

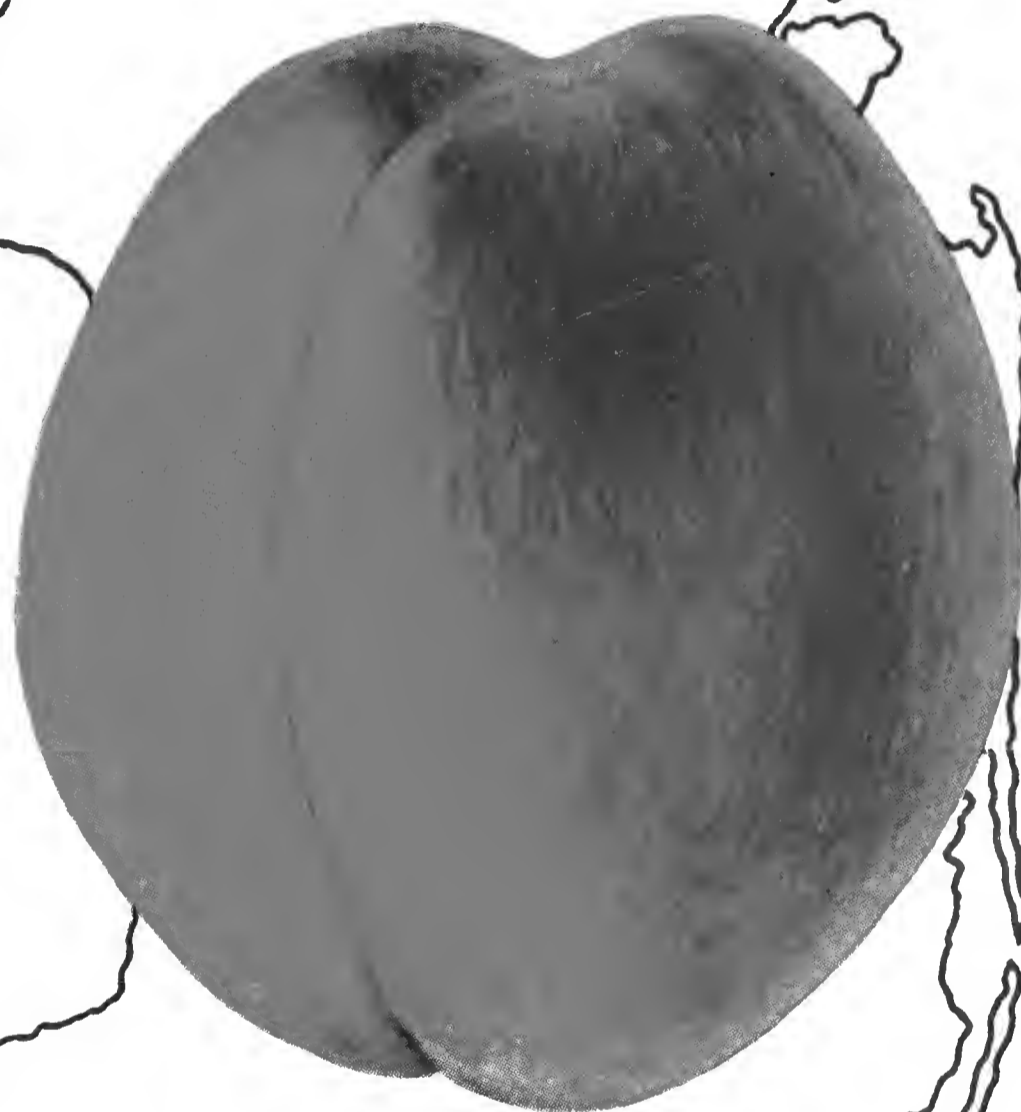
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New Twentieth Century Peaches

Bred and Tested in New Jersey



Goldeneast

**Propagated and Distributed
by**

THE NEW JERSEY PEACH COUNCIL

NEW BRUNSWICK, N. J.

1938-1939

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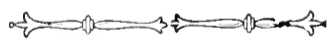
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The Peach Council Examining Trees and Fruit of the Garden State Nectarine



Seven New Commercial Peach Varieties
and One New Nectarine

TRIOGEM

NEWDAY

GOLDEN GLOBE

SUNHIGH

GOLDENEAST

SUMMERCREST

AFTERGLOW

GARDEN STATE
(NECTARINE)

The Beginning of a New Era in Peach and Nectarine Varieties

The old varieties of peaches such as Greensboro, Carman, Champion, and Early Crawford no longer meet modern requirements. The demand today is for large, red all over, firm, attractive fruits that are as sleek and trim as a racehorse. Fruits blanketed to their "chins" in fuzz or peaches which are hard today and mush tomorrow are not wanted. The public wants peaches first of all that look appetizing and luscious and then prove to be as good as they look.

Since 1914, the New Jersey Agricultural Experiment Station at New Brunswick has been conducting extensive breeding work with peaches to obtain varieties that will meet the modern public demand and to replace old varieties like Greensboro, Carman, Champion, Slaphey, and the Crawfords which are no longer profitable in New Jersey.

