Massachusetts growers are not to import Puerto Rican labor this

spring as a unit, as they have the past two years, local labor being deemed sufficient. This was explained by Frank Butler, chairman of the labor committee of the Cape Cod Cranberry Growers' Association. Individual growers, however, he said, might bring in their own help from the U. S. island by contacting any of the offices of the U. S. Divisions of Employment Security in the cranberry area. About 60 men will get Puerto Ricans individually this spring, according to present accounting.

Expense of transportation is charged against the wages of the worker, and this year 75 cents per man per week to come from wages must be set aside for illness or hospitalization. A meeting of the committee was held in February and another will be called in the Summer, to determine if a mass importation is needed for harvest crews.

Fish vs. Insecticides

John Ryther of the Massachusetts Division of Fisheries and Game requested growers to be careful in the application of insecticides, particularly rotenone, so as not to contaminate streams and kill fish. Last year, he said, the Mashpee river on the Cape had been stocked with "salt water" trout. These were doing nicely until August when they were all killed from sprays getting into the river. He said the State planned to continue this program of stocking streams in Southeastern Massachusetts, and said he had been informed by Dr. C. E. Cross of the Cranberry Experiment Station, there would be no danger to fish if the growers would observe the prescribed cautions in the pesticide applications.

Poor Drainage Cuts Production

Other speakers were Oscar Norton, his subject being "How I Use the Keeping Quality Forecast" (at Kingston); Dr. F. B. Chandler speaking upon cranberry soils, and emphasizing the importance of adequate drainage for bogs and William E. Tomlinson of the Station staff, who spoke of changes in the weed chart. (These major changes were covered in last month's issue by "Dick" Beattie, cranberry specialist.)

SPECIAL ATTENTION

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In his talk Dr. Chandler said New Jersey, which has a relatively low production per acre, had poorer drainage in general than Massachusetts. Massachusetts, averages about 38 bbls. per acre. Wisconsin which has better drainage than Massachusetts averages 56-58 bbls. per acre. The conclusion is, he said, that inadequate drainage definitely cuts down production.

Piecework Sanding With Wheelbarrow

(Editor's Note—The following is the talk given by Richard Kierman of the A. D. Makepeace Co., at the Plymouth County cranberry club meetings last month.)

In order to establish a price for piecework sanding with wheelbarrow a time study was made. In this study we had to find how long it took to screen one wheelbarrow load of sand (1/6 of a cu. yd.); how long it took to load a wheelbarrow without screening the sand; how long it took to wheel this load out on the bog and back to the sand pit and how long it took to spread this load of sand on the bogs. It was found that at the rate of \$1.20 per hour the prices for these operations were as follows:

1. Screening one load of sand .03c
2. Loading wheelbarrow .03c
3. Spreading load on bog .04c
4. Wheeling 45 ft. (both ways) .01c

If the prevailing wage is .90c per hour, the extra .30c is divided about 12½% for moving plank and the rest as an incentive for the worker.

The wheelers can move their own plank or they can get a man to do it for them. The wheelers pay this man; if there are 7 wheelers every eighth load is credited to the man moving plank. If there are 9 wheelers every 10th load is credited to this man. With this system the man moving plank makes what the wheeling group averages per man hour.

To measure a piece of bog for sanding, from piles of sand dumped on the shores of the bog or from the sand pits around the bog, the greatest distance to be wheeled

is taken from each pile of sand or sand pit. If the wheeling distance is 45 ft. from the first pile, (this area being the same as that of an arc with a 45 ft. radius) we will say that it takes one unit to cover this area. With a 90 ft. wheel from the second pile or an arc with a 90 ft. radius it will take 4 units, (one unit for the 45 ft. arc and 3 units for 90 ft. arc). The third pile has a wheeling distance of 135 ft. or an arc with a radius of 135 ft. This area will take 9 units (one for the 45 ft. arc, 3 for the 90 ft. arc and 5 for the 135 ft. arc.) The fourth pile has a wheeling distance of 180 ft. or an arc with a radius of 180 ft., this area will require 16 units, (one for the 45 ft. arc, 3 for the 90 ft. arc, 5 for the 135 ft. arc and 7 for the 180 ft. arc). The number of units increasing in this proportion with each increase of

45 ft. in distance. To get the average wheeling distance for this piece of bog, the greatest wheeling distance from each pile of sand or sand pit is multiplied by the total number of units in this area. This gives the unit feet to be wheeled from each pile or pit. The total unit feet for the bog divided by the total units equals the average wheeling distance. For example:

Pile No. 1—45 ft. by 1 unit equals 45 unit ft.; Pile No. 2—90 ft. by 4 units equals 360 unit ft.; Pile No. 3—135 ft. by 7 units equals 945 unit ft.; Pile No. 4—180 ft. by 16 units equals 2,880 unit ft. Total units, 28; total unit feet, 4,230.