Beginning in 1925, trees of named varieties from this breeding work were available for commercial planting.

A recent survey (1938) by the New Jersey State Department of Agriculture reveals that in a period of about eleven years one of the New Jersey Station introductions, namely, Golden Jubilee, is now the third ranking variety in the state in total number of trees of all ages. It is exceeded in number of trees only by Elberta and J. H. Hale. Goldeneast, another new introduction, is the fifth leading variety

in the state and two others, namely, Summercrest and Eclipse are included in the first twelve. The latest trends in the popularity of varieties are, however, indicated by the number of trees of the different varieties that have been planted within the past three years. The recent state survey shows that seven out of the ten leading varieties were bred by the New Jersey Station.

The first varieties bred, named, and introduced by the Station about 1925, including Rosebud, Marigold, Sunbeam, Oriole, Golden Jubilee, Cumberland, Eclipse, and Ambergem as a group, far exceeded the old standard varieties which they replaced. Varieties which are now being named and introduced during what may be termed the second decade of breeding show a marked advance over the previous introductions. This is especially true with regard to fruit size, firmness of flesh, slow rate of ripening, high edible quality and reduction in fuzziness. The new varieties such as Triogem, Golden Globe and Goldeneast not only rival the Crawfords in quality as grown in New Jersey but exceed them in size, firmness of flesh and all around attractiveness for modern markets. It was unbelievable a few years ago that such high quality peaches could be developed that would ripen in New Jersey as early as August 1st.

The New Jersey Peach Council

The actual breeding of a new variety of peach is the first step in the improvement of saleable fruit for the market. The second step is the propagation and distribution of the variety true-to-name to practical growers, and its successful commercial culture and marketing.

The New Jersey Agricultural Experi-

ment Station and the New Jersey State Horticultural Society realized in 1928 that some cooperative organization was necessary to insure to the peach growers of the state the practical benefits of the peach breeding work. An organization of commercial growers was therefore formed in 1928 and incorporated under the name

of the New Jersey Peach Council. The two chief objectives of this organization are: 1. To encourage and support the scientific breeding of better varieties of peaches at the New Jersey Agricultural Experiment Station, and 2. To provide a dependable and satisfactory means of

propagating and distributing trees of worthy new varieties to growers in order to insure to them the greatest possible benefits of the breeding program.

All nursery trees offered to growers are propagated in cooperation with the Princeton Nurseries, Princeton, N. J.

Trees Now Available

Following a decade of selection and commercial testing, the Peach Council now has available for planting a supply of trees of seven new peaches and one new nectarine. Fruits of all of the varieties have been offered for sale in both retail and wholesale markets, and they

have consistently outsold the fruits of such old varieties as Carman and Slappey and even Elberta in many instances. A new era in high quality edible peaches is at hand. You cannot be behind the times in the selection of varieties and expect to remain in the peach business.

It Will Pay to Buy Good New Varieties

The old quick softening "wastey" varieties are no longer profitable. A new variety which has not been commercially tested for several years in more than one

environment is just a gamble. It costs too much money to plant and bring an acre of peach trees to bearing age to have them prove to be "duds."

Good Varieties are Worth More

Large, high-colored, firm, good quality peaches this year have sold from \$0.25 to more than \$1.00 per bushel wholesale above old varieties such as Carman and

Slappey. Trees of the latter varieties would be costly as a gift and they will become more and more difficult to sell each year.

Well Grown, Healthy, Vigorous Trees are Worth More

Under modern practices, approximately one hundred or a few more or less peach trees are planted to the acre. An additional cost of a few cents per tree often discourages some growers from the purchase of high class stock. However, if the difference in price represents a better source of bud wood, a better and more

uniform source of root stock and better handling of trees, it is cheap insurance. When small, weak, root mutilated, or partly dried out peach trees are purchased, the loss in dead and weak trees is sometimes as high as ten per cent. The grower is not only faced with the trouble of replanting, but also with an irregular

orchard from the very beginning. Replants also increase the danger of obtaining trees untrue-to-name.

Even if all the nursery trees planted actually live but make a poor growth, the fact that the trees require an extra season or two of growth before attaining profitable bearing is often very costly. Modern competition in the peach busi-

ness has increased the importance to the grower of obtaining vigorous, healthy, medium to large, high class trees in order to insure a uniform and maximum growth as soon as the trees are planted. One cannot afford to lose a year or more of time in the development of a commercial peach orchard and besides a vigorous growth is a more healthy growth.

Brief Accurate Facts About the Varieties

Superlatives and gaudy "circus poster" pictures are sometimes used in an attempt to sell fruit trees. This catalog attempts to describe the new varieties as practical growers would discuss them when anxious to learn their true worth.

The parentage of each variety, the flower type, the set of fruit buds, and the approximate date of ripening in comparison with Elberta are given in tabular form at the back for convenience in making comparisons between varieties. The

peach varieties are described in the approximate order of ripening.

No claim is made that the new varieties described in this catalog are any more resistant to the common peach diseases than the older commercial varieties such as Elberta. Such diseases as peach scab and brown rot attack all varieties to some degree. One should expect that it will require as good cultural skill to grow the new varieties as it does the old. Give them good care.