4,230 total unit ft. divided by 28 total units equals 151.07 ft. average wheeling distance.

With this system it is possible to get a very good idea of what it

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The Trufant Straight-Line Pump has now been tested in the laboratory of the Worcester Polytechnic Institute, and I am prepared to specify, from a choice of seven types and sizes of propellers, the one best suited for your particular location, and the speed at which it should be run, as well as the power required.

Here are some sample results:

3.5 ft. head, 3100 RPM, 3000 GPM or 6½ acre-inches per hour.

7 ft. head, 3200 RPM, 2730 GPM, over 6 acre-inches per hour.

13 ft. head, 3200 RPM, 1900 GPM or 4½ acre-inches per hour.

All with less than 10 horse power, if an electric motor is used; 15 to 20 HP gasoline engine.

This is the pump which is assembled above ground and lowered into a wet or dry trench thru the dike, without concrete work or sheeting—lowest installation cost of any such device. This is the pump which can be reversed in a few minutes to pump back. The mass-produced working parts can be replaced in one-half hour.

PREFABRICATED FLUMES BOG RAILROADS

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will cost to sand a piece of bog, provided the average wheeling distance is known and proper supervision is given to loading and spreading.

If a piece of bog 2 acres in size has an average wheeling distance of 150 ft. it will cost approximately \$159.20 to sand this bog or \$79.60 an acre to apply sand at the rate of 80 cu. yards per acre. A breakdown of this cost is as follows:

Loading Wheelbarrow	\$.03
Spreading Wheelbarrow	.04
Wheeling price for 150 ft.	.025

Per wheelbarrow	\$.095
-----------------	--------

If the wheeler has to screen the sand, add \$.3 to this price.

As we said before a wheelbarrow of sand is 1/6 of a cu. yd. therefore one cu. yd. of sand spread on the bog will cost \$.57.

80 cu. yds. @ .57=\$45.60

Screening and carting

80 cu. yds. of sand=24.00

Supervision @ \$10.

per acre=10.00

(This includes tally keeping)

Total cost of sanding 1 acre
\$79.60

Wisconsin Grower Editor Of New Wilderness News

Many cranberry growers have a sideline or two. Not many choose to be editors, but that, however, is the role of Walter Goldsworthy, marsh operator in the Three Lakes region of Northern Wisconsin. "Walt," brother of Vernon Goldsworthy, with whom he is engaged in cranberry growing, is editor of a new quarterly publication, "The Wilderness News."

Publication is a six-page newspaper of about half tabloid size, put out by the Three Lakes Wilderness Society. The society is newly-formed, with the purpose of protecting the wild life and beauties of the district, which, in addition to growing cranberries, is a resort area.

Goldsworthy, as well as being editor of the "News," is executive secretary and treasurer of the society. Its president is Fred "Cy" Williams, three-time National League home-run champion of

baseball fame. Among the vice-presidents is Sam Campbell, well known lecturer and naturalists.

Goldsworthy's hobbies are wild-life and nature, writing and history.

GARDEN PLANNING FUN

Now that the growing season has played itself out, paper planning of your garden areas can become an interesting and at the same time, helpful indoor hobby during the Winter months. Good gardens are always the result of plans that

have been put on paper before the garden has been constructed.

Cross section paper with squares one-eighth or one-fourth inch square is ideal for home garden planning. Each square on the paper would equal 1 foot on the ground. This makes it very simple to map out the garden to a very accurate scale. (Rutgers, N. J.)

A free country is one in which a nobody can make himself feel important by cussing a somebody.



**Saving Dollars
Is
Making Dollars**

An economical and efficient method of pruning cranberry bogs.

From our experience on our own bogs, as well as on the bogs of many others, we find that using the C & L power pruner and rake is the most efficient method of pruning cranberry bogs.

This conviction is arrived at after working on more than 1,000 acres.

We also find that a properly pruned bog is easier to pick, with less drop and far less damage to the vines.

From one demonstration in New Jersey, six machines were sold. New Jersey growers wishing information on these machines may contact Eddie Lippman of National Cranberry Association, Bordentown.

Massachusetts growers who wish their bogs pruned or want information on these machines may contact the C & L Equipment Company, 191 Leonard Street, Acushnet, Massachusetts . . . or call either Frank P. Crandon or Herbert C. Leonard. Tel. New Bedford 3-4332—North Rochester 89-3.

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MORE THAN JUST A FARMER

AFTER listening, and trying to report as well as possible, some of the discussions at Massachusetts Cranberry clubs (and it would be the same in any cranberry-growing state) we've decided it is hard to tell whether we have been at a gathering of agriculturalists, scientists, chemical or mechanical engineers, or at a bank board meeting.