Triogem (N. J. 70)

An early, oval, red all over, firm, yellow freestone peach, ripening about two days later than Golden Jubilee or at least 20 to 25 days before Elberta. It colors well even in the center of the tree while it is still firm. It ripens slowly and hangs to the tree even after it becomes firm ripe. It is a better shipping peach than Golden Jubilee and it has more red color. The fruits may be smaller than those of Jubilee but the checks round out well and the edible quality is high. There is no complaint by either growers or dealers about its firmness or appearance. The pubescence is short and no "defuzzing" machine is required to make it look attractive. No commercial variety now offered at its season compares with it in "all-around" fruit qualities.

The trees are medium in size and compactness and succeeded better than some varieties where a combination of phosphorus, nitrogen and potash deficiency occurred in one orchard in New Jersey. The trees, however, require good peach soil and good culture.

The variety is as hardy or a little hardier than J. H. Hale in the dormant state. The opening buds and flowers have resisted unfavorable weather conditions very well. If only a small percentage of the bud set develops into fruits it "makes" a crop.

In most seasons in New Jersey the trees will require early and thorough thinning.

A colored cut of the variety is printed upon the back cover.

Newday (N. J. 79)

An early commercial yellow peach, promising for trial in regions similar to central and southern New Jersey. It is a somewhat easier peach to grow to a good market size than Triogem. For this reason some growers may prefer it. The fruit is large, oval, firm, high colored, yellow-fleshed and of good quality. When well grown it resembles somewhat and is fully equal to Elberta in appearance. It ripens about a week after Golden Jubilee or about 20 days before Elberta. It colors well before it is ready to pick and hangs to the tree well even after it becomes ripe. The flesh sometimes adheres somewhat to the pit, especially when picked firm to hard or green ripe. Nevertheless, this has not appeared to decrease the demand for it from commercial test orchards.

The foliage and tree habit is characteristically vigorous and upright spreading. It is another peach which withstands handling well and looks well on the market and is superior to Golden Jubilee in shipping qualities and it has a somewhat more "sprightly" flavor.



Newday

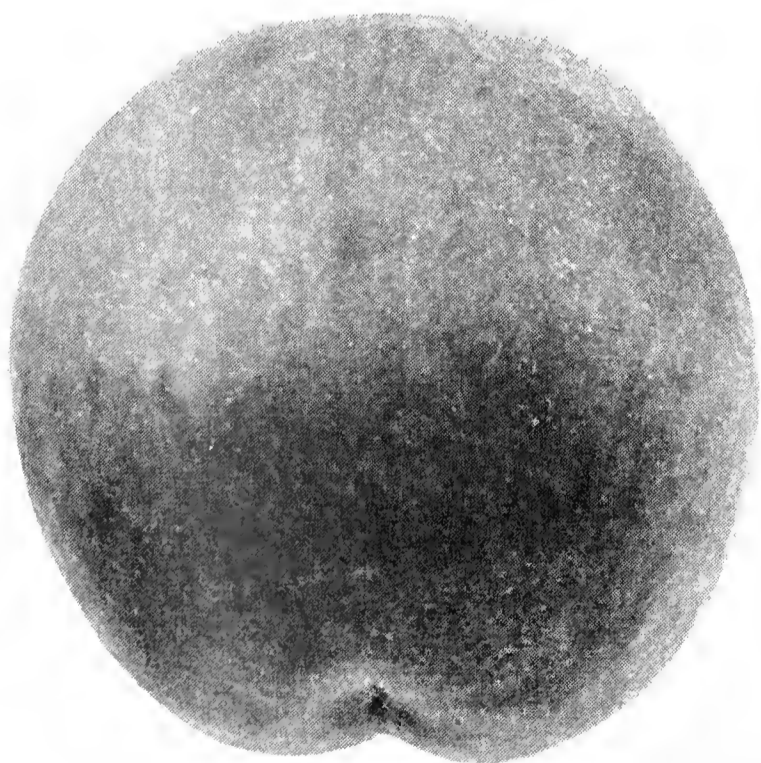
Golden Globe (N. J. 73)

The general market demand is for peaches of $2\frac{1}{4}$ or $2\frac{1}{2}$ inch minimum diameter. There is a special or limited demand for very large specimens. If it is grown well and thinned, Golden Globe is a peach that makes a baseball look small.

It is a very large, early yellow peach of extra good edible quality and usually a freestone in New Jersey. It ripens a day or two later than Triogem as a rule or 20 to 25 days before Elberta. The flesh ripens rather slowly and the fruits hang to the tree for a long time, making it a favorable one to market both wholesale or retail.

The tree is vigorous and upright spreading.

If the dormant fruit buds were a bit



Golden Globe

more winter hardy the variety would outclass the standard named varieties of its season for size, firmness, attractiveness and edible quality. The variety should be tested in a limited way in regions similar to central and southern New Jersey by anyone who desires an early, large, showy, yellow peach of luscious flavor. For general commercial purposes, however, Triogem, Newday or Sunhigh will probably be more satisfactory as a rule.

Sunhigh (N. J. 82)

A red all over, bright, smooth, firm peach that appeals to the buyer. It ripens a few days before Goldeneast and actually "sets up" the market for that variety. One grower states, "It is the peach that really goes to town with me." It colors well all over before it ripens and it softens slowly, making it an ideal peach to handle commercially. The flesh is an attractive yellow and it is generally freestone, but sometimes the flesh adheres slightly, particularly when picked "hard ripe," but this has not affected the strong demand for it in the New York and Philadelphia districts. The tree is a vigorous, spread-



Sunhigh



Goldeneast

ing grower and the dormant fruit buds are somewhat more hardy than Goldeneast. This is one reason for its popularity with growers in northern New Jersey. It topped the market when in season in New Jersey in 1938.

It is recommended for planting in regions where climatic conditions are somewhat similar to northern and central New Jersey.

Goldeneast (N. J. 87)

A very large, oval, firm, melting, high colored, yellow fleshed peach ripening at the same season as Hiley and Eclipse, or about 14-15 days before Elberta. The pubescence or fuzz is relatively light like J. H. Hale. The red coloring of the fruits begins well in advance of the shipping stage and softening of the flesh proceeds slowly before and after it is picked, making it an ideal peach for the wholesale and retail market. The fruits hang to the tree well even after they become firm ripe. This is a distinct advantage to the grower.

(Continued on page 8)

The New Varieties Have Been Commercially Tested

New York Liked Them

The following sales figures were taken from the U. S. D. A. daily market reports for New York City, N. Y.:

August 2, 1938—New Jersey Bus. Bskts. U. S. 1	
Golden Jubilee.....	\$1.75-2.75
Mostly	2.00-2.50
66s	2.00-2.50
Delicious	1.62½
Slaphey	1.50
Triogem large.....	2.25-2.50
½ Bus. Bskts.	
66s and Triogem large.....	1.25-1.50
Golden Jubilee.....	1.25-1.50
Slaphey75-1.25
Hiley	1.00-1.50
Eclipse75-1.50
Mostly	1.00-1.25
August 4, 1938—New Jersey Bus. Bskts.	
Golden Jubilee.....	2.00-2.50
66s	2.00-2.50
Hileys	2.00-2.50
Carman	1.25-1.75
Few large Triogem and Sunhigh, high as....	3.00-3.25
August 11, 1938—New Jersey Bus. Bskts. U. S. 1	
Goldeneast and Sunhigh, best.....	2.00-2.75
Poorer	1.25-1.75
Golden Globe.....	1.50
Hileys	1.00-1.25



A Fancy Pack of Goldeneast

The New Varieties Were the Gems of the Market

The following sales figures were taken from the reports of sales at the Glassboro, N. J., auction market:

August 1, 1938—Bushels	
No. 1 Cumberland.....	\$1.35
No. 1 Kathryn.....	1.73
2-inch Golden Globe.....	2.00-2.75
2½-inch Golden Globe.....	2.50
No. 1 Slaphey.....	1.55
No. 1 Golden Jubilee.....	1.55-2.50
2¼-inch Goldeneast.....	2.45-2.60
2-inch Goldeneast.....	1.83-2.50
2½-inch Triogem.....	2.60
2-inch Triogem.....	2.50
August 2, 1938—Bushels	
No. 1 Kathryn.....	1.85-2.00
2½-inch Kathryn.....	2.05
2-inch Triogem.....	2.10-2.45
2¼-inch Triogem.....	2.40-2.90
No. 1 Golden Globe.....	2.65-2.80
2¼-inch Sunhigh.....	3.10
2-inch Goldeneast.....	2.15-2.45
2¼-inch Goldeneast.....	3.00-3.15



Goldeneast as Picked "Orchard Run"



Loading a Truck with Newday and Golden Globe for New York



Fruit Growers Examining an Orchard of Triogem

Goldeneast

(Continued)

The yellow-orange color of the flesh is not only exceptionally attractive but it retains this color well, after the peaches are sliced. It does not turn an unappetizing brown as does the flesh of some varieties.

The tree is upright, spreading and vigorous and the dormant buds are medium in hardiness. The variety appears to be best adapted to regions with a climate similar to southern New Jersey.

The edible quality of the fruit is much superior to Elberta and lacks the bitterness of that variety.

Goldeneast has received wide commercial test in New Jersey. It was first sent to the wholesale market in considerable quantities in 1936 under the name New Jersey 87. It "topped" all varieties in price on the New York and Philadelphia markets for several days. It outclasses such peaches as Slappey and South Haven in all-around market qualities.