Agriculture just ain't simple anymore—if it ever was. A modern farmer, and a cranberry grower is a farmer of a sort at least, even though it is highly specialized, has to be something of a mechanic, a scientist, a weatherman, a naturalist and a good business man. As time goes on, he will have to be even more adept at all these as complexities will increase instead of simplify.

But the average cranberry grower is not shying away from any of these things, particularly, perhaps the mechanical. Attendances have been high at cranberry meetings this Winter, and especially heavy at those which had panels which discussed new machinery or new mechanical techniques.

HAIL WISCONSIN

THIS year of 1953 would seem to be the 100th anniversary of cranberry growing in Wisconsin, as per the item elsewhere in this issue. Not much is known about this misty beginning of cranberry cultivation in the Badger State in 1853.

In this century of cranberry growing Wisconsin has accomplished a great deal. Coming in later than either Massachusetts or New Jersey, our neighbors out in the mid-West have now firmly established Wisconsin as the second largest producing State. Not only is Wisconsin gaining rapidly in total production, but a graph would show she is steadily shooting upward in barrels per acre, at a higher rate than the general U. S. average.

"On Wisconsin." None should desecrate her spirit, initiative, hard-work and ambition in the cranberry world.

With this final paragraph we are going to take a little bow for ourself. This issue completes 17 years of providing the cranberry industry with its only general, independent publication—CRANBERRIES.

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Editor and Publisher

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CORRESPONDENTS—ADVISORS

Wisconsin

C. D. HAMMOND, Jr.

Wisconsin Rapids, Wisconsin

Washington—Oregon

J. D. CROWLEY

Cranberry Specialist

Long Beach, Wash.

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BERTRAM TOMLINSON

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Getting out CRANBERRIES each month has been a lot of fun, but a lot of hard work, too. We hope we are doing a worthwhile job for the cranberry growers of the nation. Currently, we would call attention to the scientific articles we have been running and plan to continue.

We thank the growers for their support, but we could use more in subscriptions and advertising—and probably give you even more in news, articles and pictures.

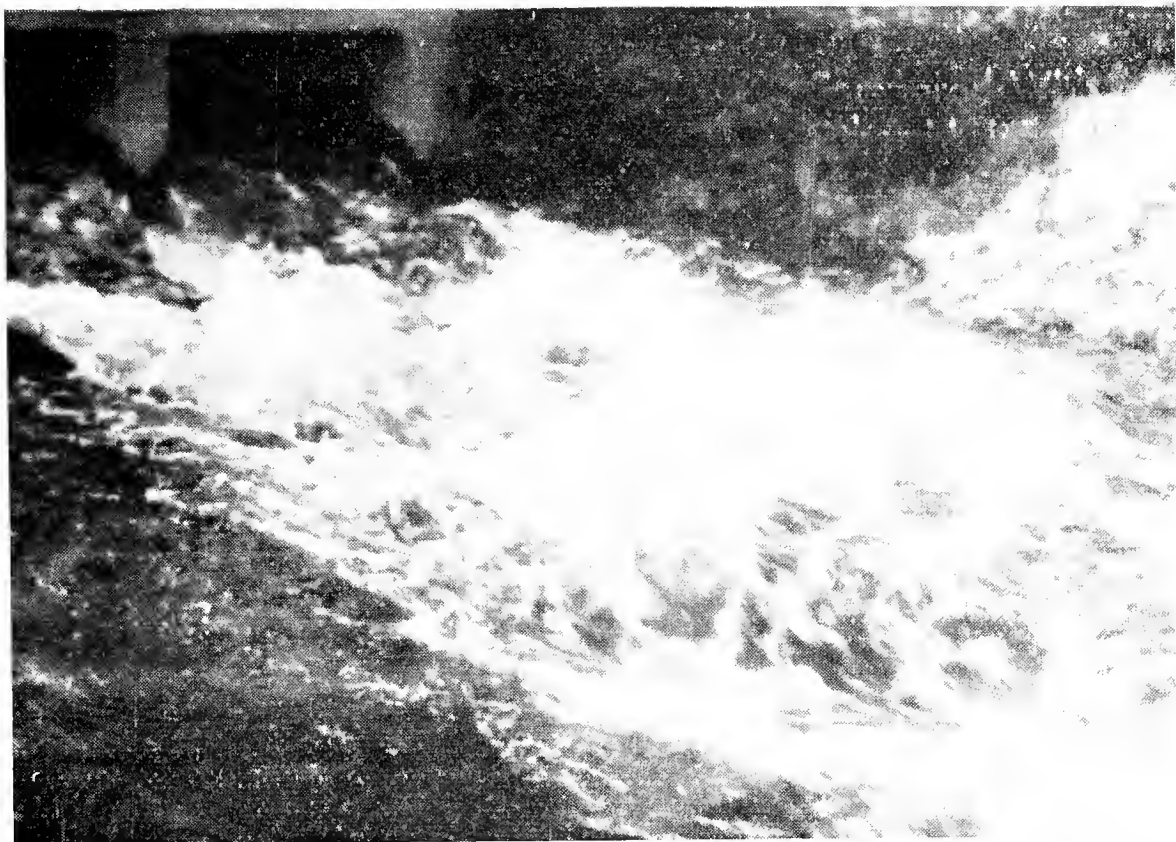
As really instructive material this month, we would particularly recommend the articles upon the cranberry flower by Dr. Cross and that upon insecticides and bees by Prof. Tomlinson. We feel these could well both be preserved for reference.



There was water aplenty in "cranberryland" Massachusetts this Spring, and early April was bringing till more. Growers were not worrying about water for frosts, but in getting water off.

Above shows a swollen stream at an abandoned mill-site "Bull Jump", South Carver.

(CRANBERRIES Photo)



Above—Winter floods rush through flumes as Spring arrives. Picture shows water coming off A. D. Makepeace Tihonet Bog at Wareham, Mass. (Cranberries Photo)

First Plans of '53 National Fall Festival

Preliminary plans for the Fall Cranberry Harvest Festival were made at a meeting of the festival committee at the NCA office, Hanson, March 17th. This event has been growing in popularity each year and so the ball was started rolling early.

Date selected is September 26, a Saturday, and if the day is unfavorable the event will be held Sunday. The place, as previously is to be famed Edaville. The program will be held to a single day, as that has been found more satisfactory, with the selection of the Massachusetts queen the evening before. She will compete with choices from other areas for the national title.

Although the date conflicts with Wisconsin's annual "Cranboree", it is hoped a queen will represent that state, New Jersey will offer a

candidate, and the West Coast could be represented if funds are raised for her transportation. Selection of the Massachusetts queen is limited to seniors in high schools from towns within the main cranberry area, that is Barnstable and Plymouth counties. The winner is chosen on a merit system, with personality to represent the industry in following publicity events, a large factor.

National Cranberry Week will be the following week, October 4 to 10.

Program for the day is tentatively set as follows: chicken-cranberry barbeque, with places for 2,500, 500 more than last year; crowning of the queen by a leading figure in government; pageant, jam-eating contest, favorite cranberry dish contest, big berry contest, recognition of the oldest cranberry grower and rides on the Edaville R. R.

Of special interest will be a display of cranberry harvesting implements from the first hand-made wooden scoop down to present day machinery.

All events are designed with the idea of obtaining maximum cran-

berry publicity at the start of the moving of the crop to market.

There will be a parade at Plymouth before the South Carver program, but this is under the direction of the Plymouth Chamber of Commerce, with cooperation of the cranberry industry. There is to be a cranberry program at Harwich, which town provided last year's queen, before the festival.

Miss Ellen Stillman of NCA presided at the meeting and is permanent chairman. Other committee members at the first session were: James Glover, assistant to M. L. Urann, Miss Betty Buehan, NCA publicity; Mrs. Owen Sayce, NCA; Lloyd Williams, ACE; Ralph Thatcher, representing the Beaton Distributing Agency; Orrin Colley of Cape Cod Cranberry Cooperative, Inc.; G. Howard Morse of Morse Bros., Attleboro; Arthur Handy, Pocasset, Clarence J. Hall, Cranberries Magazine. Members, but unable to attend the first meeting are Mrs. Elthea Atwood, J. Richard Beattie, Mass. Cranberry Specialist and C. Theodore Kraft of Orleans

**WHO'S THE OLDEST
ACTIVE GROWER IN
THE NATION??**

The National Cranberry Harvest Festival Committee is very desirous of locating the oldest, active grower in the country—no matter in what area he (or maybe she) lives and conducts cranberry operations.

It is the plan of the Committee that this oldest grower receive some mark of distinction at the time of the 1953 Festival September 26.

What the award will be and how it will be given out will be announced later. So, please let us know who you think this grower may be, possibly yourself or some other candidate. Address the name of your nominee to Miss Ellen Stillman, chairman of the Committee, National Cranberry Association, Hanson, Mass.

**LOOKS FOR LARGER
FRUIT CROP IN '53**

More fruit may be expected in 1953, also more vegetables, given normal weather, in the opinion of Joseph F. Hauck, extension marketing specialist at Rutgers University, New Brunswick, N. J. He made his early prediction in the quarterly publication of Department of Agricultural Economics of the University.

He points out last year's apple crop was 15 percent lower than the average for the past 10 years. In New Jersey the crop was more than a million bushels less than in 1951. Bigger yields are expected this year all through the Northeast and in the State of Washington.

There were fewer peaches last year also. Hauck looks for a moderately larger crop in '53, especially in some of the Pacific and southern states. Strawberry acreage seems likely to be less again in New Jersey and the country as a whole.