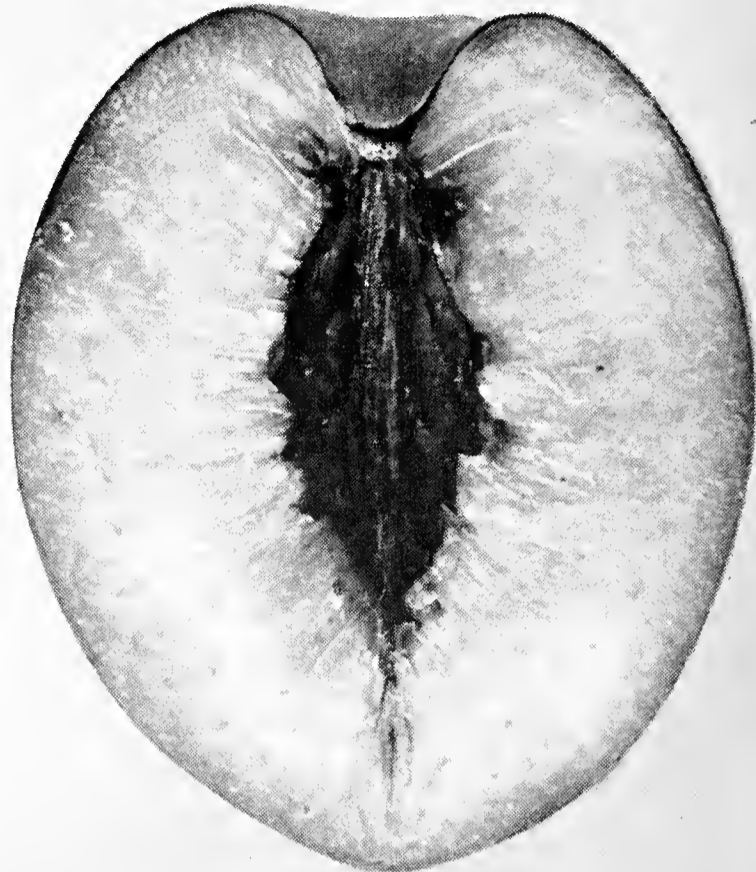
A colored cut appears upon the front cover page.

Summercrest (N. J. 94)

Early in the summer consumers of peaches in the East do not, as a rule, appear to object if peaches are somewhat tart, but in late August many persons seek a peach which is quite sweet and free from bitterness. Summercrest is a large oval, yellow freestone, which meets these requirements as it develops in New Jersey. It is the one yellow-fleshed peach that persons who always buy Belle of Georgia will accept and call for more. No one wants an Elberta after eating a ripe Summercrest.

The fruit is not quite as high colored as Triogem, Sunhigh or Goldeneast, but colors well if the trees are not too vegetative.

The tree is an exceptionally vigorous



Summercrest

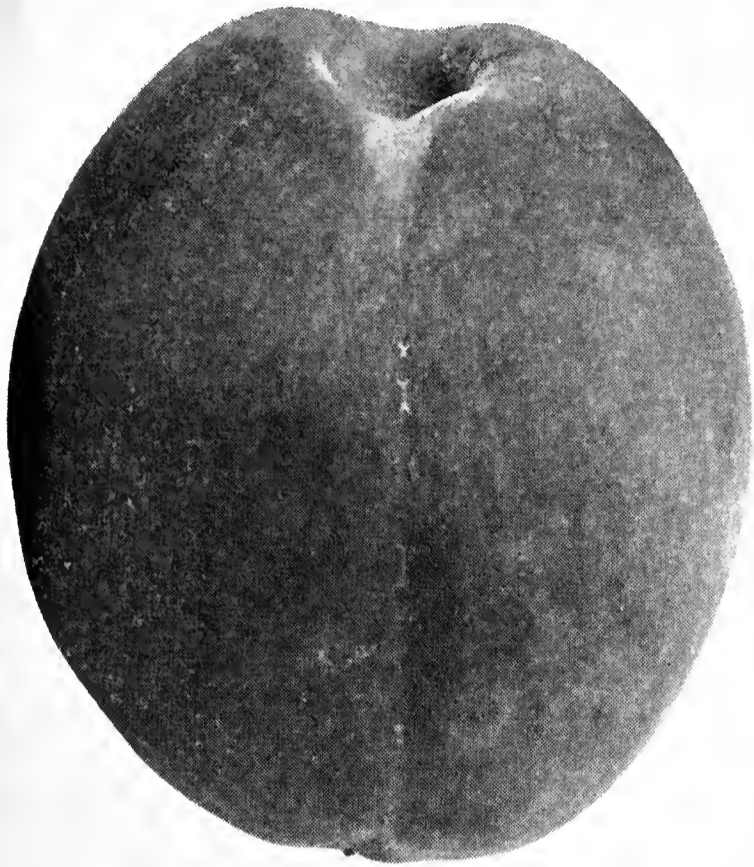
grewer in the nursery and in the orchard. It responds to good culture like any variety, but it can be made too vegetative by too rich or moist soil and the fruit may then lack high red color. In other words, it may be termed a good peach for a light soil and one a bit low in nitrogen. Some commercial growers in New Jersey have withheld nitrogen entirely since the trees attained bearing age. It is as hardy as J. H. Hale and adapted to regions similar to central and southern New Jersey.

Orders will be filled according to the sequence in which they are received. To obtain the best selection of varieties and trees you should place your order without delay.