He expects continued high rates of consumption of canned, and frozen foods. He saw little possibility of a reduction in costs of production and marketing of fruit and vegetables this year.

Eighteen

CONTROL

★ **Cranberry Root Grubs**

★ **White Grubs**

★ **Poison Ivy**

★ **Chokeberry**

★ **Wild Bean**

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URANN BELIEVES EUROPEAN TRIP RESULTFUL

Marcus L. Urann and Ferris C. Waite of NCA have returned from a trip to Europe to study, at first hand, prospects of increasing consumption of Ocean Spray products among the hundreds of thousands of Americans abroad in U. S. Military or other services.

The opinion expressed, by the travelers was high, that this could be accomplished through the information they had obtained concerning the operations of Post Exchanges and Commissary stores, the contacts they had made and the facts that Americans in Europe are buying cranberry sauce as they are familiar with cranberries, and like them.

"My guess would be," said Mr. Urann, "that within three years we will be selling a million cases of Ocean Spray in Europe in this way. This, assuming, of course, that we will continue to have as many Americans there then as now obtaining their food items from this type of outlet.

He noted that two European orders had come in direct within a couple of weeks of his return, one for 625 cases and the other for 1250.

He said, it could not be easily determined how many cases of sauce are now being consumed by these Americans abroad. He said that 5,000 cases were directly sold in 1951 and 15,000 in 1952. But this was only a small part, as more was sent by indirect supply from jobbers and others. It was his estimate there may be 100,00 cases being sold. He thought this could be stepped up easily five times, and probably ten.

All he knew, he said was that he found Ocean Spray "everywhere" he went and was assured this was true of the other similar types of food stores. He said he found only Ocean Spray, with the exception of a few other labels which the National packed.

He said he and Mr. Waite talked with customers going in and out of the commissaries, which were much like super markets in the



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U. S. except that the "trade" could not purchase without their permits to do so.

Messrs. Urann and Waite visited only France and Italy, spending considerable time in Paris and Rome, but contacts had been made so that they met the top distributors, who supplied stores in England, Germany, Austria and North Africa. The sauce was mostly sold at the equivalent of 18 cents a can.

Mr. Urann said they were tremendously pleased by the opportunities for increasing supplies and sales of American cranberry sauce to these Americans while they were stationed in Europe. He said he had learned a lot and hoped to go again.

Urann and Waite left on the Queen Mary from New York on February 23rd, disembarking at Cherbourg. They returned on the Queen Elizabeth, docking at New York March 19, having cut a proposed six weeks trip by 18 days, as they felt they had laid a good groundwork.

A railroad strike in Italy forced them to fly back from Rome to Paris in order to make the ship connections. They said the flight over the Alps was a wonderful experience. The voyage over was "like a mill pond," although for two days coming back the big ship bucked gale winds, but rode with

little effort. Neither was sick.

A REPORT FROM NCA

March sales of Ocean Spray have broken all previous records for the month, selling 160,479 cases. Ocean Spray plants at Hanson and Onset, Massachusetts, North Chicago, Illinois, Bordentown, New Jersey; Coquille, Oregon, Markham, Washington; and Canada went back to work in March to produce enough cranberry sauce to take care of the unusually heavy pre-Easter demand.

NCA is expected to pay another \$1.00 per barrel on 1952 berries on April 15 bringing the total paid to date up to \$12.00. Executive committee meets to pass on it the 10th.

The results of Easter promotion are really excellent and salesmen and brokers report that Ocean Spray displays in the stores and newspaper advertising look more like Thanksgiving.

"If one Hodgkins can do a good selling job for Ocean Spray," says Marcus L. Urann, "then two Hodgkins can do twice as good." To prove his theory, he hired Richard Hodgkins to sell cranberry sauce, and his father Tom Hodgkins is showing him the ropes.

Richard Hodgkins is not new in

the selling business. Following his graduation from Bryant & Stratton two year ago, he went to work for Libby, McNeill & Libby as salesman in the Maine area. At the present time he is understudying his father in Ocean Spray's smaller markets. His headquarters will be Columbus, Ohio and his territory will include Columbus, Toledo and Cincinnati.

'53 Wisconsin's 100th Anniversary Of Cranberries

A fact which is probably scarcely realized at all, is that 1953 may be the 100th anniversary of cranberry cultivation in Wisconsin. The information is extremely sketchy concerning this first venture in the Badger State into the growing of cranberries.

Your editor found reference to it in doing research in early Wisconsin cranberry growing in the Wisconsin Horticultural Society records of 1875, and the same information is to be found in "Wisconsin Cranberry Production and Marketing," Bulletin No. 299, a publication of Wisconsin State Department of Agriculture.

The information is simply that a Mr. H. Floyd of Berlin, which is in the Fox River valley, where the Wisconsin industry got its start, said at the 1875 meeting that a George A. Peiffer of Pewaukee told him he had cultivated cranberries since 1853. He "found they grew readily from cuttings, even in clay soil. He found difficulty with frost heaving the ground and covering the vines with muck where he had scalped the marshes."

There has, apparently, been no further research.

Citrus Fruits Increasing In Use Over Non-Citrus

Civilian consumption of all fruit, fresh weight basis, increased from 177 pounds per person in 1935 to 227 pounds in 1946, then declined to 200 pounds in 1951.

Consumption of non-citrus fruit was moderately smaller in 1951 than in 1935, while that of citrus fruit was comprised 41 percent of the total, compared with 27 in 1935. (1953 Agricultural Outlook Charts, USDA.)

Another growing season is underway—
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Reference List Cranberry Books Bulletins to 1915

Many who are interested in cranberries know that many years ago two books were published on cranberry culture. The first one was written by B. Eastwood in 1860 and it contained 120 pages. The Rev. Mr. Eastwood became familiar with the culture of cranberries by traveling and corresponding with cranberry growers all over the growing region, which at that time was mostly confined to Barnstable county in Massachusetts. Many people do not know that Eastwood's book was published as two printings. The first printing was in 1860 and the illustrations were done by J. R. Dix, del. These illustrations or plates were done by hand in a shading or half-tone effect. There was at least one more printing (no date given) of Eastwood's book in which the original text was used but the plates were new. In the later printing the illustrations were by S. J. Cox and were line drawings.

Of Some Value Today

This book had some information which is still good and there are, as is to be expected, some statements which appear very unreasonable. Beach sand was considered to be the best "soil" for the growth of cranberries. However, "Peat is found to be excellent, in fact, next in value and importance to the beach sand, for the growth of cranberries."

Eastwood made an interesting statement on the grade of bogs. "It is not an uncommon practice with some growers, to make their patches flat, but this is rather passing into disrepute; the incline plane of construction or formation being preferred by most cultivators." "Yard" is frequently used by Eastwood to refer to the bog while "patch" seems to refer to section.

White's Book

Ten years later, J. J. White wrote a book of cranberry culture which was a little longer than Eastman's as it contained 126 pages. In 1885 this book was revised and a few pages added. The revised form was printed in 1901 and 1907.

J. J. White was a foremost cranberry grower and an consultant for cranberry growers in New Jersey. In his first book he included an advertisement for his counseling service, cranberry land, and cranberry vines. This book tells more about the formation of peat or muck that did Eastwood's book. White also frequently referred to bogs as "patches" and "yards."

Both of these books covered the subject of cranberries very well and the fact that more than one printing was made of each indicates they must have sold better than was expected.

At the time these books were written there were no cranberry varieties as we know them today, but the shape of the berries was referred to as bell, cherry and bugle. Some of the descriptive names were 'large' and 'small' and some carried the name of the section in which they were grown.

An Early Bulletin

One of the first bulletins published on the subject of cranberries was about the cranberry spanworm written by J. B. Smith and published in 1884 as U. S. D. A. Division Entomology Bulletin 4. Another early bulletin, a Report on Insects by C. H. Fernald, was published in 1892 as Massachusetts Agricultural College Bulletin 19. This bulletin contained the results of a survey on insect control by flooding or burning which indicates the rather common use of flooding before 1890. The flooding was from

twelve hours to five days. The month the flood was used varied with the grower.

In 1907 there were two publications. F. H. Chittenden reported the cranberry spanworm on truck crops. H. J. Franklin made a "Preliminary report on Cranberry Insects" in Massachusetts Agricultural Experiment Station Bulletin 115. The following year Franklin published "How to Fight Cranberry Insects," Mass. Bulletin 126.

The same year, 1908, "The Cranberry Insects of Wisconsin" was written by C. B. Hardenberg as Bulletin 159 of the Wisconsin Agricultural Experiment Station. This 22 page publication contained two color plates illustrating a number of the cranberry insects which were injurious in Wisconsin.

A bulletin on general culture of cranberries was published in Oregon in 1909 by C. J. Lewis and C. A. Cole. O. G. Malde wrote "Cranberry Bog Construction for Wisconsin" and "Cranberry Bog Management for Wisconsin," Bulletins 213 and 219. These bulletins were well illustrated and very complete for that time.

This article has reviewed or listed only the books or bulletins up to the year 1915. There are reports of Experiment Stations, proceedings of the growers associations in the different states and journal articles which have not been reviewed.

Cranberry Literature Exchange

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Cranberry growers who have literature such as bulletins or articles pertaining to cranberries which they no longer want, may be interested in securing other bulletins or articles which they do not have. Cranberries will try to assist you in exchanging the literature which you do not want for some of the articles which you do want. If you are interested, send us the title of the publication you have for exchange to "CRANBERRIES," Wareham, Mass., and specify what you wish to have sent to you. We will publish the title you wish. As soon as it becomes available it will be forwarded to you.