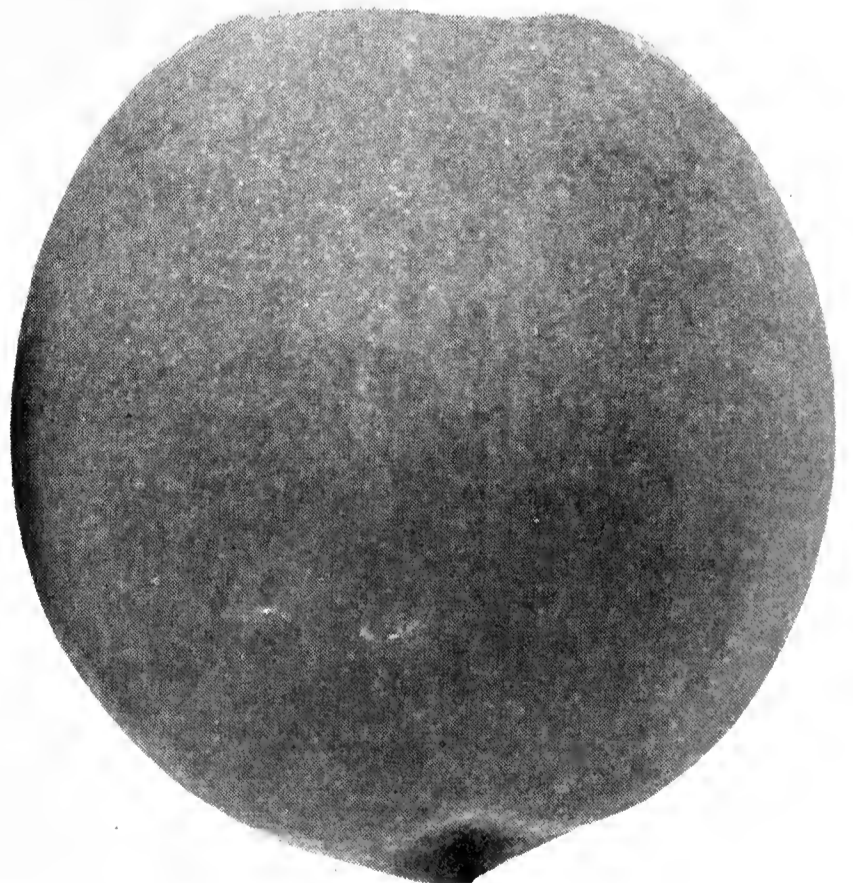
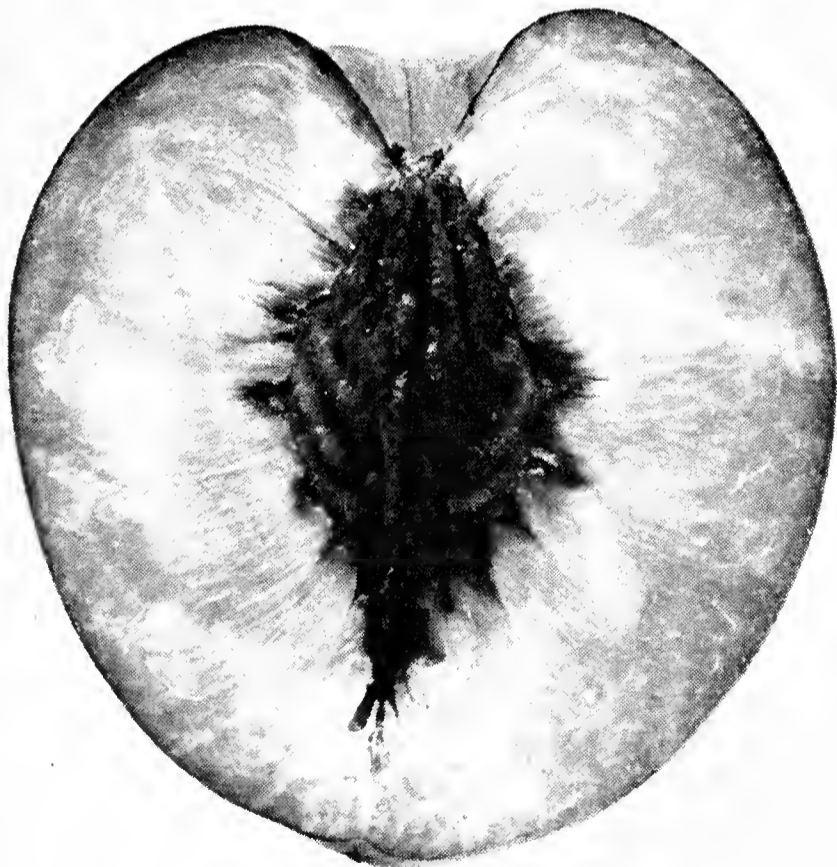
Afterglow (N. J. 84)

Elberta is still the most extensively grown commercial peach, but is gradually losing favor with eastern consumers, particularly in wet seasons and when grown in northern districts. The fruit is too often rather acid and bitter and lacking in peach aroma and flavor. Afterglow as grown in New Jersey is distinctly less acid and bitter and of higher peach flavor. Furthermore, eastern markets are not infrequently well supplied with peaches at the Elberta season. A peach which ripens from 3 to 5 days after Elberta, therefore, often meets a cleared and stronger market.