This is a service offered by "CRANBERRIES" to get cranberry literature to cranberry growers. It is a plan by which you send your duplicates or issues you no longer want for exchange for what you desire. Old issues of Cranberries may be sent in for newer issues or for other publications.

No charge for this service.

What Is a Cat Worth?

By Ethel Kranick

Just how valuable is a farm cat, or cats? It is about time the farmer began to appreciate and give cats their just credit in the success of their farms.

It doesn't cost much to feed a cat because their chief diet comes from hunting birds, rabbits and rodents. A few table scraps or a bowl of milk at the barn and kind treatment will make a cat feel at home and stay with you until the 9th generation. Of course you may have to give them away or dunk the excess in the creek but even so they will do you a lot of service.

How a Cat Aided

The Cranberry Crop

Here is the story of at least one farmer . . . a man who grows cranberries. For nineteen years he had but one cat. A tiger striped male who grew to giant size because he had been robbed of his mating instinct, along with his tendency to roam. Oswald was his name. He had outlived most cats with nine lives but the farmer didn't consider him of any value except as a pet.

One day Oswald disappeared and a couple of weeks later his carcass was found floating in a water storage ditch. Since Oswald was not

a progeny producer there was no cat left to take his place. This farmer saw no special need for a cat on his farm so he didn't bother to secure another cat.

Months slipped by and the new cranberry crop was growing nicely. Then brown patches were showing up in the cranberry marsh. Upon examination it was found that the vines were being chewed off by field mice. Great areas of vines could literally be rolled up like a carpet. In consternation this cranberry grower put out poison grain and poison apple bait but the vines continued to die until he was getting desperate.

It takes six years for those vines to grow back and produce more berries, so the loss began to loom larger and larger.

"Goldie" Replaces "Oswald"

One day a friend offered him a cat because they just had too many. The offer was accepted not realizing that a cat would solve the problem.

The next Spring when the vines began to grow it was quite apparent that no brown spots were showing up . . . but the farmer did notice that Goldie, the blonde yellow cat, was spending a lot of time out on the cranberry marsh.

One afternoon he saw Goldie precariously swaying on a dike, balancing herself with her tail. Then all at once she fairly flew through

the air, some eight or ten feet away, to clutch a short tailed field mouse and proudly brought it to the owner as much as to say "see what I have done". Then it was that the farmer began to realize that old Oswald had been saving his fields for nineteen long years. The damage done the one year without a cat was about \$500. If Oswald had worked 19 years and saved him \$500 a year, Oswald was worth \$9,500 during his life time. Goldie has already established her worth as a mouser and her kittens are now in demand because of her fame as a hunter. Goldie has been on this farm for three years and is worth at least \$1,000 in crop protection.

A Good Cat

Worth Its Weight in Gold

What is a cat worth to a farmer? The best way to find out is to be without a cat for a while after they have been on a place for a few years.

Just how many cats are necessary depends on the size of the farm and the kind of a crop. It might be added that cats have personality and a variety of talents. Some are good and some are bad but a good cat is worth her weight in gold . . . and no foolin'.

Jersey '52 Crop Big Despite Odd Weather

New Jersey cranberry growers sometimes feel that they have some sort of disadvantage because their weather is warmer than that of the other cranberry areas. Walter Z. Fort's very interesting comparison of 1952 and 1951 weather may throw a somewhat different light upon that idea. Mr. Fort, Manager of the Growers' Cranberry Company, Pemberton, says:

"New Jersey had its biggest cranberry crop in 1952 (for the past 15 years), with a total of 114,000 barrels. This is the largest crop harvested in this state since 1937, when 175,000 barrels were harvested.

"The weather during the growing season (generally considered as from May 1 to October 31) was most unusual. The records show that during this period in 1952 the

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rainfall was 1.75 inches above normal, or 7.92 inches more rainfall than during the 1951 growing season. Temperatures averaged 3.1 degrees above the Weather Bureau's normal and the 1952 growing season averaged 9.5 degrees warmer than the 1951 season.

"The 1952 growing season was also unusual in that from June 2 to June 19 there was no rainfall and during this period from the 15th to the 19th maximum temperatures averaged 94.7 degrees. From July 12 through July 24, maximum temperatures were 90 to 96 degrees with an average maximum temperature of 93 degrees. July was reported by Philip E. Marucci, at the Cranberry and Blueberry Experimental Station, as the hottest July in more than 20 years of weather recording by that office. Rainfall last August was 3.24 inches above normal and for August of 1951 it was 3.03 inches below normal.

"Such extremes of weather are generally considered as conducive to growing a large crop of cranberries."