The fruits are large, round oval in form and become almost completely overspread with red color. The flesh is yellow, stained with red about the pit and free. The trees of Afterglow are more vigorous and the fruit buds and trees have been more winter hardy than J. H. Hale and Elberta at New Brunswick, N. J.



Summercrest



Afterglow Peaches Are Red All Over and "Air" Free About the Pit

An Outstanding New Nectarine

Garden State

(U. S. Plant Patent 92)

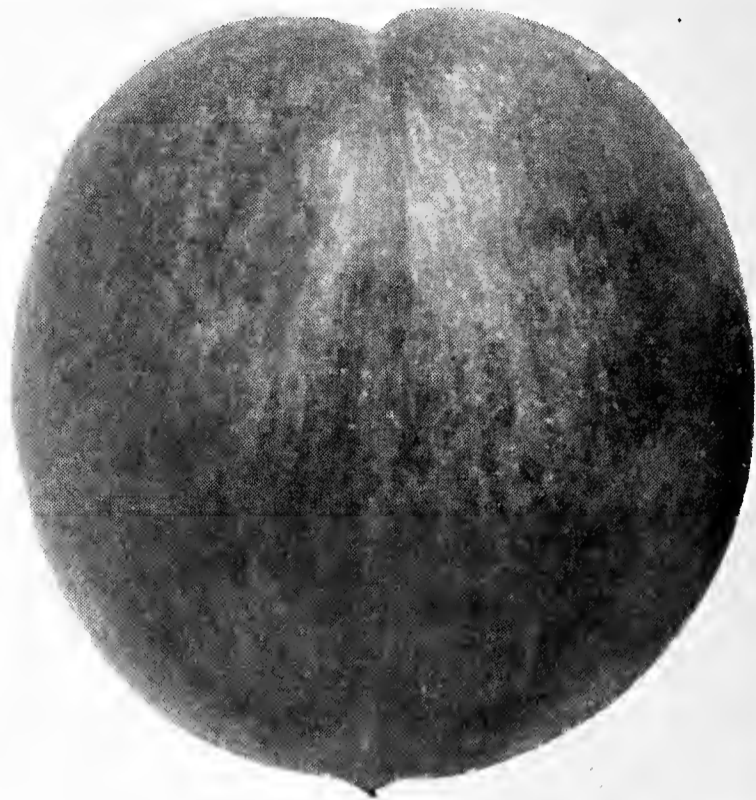
The nectarine is a horticultural variation of the peach which is centuries old. It is not a hybrid between the peach and the plum as is often erroneously stated. It is sometimes called a fuzzless peach because the skin is as free of pubescence as the plum. The pit or stone resembles that of a peach. The nectarine has been comparatively little cultivated because the fruit of the varieties available is too small and it has been difficult for growers to obtain large enough yields of large, smooth fruit.

The Fruit is Large

The Garden State Nectarine overcomes these faults to a remarkable degree. In fact, it is a greater improvement over the available varieties of nectarines for the East than the Golden Jubilee peach was over such peach varieties as Greensboro. The fruit outclasses in size, color and quality all other named nectarines on the New Jersey Agricultural Experiment Station grounds, including Cardinal, Lord Napier, Surecrop, Goldmine and Hunter. At New Brunswick, N. J., in 1938, one tree produced 6.5 sixteen quart baskets of fruit, or more than three bushels. Well developed specimens are two inches in diameter and above.

It Colors Early

The fruit attains an orange-yellow undercolor, overspread with red, several days before the fruit is firm ripe, making it an excellent shipping variety. It is a fit companion in this respect to such modern peaches as Sunhigh and Goldeneast. It ripens at about the same season as the Goldeneast and Hiley peaches and hangs well to the tree.



Garden State Nectarine

The tree is a vigorous grower with distinctive leaf characters. It is medium hardy and apparently adapted to regions with a climate similar to central and southern New Jersey.

The Japanese beetle consumed the fruit of such nectarines as Cardinal, Lord Napier and Flaming Gold before they even became ripe enough to pick for market in 1938 at New Brunswick, in spite of good spraying. The Garden State, on the other hand, became firm ripe before the beetles began to attack them.

Nectarines require the highest grade of cultural skill including the selection of the orchard site, fertilization, spraying and thinning of the fruit.

Be Particular About Your Source of Trees

Too often in the past when even a single new variety of fruit has been introduced more than one variety has actually been distributed under the new name as in the case of the Wilma and Shipper's Late Red peaches in recent years.

Where as many as seven new varieties are introduced the chance for mixtures and substitutions is greatly increased. In fact, it requires an acquaintance with the tree characters and personal integrity on the part of the propagators if the varieties are to be kept distinct.

The Source of Bud Wood is of the Utmost Importance

Practical experienced fruit growers do not need to be told how important it is that nursery stock be propagated with buds cut from trees true-to-name. Unfortunately comparatively few persons can identify even a few varieties of peaches in the orchard.

A period of not less than four summers as a rule is necessary to bring a commercial peach orchard into bearing. Four seasons of tillage, pruning, spraying, control of pests and general care. What a disappointment and loss if the trees at that time prove to be a lot of misfits or have some serious weakness or disease! In these modern times it is important to know just who really grew the trees and where they were grown. The particular grower will not wish to plant trees that have been "jobbed around." There is too much at stake.

By cooperation with state service agencies the New Jersey Peach Council has devoted special attention to making certain that the source of the bud wood of the new varieties is carefully selected from true-to-name trees.

Freedom from Virus Disease

Peach yellows was the disease most dreaded by peach growers for years. Now the danger is increased by additional virus diseases including little peach, phoney peach, red suture and the X disease. All can be distributed by budding

in the nursery row. The Peach Council has cooperated with state service agencies in doing everything possible to insure that the nursery stock offered for sale of the new varieties is free from virus diseases.

Root Stocks

From a commercial standpoint, hardy, productive peach trees mean a hardy, healthy, vigorous root stock. Seedlings of some peaches make poor stocks because the trees are more susceptible to collar rot and various root troubles. In recent years, some of the sources of peach seed have become more variable in type and quality and less dependable. Peach pits are sometimes collected from a great variety of tree types, including commercial varieties, which means a great varia-

tion in the vigor and type of trees which develop in the nursery and in the orchard. The New Jersey Peach Council has not overlooked this situation. The peach stock offered for sale in the fall of 1938 and in the spring of 1939 has been grown from seed of a single varietal type secured from a region free from virus diseases such as yellows, little peach and the phoney disease. This tends to insure a healthy uniform type of root system upon all of the trees.

Nursery Trees Should Have Good Reserve of Plant Food

The New Jersey Peach Council, through state service contacts, checks as far as is possible the nutrient condition of the soil of the land on which the stock of trees is grown. When peach trees are grown on land deficient in one or more of the common nutrients and are then planted on land that is also deficient in the same

nutrients the trees are unlikely to grow well and a percentage may even die the first summer after planting. It is therefore important for a commercial peach grower to purchase nursery trees that have stored up a good supply of all nutrients in their tissues before they are dug for sale and distribution.

Care in Digging and Handling of Trees

Even when nursery peach trees have been propagated upon good root stock and well grown, their value for planting can be seriously injured by careless digging and handling. Drying out of the trees either at the time of digging, when

placed in the storehouse or when in transit may when planted cause the trees to make a poor start and be more susceptible to injury by peach aphid, dry weather or a deficiency of one or more elements in the soil.

Peach Tree Grades and Prices

Grade	25 to 100 trees	100 to 250 trees	250 to 500 trees	500 to 1,000 trees	Over 1,000 trees
2½ to 3 feet.....	24 cents	22 cents	20 cents	18 cents	16 cents
3 to 4 feet.....	30 cents	28 cents	26 cents	24 cents	22 cents
4 to 5 feet.....	30 cents	28 cents	26 cents	24 cents	22 cents
Over 5 feet.....	30 cents	28 cents	26 cents	24 cents	22 cents

Less than 25 trees, 50 cents each, all trees to be of the 3 to 4 foot grade or larger.

Nectarine Tree Prices

Grade	1 to 10 trees	10 to 25 trees	Over 25 trees
3 to 4 feet, or 4 to 5 feet and over..	\$1.00 each	75 cents each	Write for prices

These prices include truck delivery to some central point in New Jersey, such as Moorestown, Hammonton, Glassboro, Freehold, or Lebanon, if the number of trees ordered makes such delivery practical. Trees may also be secured at the Princeton Nurseries, near Kingston, if the order has been accepted by the New Jersey Peach Council. Small shipments to distant points, including all orders for less than 25 trees, will be sent by express collect unless otherwise specified on the order blank.

PLACING ORDERS

All orders for trees should be sent to the New Jersey Peach Council, Inc., Box 710, Princeton, New Jersey. Orders approved by the Peach Council will be turned over to the Princeton Nurseries with instructions to fill the order and make delivery as specified on the order blank. A deposit equal to 10 per cent of the total cost of the trees is required with each order and the balance before delivery. Five per cent discount for cash with order. The grade specified in the order will be furnished unless the supply of trees of that grade is exhausted in which case another grade listed at the same price will be substituted.

Tabulated Details About Varieties

Variety	Parentage	Flower Type	Bud Set	Days Ripe Before Elberta
Triogem (70)	J. H. Hale X Marigold	Medium	20-25	20-25
Golden Globe (73)	J. H. Hale X Marigold	"	20-25	20-25
Newday (79)	J. H. Hale X N. J. 40 C. S.	"	15-20	18-20
Sunhigh (82)	J. H. Hale X N. J. 40 C. S.	"	10-15	16-18
Goldeneast (87)	Elberta X N. J. 38 E. G.	Large	15-20	14-15
Summercrest (94)	J. H. Hale X Cumberland	Medium	15-19	3-7
Afterglow (84)	J. H. Hale X N. J. 27116	"	12-15	3-5 after
Garden State Nectarine	Elberta O. P. + O. P.	Large	20-25	14-15 before

C. S. = Carman X Slappey

E. G. = Elberta X Greensboro

O. P. = Open-pollinated



Our Block of Nursery Trees in August, 1938

New Twentieth Century Peach



*A Better
Shipper than
Golden Jubilee*

Triogem

*None Complain
About its
Edible Quality*



— Bred and Tested in New Jersey —