SCOOPS AND SCREENINGS

How do you suppose Dr. Chester E. Cross, director of Massachusetts Cranberry Experiment Station is listed for occupation as a voter in his home town of Sandwich? The answer is "farmer." "Chet" didn't know that himself until he found himself drawn recently for the Barnstable County Grand Jury—and there it was "farmer." Why this should be so he can't comprehend, although he does have a small vegetable garden each season.

We rather pulled a bloomer last week in mentioning the new cranberry development at so-called Lulu Island near Vancouver, British Columbia. Our item implied there were 1,000 acres in production or being gotten ready for production. Instead the 1,000 acre figure is potential cranberry bog and only about 45 acres are now actually in bearing.

Two new blueberry pamphlets have just been issued by the New

Jersy Agricultural Experiment Station, Rutgers University, N. J. Both are by Charles A. Doehlert, Associate Research Specialist, Cranberry and Blueberry Research Laboratory, Pemberton. One is Circular 550, "Facts About Fertilizing Blueberries," and the other, Circular 551, "Propagating Blueberries From Hardwood Cuttings."

"What happened? Did your flume go out or something?" has been a frequent, kidding remark of visitors to the Massachusetts State Bog all Winter. Reason is that practically all Winter the vines have been bare of cold weather flood.

A flood was put on over the holiday, drawn off January 8, and then only twice since and for not more than a total of 12 hours has the bog been flooded. This is in the nature of an experiment by Director Cross in "Winter Exposure for Bogs." Also Dr. H. F. Bergman, Senior Pathologist, USDA, concludes his long years of service to the cranberry industry next September and Dr. Cross has been operating the bog in accordance with Dr. Bergman's theories as regards to Winter flooding and oxygen deficiency damage to vines, but with the provision that the bog would be re-flooded at any time temperatures became too dangerous.

A strict watch has been kept and now with the coming of Spring the bog looks fine. Dr. Cross hopes, following out Dr. Bergman's suggestions production may be upped next Fall. In fact he now says, the bog might produce an excellent crop, and this in spite of the fact that budding was not especially heavy, but only fair.

However, it might be pointed out this is an experiment which can be tried only with some risk, unless a grower is so situated he can flood quickly at an ytime low temperatures threaten and is willing to keep keen vigil over the bog all Winter long.

Remember that last Fall Dr. H. J. Franklin made the prediction that the Massachusetts cranberry area would have a mild and open Winter? Well, it has assuredly been exactly that.

Let's hear from the Old Cape

Codder of Punkhorn again. He says the Spring is the season when cats and humans kinda like to wander around. So he tells this one.

There were two old maids who lived in Punkhorn. One of 'em, to everybody's surprise got an invitation to marry a travelling salesman. She did. The sisters had a cat named "Minnie," and they kept this cat in strict seclusion in Victorian style. So when the sister got married, the one who was not married asked her to send back a telegram of how was the honeymoon.

She got a wire back of three words, "Let Minnie Out."

FIREWOOD BUYERS LISTED IN NEW JERSEY

"Where can I sell firewood? This question has been in the minds of many woodland owners including cranberry growers who are anxious to make an improvement cutting or thinning in the farm forest.

Cull trees frequently are good only for pulpwood and fuel wood. Today automatic central heating in many suburban and country homes has crowded the woodbox next to the open fireplace. In these homes wood is a luxury item.

Often wood dealers don't know where to get firewood for resale. Likewise woodland owners often fail to find markets.

Recently in cooperation with the New Jersey Fuel Dealers' Association about 1500 dealers were questioned about their firewood needs. The inquiry resulted in a list of people who buy firewood. Prices ranged from \$12 to \$22 per cord delivered at a designated point.

Modern farming provides an annual market for 320-million pounds of raw rubber, enough to put tires on 6-million automobiles. The nation's farmers also use 15-billion kilowatt hours of electricity annually, enough to supply the cities of Chicago, Detroit, Baltimore and Houston for a full year.

A growing U. S. population is making increased demands on American agriculture. The average daily population increase at the end of 1951 was 7,392, which means an increase in food production of 16 tons per day is needed to keep pace with the population's food requirements.

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Sprayer Troubles

Clogged nozzles can be a common cause of trouble in spraying. Such troubles are lessened or avoided, however, where the sprayer is properly equipped with strainers or filters, including intake, discharge, and nozzle screens. Selection may also be determined to some extent by the boom arrangement and construction.

In any case, a farmer is well advised who chooses a sprayer made by an established manufacturer who has a reputation built up over years of experience for making reliable equipment. The assurance of quick delivery on repair parts and confidence in the ability of the local dealer to provide reliable service also are important elements in sprayer selection. (New England Homestead.)

The law of liberty is born in the breast of every man, and generally knocked out by the reforming fanatic.

The Future is Now!

Cranberry growers don't have to wait for more effective marketing and larger dollar returns. They can get these benefits, this year, by selling their cranberries through the American Cranberry Exchange.

Watch for details of our 1953 Sales and Merchandising Program.

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